**How to develop the website to promote the business (E-marketing)**

Options:

* An opt in newsletter – how to do this and manage this
* Banners
* The use of Web 2.0 technologies to promote a website
  + Blog on her website
  + RSS feeds – what are they and how to set one up
* Bulk emailing
* Site traffic analysis / web counters e.g. Google Analytics
* Multimedia content
* Search engine optimization what is it and how can Foto Creativa benefit from it.
* What is pay as you click advertising – how to set it up, become a sponsored link

*Glossary of Terms: site traffic analysis, web 2.0 technologies RSS feeds, search engine optimization, pay per click advertising, page ranking,*

The success of the online business can depend on many factors these include:

* The design of a site – a poor site design can soon put off people either revisiting your site or not going any further than the home page.
* Being found by a Google Search – if you are not found on the first few pages of a search, you will have to pay for other methods of promoting your site.

After spending a lot of money on the redesign, the Carmen wishes to ensure that the website is still a popular online store? How would the webmaster be able to prove this? The most obvious way would be to count how many people access the website/individual pages and where from? A simple **visit counter** on each page would be the most simplistic way. Tools such as Google analytics – allows you to see the trends of your visitors. By adding a few lines of html code to each page and having a Google Log on will give you access to the websites visitors log. More advanced searches include the **bounce rate** and the **click through rate**.

Bounce rate is the percentage of single-page visits or visits in which the person left your site from the entrance (landing) page. Use this metric to measure visit quality - a high bounce rate generally indicates that site entrance pages aren't relevant to your visitors. The more compelling your landing pages, the more visitors will stay on your site and convert. You can minimize bounce rates by tailoring landing pages to each keyword and ad that you run. Landing pages should provide the information and services that were promised in the ad copy.

## Clickthrough Rate (CTR) The number of times an ad is clicked on, divided by the number of impressions it receives. For example, if an ad is shown 20 times and receives 3 clicks, the clickthrough rate is 3/20, or 15%.

1. Give possible reasons why the bounce rate of Foto Creativa could be high (e.g. give some examples of design errors that could cause people not to go any further than the home page)
2. Describe with examples different multimedia content that could be included in the Foto Creativa website to encourage more visitors to stick to the site and click further than the home page.

**Google Analytics**

1. Describe the steps that Carmen would need to take in order to set up Google Analytics.
2. Describe the sorts of information that can be collected by Google Analytics.
3. How might Carmen be able to use this information to improve the effectiveness of her website.

## Search Engine Optimization

## How search engine optimization works <http://computer.howstuffworks.com/search-engine-optimization.htm>

1. One sure way to be found by a Google Search is to improve your Page Rankings and appear on the first page of a Google Search.
   1. Describe what is meant by the term Page Ranking and Search Engine Optimization
   2. Describe ways in which a website’s design can be improved so that it can improve it’s page ranking.

**Pay as You Click Advertising**

1. Rather than leave it to chance, some businesses would prefer to pay to appear in a search. Research either Google or Yahoo on how to set up a sponsored link.
   1. Describe the steps that you would need to take in order to set up a ‘Pay as You Click’ advert.
   2. How is the price per click determined
   3. How can the Clickthroughrate determine the success of this sort of advertising.
   4. How much will Carmen have to pay for this sort of advertising.

**Alternative methods of E-marketing**

Carmen is considering using some of the more traditional methods of advertising to reach out to her customers.

1. Carmen would like to send to customers a newsletter in digital format once every 3 months and weekly email/text alerts about new products. Carmen already has the email and mobile phone numbers of her existing customers.
   1. Describe the different ways that Carmen can gather the email address of potential customers.
2. Carmen has heard about Web 2.0 technologies. Describe the different ways these technologies can be used to market her products.

**Challenge:** Discuss and analyse the different methods of e-marketing so that existing customers and potential customers can be informed of new products. Make recommendations as to how you would spend your marketing budget.