



# Internet Marketing Fast Start!



Build Your Online Website Business Fast!



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The image shows a group of diverse young adults in a classroom setting, all giving thumbs up. The text is overlaid on the image in white and red. There are two circular logos: one for The TEFL University and another for Tecca International.

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# How to Start an Internet Marketing Business

Internet marketing businesses are small or medium sized businesses that use the internet as their major market. Starting and internet marketing business requires some specific and proven procedures and tools in order to succeed. It is important to take heed of all the tools and procedures as advised by success stories in order to make it in internet marketing. This is because the internet marketing business is susceptible to a number of setbacks that might prove to be challenging if not addressed correctly and promptly.

A website is the first contact point between a consumer and an internet marketer. This is because it is through a website that the buyer gets to see the products on market with their specifications. As a result, a website acts as an online storefront that must be designed in the most attractive way in order to attract potential customers. It should be noted that there are a number of strategies and tools that one can use to make his or her website most attractive and admirable for potential clients. However, before embarking on the strategies and tools for developing a good website for your online marketing business, it is important to have an overview of the proven tips for developing a good website.

There is a proven sequence and step by step procedure that to can follow to make your internet marketing business dreams a success. This procedure guarantees success for people opting to start internet marketing businesses; whether small or medium sized businesses. Thousands of internet marketers have benefited significantly from following strictly the guide to effecting internet marketing businesses. In order to take your internet marketing businesses to the next level, it is imperative that do the following as stipulated in the next chapters.

## Find a Need and Meet it

The very first step to starting a productive internet marketing business is to conduct a study aimed at identifying the need within a targeted market. On most occasions, internet marketing starters make a mistake of finding a product before identifying the target market. You should note that the market always comes first before the product. It is only through this that a competitive online business marketer will be in a position to link the demand with a given product.

As such, begin with identifying the market in order to boost your chance of making it in internet marketing. The trick in this case is always to find a group of consumers with the common goal of getting a product that will solve their problem. The best groups of people are those that have failed to find the most appropriate solutions to their problems. This can easily be achieved; thanks to the internet.

In order to identify the groups of people seeking solutions to their problems, here are some steps you can take:

- Search for online forums over the internet and be keen on the kind of questions the participants of that forum are asking. In addition, it is important to pay special attention to the kind of problems most of them have and the kind of solutions they seek for their problems. From this, one can be able to identify a common problem faced by more people thereby providing an insight on the kind of product that might best solve the common problem amongst the participants of that site.

- It is also advisable to conduct keyword search in search engines with the aim of identifying the keywords searched by a lot of internet users. However, you should be keen to identify only keywords that appear more on search engines but which very few sites are competing for. This then will help you identify a problem whose solution is sought by many internet users. Through this then you can be able to come up with a product to meet this demand.
- Another strategy is always to check on your competitors to know what they are up to. This can be done by visiting the sites of the competitors and taking note of how they are meeting the various demands of their consumers. It should be noted that this has two significant benefits. First, you get to learn from the best and then you can make use of that information to come up with a better product for an already existing market and offer something a little more to have a competitive edge over other competitors. Secondly, knowing what your competitors offer makes you able to identify a gap in the market. Through this, you can be able to create a new market that had not been discovered by competitors.

## Find The Demands of Your Target Audience

Once you have already identified a need or a gap in the market with its target audience, you can go ahead and find the product that will best suit the needs of these consumers. This is always one confusing stage in the process of building a reputable online marketing business. Beginners in this field always confuse this stage by totally forgetting what they intended to sell and venture into an entirely different product. This is wrong. Please remember that passion is also key in any business. You cannot be able to effectively sell what you are not passionate about. It is for this reason that you are advised to stick to the products you are passionate about.

Finding the products that will best suit the needs of your potential customers means that you have to align the demands of the market with what the product offers. It is always important to ensure that the products you present to a market will be able to solve the needs of that market. On most occasions, online marketing businesses conduct a feasibility study of the market in a bid to ascertain not only the viability of the market but also the potential growth of their products once released into these markets. As such, you should consider conducting a feasibility study as well.

