

Internet marketing and keyword search – why branding should make a difference but isn't

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By Angelique van Engelen

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Online marketers are busy mapping that magical space where the overlap between real life and the internet is at its most poignant. Where else would they be looking than where real people are actually spending out what they are planning to buy – searches on the web?

Every online marketer does it. Buying keywords like crazy. But that is just about how much you hear when you try to focus on this area of internet marketing. It's a wild goose chase and it's unlikely a method will materialize in any recognizable form until the dust has settled. If it ever will.

The keyword business is about the most competitive business transacted over the web, so –as with most of the information on web related business– it's unlikely you will come across any lengthy piece with a comprehensive overview of what's going on where.

It's somewhat ironic that it's live and learn because in theory, the marketing community should be in its walkhalla with the arrival of the internet. Hasn't it been the marketing dream for centuries to get to the stage where a potential customer takes an action? At the end of a marketing ploy, in offline terms it's called the hit, the transaction, the sale, closing the deal.

The specifics of keyword buying may be intransparent, but slowly more information is being gathered about the process of online buying. It is striking that this is not exactly a reversal, from the offline process, but slightly. From the beginning onward, the marketer can count on a lot more commitment from his potential customer simply because targeting is so much more specific if the process kicks off with the customer's action.

Keyword marketing is much more powerful compared to the offline marketing techniques, simply because it is the customer's actions that set off the spiral.

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To forego the keyword search as a marketer means you miss out one vital element in the communication cycle your client goes through before purchasing a product. Inefficient marketing was mainly the issue leading to the demise of the dotcom sector earlier on and, having learnt their lesson the hard way, marketers are now finding out more about what customers really want before launching campaigns. From the customer's own words. Sounds great in theory. In practice, the landscape is bewildering to say the least.

Having the rights to certain keywords means you are dominating the results that search engines will present to people who type in those words. What is so great about this is that unlike in the real world, online marketers have way more insight into what makes people buy. Because they have access to what actions customers take even before they would be onto them had they been in the offline world.

Mountains of gold on the horizon. But the sector is still showing a lot of vulnerability and online marketing is in dire need of improvement simply because the phenomenon is so new. The big

advantage to customers is that people can find what they are looking for faster and more efficiently than on any other medium. But still the gap between what customers are specifically looking on the web for and what they are offered is considerable.

Customers are too often puzzled, searching a product on the web and finding lists of items with brands totally alien to them. If an online campaign is not backed by offline action, its chance of survival will drop dramatically. Many product campaigns are faltering because adverts are simply being thrown in a surfer's face in irrelevant contexts, they are annoying or ill timed.

ONE big area where online marketers are not taking enough heed of the expertise of their offline peers and where they might lose the battle, is branding. Too much direct mail-type marketing means that credible, trustworthy branding is unlikely to occur. Type in a generic search term for a product and find yourself amazed at the outcome. Reading the results, you'd think you'd landed on Mars.

Branding the old fashioned way is a lot more time consuming than any internet marketer will naturally be inclined to think. Branding is an exercise of timing, planning, researching and optimised launches. It takes time before people are used to new products. Psychological studies confirm time and again that we buy what we think is safe, comfy, familiar, nice, soft, handy, easy, whatever the word to indicate a certain comfort zone that creates an entry for marketers. It's a known fact that you first need to see a product about umpteen times before it has become a part of your reference frame. If you don't believe this, move to a foreign country, visit a supermarket and try not to feel totally lost. It's impossible.

Only if we are familiar with a product brand, we think that purchasing it will better us. If we don't have at least a vague positive idea when we purchase a product, no brand building has been done or not enough or it has not connected with us.

Although branding of products offered online is something quite new, it is quite amazing that outright stupid mistakes are made here. Where online marketers are often wrong is where they are measuring search engine advertising the way they would direct marketing. True, much of search engine advertising resembles direct marketing, but realistic measurement of people's attitude towards the

products advertised, should include more than only whether or not they buy it. Brand measurement takes place when all the responses are analysed, even why a product is not purchased or not immediately or not at a specific platform.

In forgetting to measure any customer behavior outside the conversion rate, they completely forego the power of branding. They don't realize how much greater click through and conversion rates would be if their brands were recognized and trusted by that same audience.

Here is an example of just how effective a campaign can be when branding's taken seriously. The marketers have got it so right, that their campaigns themselves have become an overnight brand known for controversy. Called Gatoring, after the company that made the software enabling it, this advertising has come under scrutiny of the courts. What people are upset with is that popup ads are thrown on competitors' sites. If are looking for a particular brand of car for instance, a popup of a competing brand would pop up. Despite its dubiousness, gatoring shows just how effective online marketing can be – when marketers do their homework.

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## **Ebiz Internet Marketing Tools**

**By Bernard Dozier**

Ebiz Internet marketing tools. You may have a great idea for a website with a superior product or service, grand design, content and functionality but if you do not use the right tactics, your site may not attract the all-relevant highly targeted traffic. Getting a lot of traffic into a site has very little to do with the site itself. But with how the Webmaster or site owner advertise it. With hundreds of competing sites, you must use the most effective Internet marketing tools that will truly deliver results.

There are different internet marketing tools that you can use. All these methods and approaches aim at increasing your website traffic. You must find a road for web surfers to find your site. To do this, you must put yourself in the shoes of your prospective visitors and future clients and see the internet through their eyes. Where do they typically go whenever they are looking up something on the web? The answer is the search engine; in fact, the two most popular websites on the net today are both search engines and portals. Thus, you should focus your internet marketing efforts on the search engine.

People will normally search for something using a search engine and click on the top results that these engines give. Therefore, you must use the right internet marketing tools to get a high search engine ranking. To gain a high ranking in search results, you can use several internet marketing tools. Search engine optimization is a collection of methods that are directed at improving the visibility of your site in search engine results. Since a search engine indexes sites by looking at its keyword density, your site's content must have favorable keyword density that is search engine friendly. Content is one of the most powerful internet marketing tools itself. If you have excellent content that is geared towards

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achieving a high search engine ranking as well as provide information then you can expect a high search engine ranking. However, this is not as easy as it appears. Countless other sites may be using the same internet marketing tools as you do. Thus, you must continuously find new ways of attracting more traffic.

Aside from the traditional marketing techniques such as print ads, billboards, brochures, testimonials, flyers etc. You must use other more effective internet marketing tools to gain more traffic. One of the most popular internet marketing tools today is the use of Pay per Click advertising. In this approach, you will bid for a particular keyword in a specific search engine. If you have the highest bid then your sites link will be the top result. This internet marketing tool is now being used by thousands of sites. It is also gaining popularity because of its relatively high success rate in attracting high traffic.

Bernie Dozier only writes articles on topics of products that he has use and try



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