



design



develop



promote



maintain



News



8/13/03 - August Newsletter - Web Sales Plan

Most businesses look at their web site as a marketing tool, and yet, few make it an integral part of their advertising. Today, it is more important than ever to squeeze productivity out of every part of the business. So why neglect your web site sales plan?

A sales plan begins with an analysis of your business goals. Without a plan, your web site may be lost in an ocean of competitors attracting meaningless visitors.

Fortunately, there are many ways to online advertise your business, all of which are more cost-effective, targeted and measurable than print. Here, we are discussing ones that give the quickest return on your advertising investment.

1. Search Engine Optimizing: Optimizing your web site for the search engines is the core of any traffic building program since it is the most cost effective way to attract prospects. Unfortunately, it takes three to six months of effort before this type of program generates large amounts of traffic.

2. Pay-for-Click Program: The impact of this program is immediate - within days of submitting your application. Unlike search engine optimizing where your web site is modified to make it attractive to the engines, the site is unchanged. This is paid advertising, similar to print but with the advantage of a targeted audience. You place your advertisement and you pay when someone clicks on it to get to your web site. The cost per click typically ranges between 30 cents and \$3.

3. Pay-per-lead Program: If your target customer is a small business, this may be the program for you. After enrolling in this program, you receive leads from prospects, requesting your products or services. If you respond to a lead, you pay a fee ranging between \$2.50 and \$20, depending upon the lead service and buyer request. Note: the lead service limits the number of replies to roughly ten competing businesses. This is your most expensive per lead Internet advertising method, but has the advantage of taking only a few days to set-up. Moreover, the service pre-qualifies buyers.

While any of these advertising programs may stand-alone, they are best employed in the context of an integrated sales campaign. There is no one-size program that fits all. Only by understanding your business goals and the nature of your present web site's visitors can an RP Design consultant develop a plan that fits. Please contact us and we will reply with a free assessment.

Just launched web site: Majestic Star, Inc., located in New York City, is the owner of luxury yachts used for both private and corporate events. This web site was re-designed for search engine ranking without neglecting its visitor appeal. It was given a complete overhaul, featuring a new design that gives the site a more elegant appearance, an improved navigation bar with sub-menus, photo galleries, and much more. Visit the site at www.majestic-star.com

Please Vote: Our General Manager, Barbara, has a daughter named Jennifer who's portrait of a girl and her dog Ludlow was in second place in this on-line-art contest. Check it out and, if you are so inclined, vote: [Click Here](#).

Of Interest: Offer Too Good? America Online's latest promotion „1,045 hours free for 45 days,% works out to 23.2 hours of free internet access a day. To make the most of that offer, a family of four would have to split its Web time into 5.8-hour shifts.

Please call or E-mail us if you would like to discuss how your web site could better serve your business as well as any topics that you would like to see in the Next Newsletter.

Until then, we thank you for your continued support,

Everyone at RP Design Web Services

[Click here to receive our free, monthly newsletter via e-mail.](#)

[Return to Main News Page](#)

[Home](#) | [Portfolio](#) | [News](#) | [About Us](#) | [Site Map](#) | [Privacy Policy](#) | [Contact Us](#)

Copyright 2002-2004 RPD, Inc.

1187 Highland Ave. (2nd Floor) | Cheshire, CT 06410 | 203.271.7991