During this process, it is important to evaluate what kinds of products are offered by competitors in the same market. This will make you understand what you need to add onto your products to give them a competitive edge over competitor products. It is imperative to offer something more; something that will motivate consumers to prefer your products to the many similar products available in the same market. It is only through this that you can be able to register sales on your product once it is released into the market.

The final stage in this step is to price the products correctly. Conduct a wide market analysis with the aim of identifying what other industry players offer and their pricing strategies. Through this, you will be able to determine the price ranges of similar products in the niche. Use this information to price your own products. Make sure that the prices of your products do not vary so much when compared to the prices of similar products in the same market. Some beginners in the internet marketing business opt to price their products slightly lower than their competition while others opt to price slightly higher. Nonetheless, this depends entirely on your pricing strategies. The most important factor to consider here is never to charge too much or too little for your products.

It is worth noting that a proper implementation of the product pricing step will determine how lucrative the product will be in the eyes of projected consumers. Certainly, consumers are highly likely to associate themselves with products whose prices fit within their anticipated budgets. Additionally, most consumers always want value for their money when purchasing products. This is an implication that they tend to equate the prices of their products to benefits that come with buying such products. In the event that consumers perceive the benefits of the products as being less valuable compared to their process, they will less likely purchase the products. It is therefore imperative for new entrants into the online marketing business to put in place effective measures of ensuring that the prices of their products are well aligned with the projected benefits that consumers will gain from purchasing these products.



# Build Your Business Website

A website is the first contact point between a consumer and an internet marketer. This is because it is through a website that the buyer gets to see the products on market with their specifications. As a result, a website acts as an online storefront that must be designed in the most attractive way in order to attract potential customers. It should be noted that there are a number of strategies and tools that one can use to make his or her website most attractive and admirable for potential clients. However, before embarking on the strategies and tools for developing a good website for your online marketing business, it is important to have an overview of the proven tips for developing a good website.

Tips for developing an attractive website for your online marketing business

- Ensure that the navigation of your website is simple and clear. The navigation should also be the same of each of the pages of your website. Simple navigations make it easy for users to navigate through your pages as they read and see product descriptions. In the event that website navigations are complicated, visitors of your site are highly likely to get discouraged and simply quit. Having a universal navigation procedure for all your website pages makes your website simple and easy to master as well. It is therefore advisable to have very simple and easily navigated websites for internet marketing businesses in order to attract and retain visitors who visit these websites.
- Internet gurus have always advised that videos, audios and graphics should be attached on websites only if they enhance the message being passed across. In the event that videos or audios are not used for the purpose of passing an intended message on a website, they become obsolete and therefore make the website lose taste and direction.

Additionally, unwarranted videos, audios and graphics on websites make websites look ambiguous and indistinct. Therefore, one must avoid unnecessary videos, audios and graphics on their websites. Nonetheless, it should be noted that when these tools are used to communicate the intended message, they kill the monotony of written messages.

- Visitors that visit an internet marketing business website should be able to make purchased of products in not more than five clicks. This is an implication that all such websites must ensure that users can easily make purchases without going through so much trouble. Web designers can make this possible by including purchase buttons on the website. On a single click, such buttons enable website users to navigate through purchase processes easily and promptly. Therefore, one of the most significant tips for developing an effective website is make the complete buying process not more than five clicks away.
- Effective websites also include opt-in offers. Such offers have been utilized in the contemporary internet platforms for collect email addresses of users. Even so, the collection of the email addresses is done with full concession from users. This is an implication that users key in their email addresses willingly and are requested to confirm whether they would like to receive updated from a particular website through their email addresses. Collection of email addresses is important for internet marketing businesses. This is because it provides marketers will contact details of their prospected clients. Through this, they are able to send updates and company promotional materials periodically to their clients via their emails. It is thus advisable for new entrants in the internet marketing businesses to invest in opt-in offers to aid in the collection of emails addresses.

- One should be cognizant of the fact that a company website is the storefront of an online-based business. Just like the storefronts of any other business, they must be appealing to all clients. Additionally, they must be easily identified with clear descriptions of the kind of products and services offered therein and their related benefits to consumers. In other terms, the storefronts of every commercial entity ought to contain all the necessary information that customers need in order to determine whether their demands can be met from such stores. Therefore, the homepage of a website must be appealing. Alongside its attractiveness, a homepage ought to contain all the necessary information including business name, contact information, products and services offered and sometimes even price lists.

