

Top posities brengen niet altijd meer sales en ROI

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Top posities brengen niet altijd meer sales en ROI

By John Bertrand – JNB Web Promotion

Top posities brengen niet altijd meer sales en ROI by John Bertrand – JNB Web Promotion

Zoekmachine optimalisatie marketing oplossingen alleen via de specialist

Wat is zoekmachine optimalisatie nu precies? De procedure van het kiezen van relevante trefwoorden, trefwoorden die genoeg verkeer naar uw web site opleveren. Maar dan wel zo geoptimeerd wordt dat uw web site steeds top posities behaalt. De procedure van het updaten van HTML code en het onderzoeken van goede trefwoorden die uw web site aanspreekt. Zodra iemand een "search" doet dat uw web site direct bovenaan in de zoekmachines staat en blijft. Zoekmachine optimalisatie is ook het aanvullen van speciale woorden in uw omschrijving en verborgen tags (metatags) zodat een zoekmachine dit kan lezen alsook in zijn database kan aanvullen. Zoekmachine optimalisatie kan ook gebruikt worden als manipulatie teksten van een web site zodat zoekmachines de woorden eruit kan halen om top posities te behalen. Een woord dat meer duidelijkheid geeft aan een web site of een aantal web pages om hiermee hoge posities te behalen voor uw relevante trefwoorden.

Een globale term om uw omschrijving met speciale technieken hoger te laten scoren in de zoekmachines. Een goed voorbeeld van SEO is de juiste wijze van het aanvullen van trefwoorden op speciale locaties op uw web pagina. Dus, de juiste manier van zoekmachine optimalisatie zal duidelijk veel verkeer en verkoop behalen indien u het goed doet. SEO wordt steeds meer belangrijker en dus kan men er haast niet meer om heen.

Een zoekmachine optimalisatie specialist weet normaal precies hoe en waar hij de juiste en relevante trefwoorden moet plaatsen. Er is reeds een flink aantal software dat de posities van uw web site direct doet opvragen, dat beperkt flink wat tijd.

Voorzichtig opzetten, bewoording, en de juiste analyse van trefwoorden in de teksten voor een optimaal zoekmachine optimalisatie positie is allemaal belangrijk om de basis van top 10 posities te behalen met de juiste internet marketing strategy.

John Bertrand is a respected European SEO of a leading SEO firm called JNB Web Promotion, with clients from all over the world who gained great success with his expertise in innovation and understanding client's needs. Visit our website at <http://www.jnbwebpromotion.com/>

There's More To Marketing ROI (Return On Investment) Than Meets The Eye

By Joy Gendusa

All too often people look at marketing ROI in terms of response rate: in other words, "I sent out 10,000 pieces of direct mail and only got 39 responses which is terrible." This is wrong think.

When it comes to marketing ROI, you have to realize that the term means Return On Investment and the return is measured in dollars (or your local currency). Let's say you spend \$2,000 to get out a bulk mailing of 5,000 pieces and you get 10 calls as a result. Doesn't look like much. But of these 10 calls you close 6 and get immediate sales of \$12,000. That's marketing ROI! And that's not even taking into account the future sales to those 6 new customers. It could add up to hundreds of thousands of dollars.

The same simple mathematics apply to any other marketing efforts: radio ads, press releases or articles in magazines, print ads, yellow pages, web site, etc.

Obviously you need to keep track of response from each marketing campaign you do so that you can weed out unsuccessful campaigns and strengthen successful ones.

Case in point:

Jeff Lee, CFO of a very successful consulting company, Measurable Solutions, has adopted a successful small business marketing strategy based on direct mail marketing. Key elements are mailing out a newspaper and full color postcards. The design is done in house and the printing and mailing is done by a specialized postcard printing company. In his own words...

"We get our best response from mailing out a newspaper and back it up with postcards. Depends on the postcards. Some postcards have pulled better than others.

"The professionalism of the postcards is something that is effective: it gets attention, it keeps the image that we want to keep, it creates the reach, it creates the response and keeps our leads in a very high range.

"We probably average around 7,500 post cards per week. Out of 7,500 post cards we'll get in an average of 15–20 leads. Of the 15–20 leads at least a third of them come to our introductory seminar. So say 5 or 7 people show up and they pay \$1,700 a piece. Off of that we close a further \$30–40,000 for services.

"The money we have put into the postcards is like a drop in a bucket compared to what we get back. We know that the more promotion we send out, the more return we're going to get. It always works."

That is excellent marketing ROI. Measurable Solutions spend about \$2,275 for 7,500 full color post cards. That includes printing, postage, mailing (including the mailing list). From that they get between \$8,500 and \$11,900 in immediate response for an introductory seminar and an additional \$30–40,000 follow-up sales.

Top positities brengen niet altijd meer sales en ROI

Spend \$2,275, earn \$40–50,000. You don't need to have majored in advanced math and rocket

science to work that one out: that is what is meant by marketing ROI!

Results of direct mail marketing vary from business to business but the principle holds and always works: if you send out enough promotion, you will make sales and maximize your marketing ROI. Don't worry about response rate if your marketing ROI is high.

Joy Gendusa founded PostcardMania in 1998, her only assets a computer and a phone. By 2004 the company did \$9 million in sales and employed over 60 people. She attributes her explosive growth to her ability to choose incredible staff and her innate marketing savvy. She is always willing to share her marketing advice. Visit



This Free E–Book has been brought to you by Natural–Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**

Top posities brengen niet altijd meer sales en ROI

