



Web Marketing Quick Start Guide

New Website, or existing Website is relying on Pay Per Click for All Sales and Leads	Have Website, Ranking well “on the left” and feel you don’t need Pay Per Click	Have Website, Appear “on the left”, but also use Pay Per Click already.	Have Website, but do not get <i>any</i> visitors, either paid or from “the left hand side” (natural listings)
<p>You are relying on your website as the sole form of your sales and leads and have just launched it and want to get instant visibility to your customers online</p>	<p>You already rank well on the left hand side in the “Natural Results” and feel you do not need to invest in Sponsored listings at the moment</p>	<p>You Appear on the left hand side, but also invest in Pay-Per-Click to reach the more competitive search terms for your industry. In our Fishing example previously, this could be the keyword “fishing hooks”.</p>	<p>Your website has been live for several months but is not appearing in either the right-hand Pay-Per-Click “right hand side” <i>and/or</i> the left hand “natural” Results.</p>
Recommendation	Recommendation	Recommendation	Recommendation
<p>Employ an Internet Marketing Company that has a track record of getting Customers onto page 1, 2, 3 and of Google and the Search Engines, “on the left”.</p> <p>Also Consider running a Pay per Click Campaign for the first few months to generate Website traffic and Sales.</p>	<p>Congratulations! You or your Web Company are doing a great job, keep it up.</p> <p>Improve on this, and think about other keywords and angles to target for your industry as well.</p>	<p>Great! Your approach is good and you have a clear vision of where you want to take the online business.</p> <p>To improve on this, consider Employing an Internet Marketing Company to help you get your Website higher on the “left hand side” (natural) results.</p>	<p>That’s bad news. At the very least you should be getting some website traffic, but we find that many customers that come to us have been given poor service previously.</p> <p>Consider changing companies <i>now</i> and improving. It could be the difference between your website Succeeding or Failing.</p>

Read More about Marketing your Website at www.theclickexperts.co.uk