# Use Tools to Build a Website

Internet marketing businesses have varied objectives needed to be met through company websites. For online-based businesses, a company website is perhaps the most important identifier of the business and therefore must be created in the most attractive way. It is only through this that clients are able to visit such websites comfortably and read the information contained therein.

There are numerous web design tools that have been used successfully to come up with amazing company websites. Besides that, new web design tools with advanced features emerge from time to time thereby enhancing the processes of website creation by the day. It is worth noting that some web design tools are fully free while others are available on periodical subscriptions. For this reason, there is always a web design tool for every business no matter its budget or needs.

The web design tools include:

## **1. Atomic**

This is a design tool that allows its users to come up with website designs in their browsers. It can be done on either PCs or Macs. After the creation of the website, this tool allows its users to share the created website for reviews through a myriad of devices like Apple Watch amongst others. It is worth noting that the Atomic web design tool comes in handy when you want to show your mockups to your clients. This tool is also commonly used for giving website developers a rough idea of how you would like your website to look like.

With the use of Atomic web design tool, users can be able to pull in their designs from Sketch or Photoshop. Additionally, they are also able to begin their web designs from blank canvases

before they can include interactive elements to their design. It is also worth noting that this tool allows you to directly add feedback to your project thereby enabling easy organization and access. Atomic also allows you to instantly spin out frameworks of your website and send it to the designer for professional designing or your client for endorsement. This tool is thus accessed through a monthly subscription of \$15.

## **2. Form**

This tool allows you to come up with prototypes for a myriad of devices before adding all the required animation and interactive effects. This therefore helps you showcase to your clients an idea of what you are offering thereby enabling them to choose from a number of examples offered. It should be noted that Form was recently added to Google. Thus, for web designers who want to stay on top of the web design trend, Form can be a worthy addition to their prototyping toolkit. This web design tool is free and hence accessible to all web designers.

## **3. Avocode**

This web design tool is marketed as an intermediary between web developers and web designers. With Avocode, one is able to export his or her Sketch or Photoshop designs into the tool with all related layers and elements kept in one piece. This tool is mostly useful for front-end developers who are sourcing for easier and more effective ways of getting their developed websites to their back-end coders.

Avocode incorporates a collaborative nature that allows its users to centralize their work. With this tool, web designers and developers are able to work from a central location. This has the benefits of saving developers from the stress of having to search their inboxes every time a



revision of a design is needed by a client. It is also worth noting that this tool comes with a tutorial to assist users who might not be well conversant with the program.

The fact that the Avocode web design tool works on most operating systems and platforms like Windows, Linux and OS X amongst others makes it the most flexible web design tool in the market. The tool is offered at a monthly subscription of \$8.99. This is a fair price especially when the flexibility and user interface of the application is put into consideration.

#### **4. Frontify**

Internet gurus have always advised that videos, audios and graphics should be attached on websites only if they enhance the message being passed across. In the event that videos or audios are not used for the purpose of passing an intended message on a website, they become obsolete and therefore make the website lose taste and direction. Additionally, unwarranted videos, audios and graphics on websites make websites look ambiguous and indistinct. Therefore, one must avoid unnecessary videos, audios and graphics on their websites. Nonetheless, it should be noted that when these tools are used to communicate the intended message, they kill the monotony of written messages.

This impeccable software allows its users to come up with style and branding guides for their websites. It is important to note that the software has a wide scope of coloration that allows you and your team to sign from the same hymn sheet. Frontify also features an important prototyping tool referred to as Workspace. On most occasions, Workspace is used by web designers and developers and their teams to share designs, approve changes, offer presentations and add comments through one online application. This provision simplifies the process of web designing by saving time and amalgamating all the stakeholders involved in one online platform.

Through Frontify, users are also able to have access to attractive and simple ways of documenting fonts and colors of their websites. The combination of this feature and the features of Workspace makes Frontify one of the most preferable tools for web design because all the involve practices and procedures are undertaken in one place. The fact that this application is free makes it more attractive and effective for the purposes of website development.

## **5. Macaw**

Macaw has a close similarity to Photoshop especially in its interface. It is an application that is billed as a code-savvy website design instrument and therefore ideal for website designers and developers who are yet to learn coding techniques. Macaw is designed in such a manner that it helps its users rapidly come up with wireframes, mock-ups and prototypes. Its developers have constantly associated Macaw with Adobe's flagship app used in manipulation. This is because their functionalities are more or less the same and hence a user who is familiar with the manipulation flagship found in Adobe should easily use Macaw.

When working with Macaw, HTML and CSS are generated automatically in the background. The automatic code generation might not be very useful when using WordPress developers. However, it should be noted that this automatic code generation becomes handy when you want to demonstrate the user interface of your projected website to a client. This is because it helps you to easily and quickly make such demonstrations without having to undergo the trouble of beginning your work on WordPress themes.

Most web developers and designers have provided positive reviews for Macaw because of its capability of creating fully responsive designs. With this tool, you can instantly add customized breakpoints and test your final picture of your website layout. It should be noted that Macaw

does not have monthly subscription and is therefore free for use by any web designer or developers. This therefore makes this application one of the many free website design tools that can be utilized with the aim of developing an internet marketing business website.

## **6. Origami**

This is a webs design tool designed and marketed by the Facebook team. According to this team, Origami was used in the design and development of some famous internet-related products like Messenger and Instagram. These applications are known for their efficiency and have thus been rated very highly in the recent past. This is an implication that origami can be very useful when it comes to developing a website intended for an internet marketing business.

It is unfortunate that Origami is choosy when it comes to devices that are compatible with it. Traditionally, this application has been known to only operate effectively on iOS and Mac. Nonetheless, Apple devices have since been able to access this application and make use of it as required. Those that are able to successfully install and use this program enjoy its Sketch integration, wire-framing and prototyping features. It should be noted that Origami is free and hence can be accessed without any periodical subscriptions.

## **7. Marvel**

This also adds to the long list of we design tools. It is a code-free tool that comes in handy during prototyping. It is also widely used as a collaborative tool by web designers and developers. Marvel has one important feature that allows you to make use of timers with the aim of determining the transition between pages and slides while coming up with your prototypes. Through this application, you can also be able to have a look at you mock-ups on many

electronic devices like Apple Watch amongst many others. Just like many web design tools, Marvel is free and can thus be accessed with no billings involved.

## **8. Pixate**

Unlike many website design tools, Pixate eliminates the need to write codes while developing a website. The main objective of this application was aimed at simplifying the mobile app creation process by automating complicated process. You are able to design and demonstrate your website when you connect your Android or iOS devices to your desktop. The demonstration can easily be done through your Smartphone because it enables you access all the information contained therein through your desktop. Pixate, just like many website design tools, is free and can thus be accessed without levies.

## **9. PowerMockup**

It is important to note that this website design tools is mostly used for the PowerPoint platform. Owing to the fact that it is most effective when used in PowerPoint platforms, the PowerMockup tool is most appropriate for delivering presentations. As such, this tool can be used to create websites that are interned for interaction with less technical internet users who will not expect ambiguous designs in your websites.

The package of PowerMockup comes with more than 800 UI elements. Each of these elements is designed from PowerPoint shapes that can easily be dragged and dropped at a designated place. By dragging and dropping these elements at your position of choice, you will be creating PowerPoint presentations with the capacity to demonstrate your website. In addition, these presentations will be able to share your app prototype or website in a format that will easily be understood by most internet users.

The many features included in the PowerMockup package makes this application quite costly. The application is charged as \$59.99 for a one time purchase. It is however important to note that this application comes with a trial version. Thus, users are able to try out the efficiency and alignment with intended objectives of using this application before they can make an actual purchase.

## **10. Relay**

It is worth noting that the use of Relay becomes beneficial to users of Slack alone. On most occasions, Relay is used when trying to get work out of a web design tools quicker into a comparatively collaborative space when using Slack. Web designers and developers make use of Relay alongside Adobe CC apps, Sketch and Chrome. It also works in collaboration with Mac. Its capability of taking screen shots gives it a competitive edge over other similar applications. It is only after having your website design into Slack that you and your teams are able to annotate and include various comments to your prototypes.

## **11. Webflow**

The use of this application simplifies the approach of prototyping and wire-framing. This happens through the elimination of drawing tools that are common during prototyping and wire-framing. Instead of the drawing tools, Webflow gives its users a myriad of drag and drop techniques that enable one create a complete website without the drawing tools. This feature makes Webflow one of the most preferable website design tools. This is because of simplified user interface.

It is important to note that Webflow is part of CMC. This is an implication that it comes with numerous free and premium templates that users can make use of in the process of building their



prototypes. The drag and drop web design tool is efficient even for website designers and developers who opt to stick with WordPress. Through this, one is still able to come up with fully interactive theme prototypes and websites. From here, one can go ahead and redesign their websites by hand in the case of WordPress or use their favorite drag and drop features to come up with their new WordPress websites.

On most occasions, website designers and developers have found Webflow to offer more than they actually need. This is an implication that the application is offered in an all in one package. Therefore, you can make good use of this application to come up with very impressive and attractive website designs you would have otherwise gone through a lot of trouble to build when using other relate website design tools. It should be noted that this application is free of charge.

## **12. Wire Flow**

This is another important website design tools that comes in handy during a quick design of wire-frames via a mobile device. Once you have been well conversant with Wire Flow, you will be able to think of creative ways of making use of this application. At this juncture, you will appreciate how invaluable this application is when it comes to the designing and development of websites. The fact that this application is offered for free adds up to its numerous advantages.

## **13. Affinity**

It is important to note that this application has been described by many as the ultimate Photoshop killer and one can easily see why this is the case. Arguably, the design of the application makes it ideal as a graphic and web design tool. Affinity also features a number of amazing features that gives it a competitive edge over other related application. For instance, it features adjustable nondestructive layers. This feature helps you adjust vectors and photos without causing any

damages to them. This feature therefore makes this application ideal for use during the designing and development of website that feature numerous images.

In addition to the nondestructive layers, Affinity also features 1,000,000 percent zoom. This is perhaps the highest ever recorded for web design tools. It is worth noting that this feature comes in handy when using vector arts in your design. This is because the feature allows you to zoom in really close to enable you complete your design efficiently. That aside, the application also features history and undo features that allows its user to undo over 8,000 steps. This therefore makes it easy for web designers to correct mistakes during the designing process.

### **Procedure for building a perfect website layout**

After choosing one or a combination of web design tools that will help you design your website, you go to the actual process of developing a perfect website for your internet marketing business. It is worth noting that there are proven steps and procedures for building perfect websites that will contribute in wooing traffic your way during the transaction of business. As already noted before, attractive websites are highly likely to woo more visitors as compared to less attractive sites. It is thus imperative to make your website as impressive as possible in order to achieve the desired goals of your business. Here is a comprehensive procedure for developing a perfect website for your internet marketing business.

A website is the first contact point between a consumer and an internet marketer. This is because it is through a website that the buyer gets to see the products on market with their specifications. As a result, a website acts as an online storefront that must be designed in the most attractive way in order to attract potential customers. It should be noted that there are a number of strategies and tools that one can use to make his or her website most attractive and admirable for

potential clients. However, before embarking on the strategies and tools for developing a good website for your online marketing business, it is important to have an overview of the proven tips for developing a good website.

**a) Put your idea of the website you want on paper**

This might seem too obvious. Nonetheless, many designers have jumped straight to Photoshop in the past before they are able to give any thought of the idea they would like to actualize. It should be noted that design goes hand in hand with solving related problems. Such problems can only be solved through proper layouts that can only be achieved if sketched first on paper before the actual designing commences.

**b) Sketch your top level framework**

This is where all the navigational problems should be fixed. The top level framework can be described as the UI that surrounds the content of your website and that assist in the navigation process of the website. This is meant to include navigational tools like bottom bars and side bars. In the event that your design is approached from this perspective, you will obviously have an understanding of what the layout of your website needs to be.

**c) Add a preferable grid to your website**

This may sound simple but it is very essential for your website to come out attractive and competitive. A proper grid will assist you in structuring the layout of different sections of your website. Additionally, coming up with a proper grid helps identify the screen sizes required for every page of your website. As a result, creating grids will make your templates responsive and consistent when it comes to spacing and any other issues related to design of a website.

#### **d) Make a selection of topography**

When undertaking a project of designing a website, it is imperative to explore different colors and typefaces. This is part of the discovery of the project and must therefore be taken very seriously. It is recommended to use at most two typefaces for a website. This is a measure meant to control the overuse of typefaces that might end up killing the whole idea of a perfect website for your internet marketing business.

During this step, you are advised to choose the most appropriate font for your website. It is noteworthy that the type and size of your fonts depend on your target audience. This also depends on the type of products intended to be promoted by the website under design. However, never shun from using large fonts. On most occasions, large fonts have been described as easily visible and hence visitors to your site will never struggle to read your content in the event that you use large fonts to develop your website.

Internet gurus have always advised that videos, audios and graphics should be attached on websites only if they enhance the message being passed across. In the event that videos or audios are not used for the purpose of passing an intended message on a website, they become obsolete and therefore make the website lose taste and direction. Additionally, unwarranted videos, audios and graphics on websites make websites look ambiguous and indistinct. Therefore, one must avoid unnecessary videos, audios and graphics on their websites. Nonetheless, it should be noted that when these tools are used to communicate the intended message, they kill the monotony of written messages.

#### **e) Divide the layout accordingly**

It is important to note that every section or segment of your website ought to tell a unique story. According to experts in this field, layouts of websites ought to be simple in order to ease navigation. This is also important in helping visitors easily identify their desired information from the websites. You should therefore design your layouts to tell stories from the most important to the least.

**f) Pay close attention to the fine details**

This is perhaps the most commonly used statement in website design and development. The final product depends on how meticulous you were while designing your website. As already noted, internet marketing business websites must be appealing to users. It is only through this that traffic will be drawn towards a particular website. One should also be cognizant of the competition in the internet marketing business. Every business makes an attempt of making its website the most attractive amongst competition. Thereof, in order to have a competitive edge over competitors in the same business niche, it is imperative that you pay close attention to the fine details while developing your website. By this, you will be able to identify loopholes in the website and work on them accordingly.



## Use Search Engine Techniques

Once you have developed as perfect website for your business, buyers will not be able to view the website in the internet unless you publish it on search engines. It is therefore imperative to make your site visible b publishing it to search engines. Once this is done, make attempts of promoting the site. Pay-per-click form of advertising websites has been proven to work best for new websites.

The pay-per-click form of advertising new websites has a number of advantages over other forms of marketing. For example, the pay-per-click advertisements are immediately visible on search engine pages. In addition to that, these advertisements make you able to test varied keywords, selling techniques, prices and headlines. The use of pay-per-click as a marketing strategy does not only bring traffic your way but also the keywords that work best from you. Through this, you are able to distribute these keywords throughout your website via your copy and code. This move will ensure that your ranking in search engines is enhanced significantly.

# Build Your Business Reputation

Most internet users visit different sites with the sole purpose of data mining. Internet users have since described data mining as the process of finding information on the internet by browsing through different websites. Since most people visit the internet for the purpose of retrieving information, provide this information for free to other sites of your choice. More visitors will be interested in your site and as a result, you traffic will continue swelling each day. There are a few tips that can assist you establish a reputation for your business. These tips include:

- Provide free expert information. This can be achieved by writing articles, creating videos or any other related contents and other internet users will find gainful to them. Thereafter, you should distribute these contents via online article directories or social networking platforms.
- Participate actively on social media platforms and other related industry forums where your target audiences spend most of their time. This is aimed at creating a rapport with them thus enabling them to get engaged in your website. Always remember to attach the link to your website each time you submit articles on other sites or contribute on social media discussions or industry forums.
- Always include share buttons on your contributions. Once you begin to build an audience for your business, people will begin associating with you positively. Take advantage of this and post articles or contents that they can be able to share. Through this, the shared content will reach more people thus your online marketing business will be promoted further.

# Email Marketing

Almost everyone has an email address today. You can come up with an opt-in list on your website. This is perhaps the most valuable element that should be added to a website. Opt-ins are platforms on websites that allow visitors to key in their email addresses and subscribe to newsletters and periodicals offered from those websites. When website visitors key on their email addresses and agree to the terms and conditions provided therein, they are giving you the permission to send mails to them. This has a lot of implications. For example:

- They are giving you the permission to send them what they asked for
- They are allowing you to create a life-long relationship with them
- You are saving a lot from marketing because email marketing is perhaps the cheapest mode of marketing as compared to radio, TV or event print marketing
- The responses of your targeted audience can be measured

# Understand Your Marketplace

Designing a good website and publishing it on search engines alone may not make your business as competitive in the market as it ought to be without understanding your online marketplace. On most occasions, online based businesses fail to kick off because of failure to understand the trends and operations of the marketplace. As a newcomer in the internet marketing business, it is important to take your time to understand the forces and operations within your marketplace.

A website is the first contact point between a consumer and an internet marketer. This is because it is through a website that the buyer gets to see the products on market with their specifications. As a result, a website acts as an online storefront that must be designed in the most attractive way in order to attract potential customers. It should be noted that there are a number of strategies and tools that one can use to make his or her website most attractive and admirable for potential clients. However, before embarking on the strategies and tools for developing a good website for your online marketing business, it is important to have an overview of the proven tips for developing a good website.

In internet marketing businesses, there are a number of proven strategies to keep you informed on the industry trends and future projections. Due to the many years of the development of internet marketing, a number of tools have been designed to help internet marketers keep track of their progresses in a bid to identify their strengths and weaknesses. It is therefore important to take close consideration of the tools put in place to assist new internet marketers keep track of their progress. There are a number of functions that can be monitored with the help of different internet tools in order to ascertain the effectiveness of an online based business. These functions include:

## **Reviewing latest industry trends**

It is important for every business to review the latest trends in its industry in order to remain relevant to its market. Trends in an industry could include mentions of competitor names, your brand name or even keywords used to identify our brand. Program developers have come up with quite a number of apps and programs that can aid internet marketing businesses in assessing the latest trends in their industry. Tools that can be used for reviewing industry trends include:

- Google Alerts
- Google Reader
- Reeder
- Feedly
- PostRank

## **Managing updates of social media accounts**

Monitoring social media accounts is important for any only based business. This is because there are a number of feedbacks and surveys that can be done through these platforms. Tools that can be used to manage social media updates include:

- Hootsuite
- Tweetdeck

## **Finding influencers**

It is important to note that there are no single internet tools that can be used to identify this indicator alone. However, reputation tools can be used to identify this phenomenon. These include:



- Klout
- Peerindex
- Kred
- LinkedIn sector skills

### **Understanding the search behavior of your customers**

The search behavior of your prospected customers may be important in determining the key words they use. Therefore, an attempt to study the behavior of customers while searching for information is important in strategizing for visibility in search engines. It is through this that you will be able to determine what key words are commonly used by your customers. After this, you will use those keywords for your website in order to boost your visibility of search engines.

There are a number of tools that can be used to understand customer search behavior. They include:

- Google Keyword Planner
- Google Webmaster Tools integration
- Google AdWords
- Google Trends
- Ubersuggest
- KeywordTool.io

### **Benchmarking of competitor sites**

It is always important to compare the audience sizes amongst industry competitors. This helps you identify the competitors with the highest traffic. From this, you can be able to single out and

emulate the different strategies employed by other industry player to achieve massive traffic to their website. There are a number of tools that you can use to conduct a competitor site benchmarking. These include:

- Google AdPlanner
- AdWords
- Google Placement Targeting Tool
- Similar Web

### **Understanding the overall effectiveness of your online marketing**

An online based business must be able to ascertain whether its marketing efforts are effective. It is through this process that a business can be described as successful in its marketing strategies and tools. A number of tools have since been designed to assist online based businesses in ascertaining the overall effectiveness of their online marketing. The most effective tool when it comes to such services is the Google Analytics.