

## Web presence: Imperative for today's SMB's

*In any country, small businesses account for a big chunk of the total exports. In fact, the market share of the small companies is gradually growing all over the world and of course, Internet has played a major role in its growth. This is one the reasons why almost all the companies ranging from those dealing with gift and novelties to the industrial suppliers maintain an online presence. E-commerce and web presence creates an immediate impact on the sales and marketing efforts of any companies by providing a global market. Moreover, it not only helps the business to reach unlimited number of potential customers, the payments can be received much faster with a mere click of button.*

The era of small businesses relying on word of mouth advertising and small ad in local newspapers is now a thing of history. Now is the time to target the marketing efforts to any demography and practically any place on the globe. It comes as an important fact that many businesses find now a days that they sell more goods to people in other countries than they to those in their own town. In fact the online world has enabled many small businesses to exist just in the virtual world with no brick and mortar presence whatsoever. Putting your business, products and services on web is potentially reaching the global market. You will get not only local exposure, but state, national, and even global exposure as well! Someone who refuses to drive across town to see what a small business has to offer may be willing to click to its Web site.

**“If you're not Internet-active, you're at a competitive disadvantage.”**

“81% of customers are going online first to find out more about a business. If you are not on the internet and, still in the yellow pages, then they are not going to see you.”

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You snooze, you lose!!

“ According to research done by a renowned University, in the past ten years Internet usage has soared from essentially 0 percent to almost 60 per cent in the United States. These 90 million or so people spend an average of 3 hours per day browsing the web and using email. In not having your details on the Internet, you effectively miss out on three hours of every day when you could be reaching out to 90 million users.”

## Reasons why it absolutely irresistible for an SMB to have a strong web presence:

- Be Open for Business 24 Hours a Day
- Reach New Markets with a Global Audience
- Present a Professional and Credible Image
- Improved Customer Service & Customer Feedback
- Save Money on Printing and Distribution Costs
- Create a Product or Service Showcase
- Worldwide Exposure
- More Money from Your Site
- Great Recruiting Tool
- Transfer Information to Branches and Affiliates
- Improve Your Advertising Effectiveness

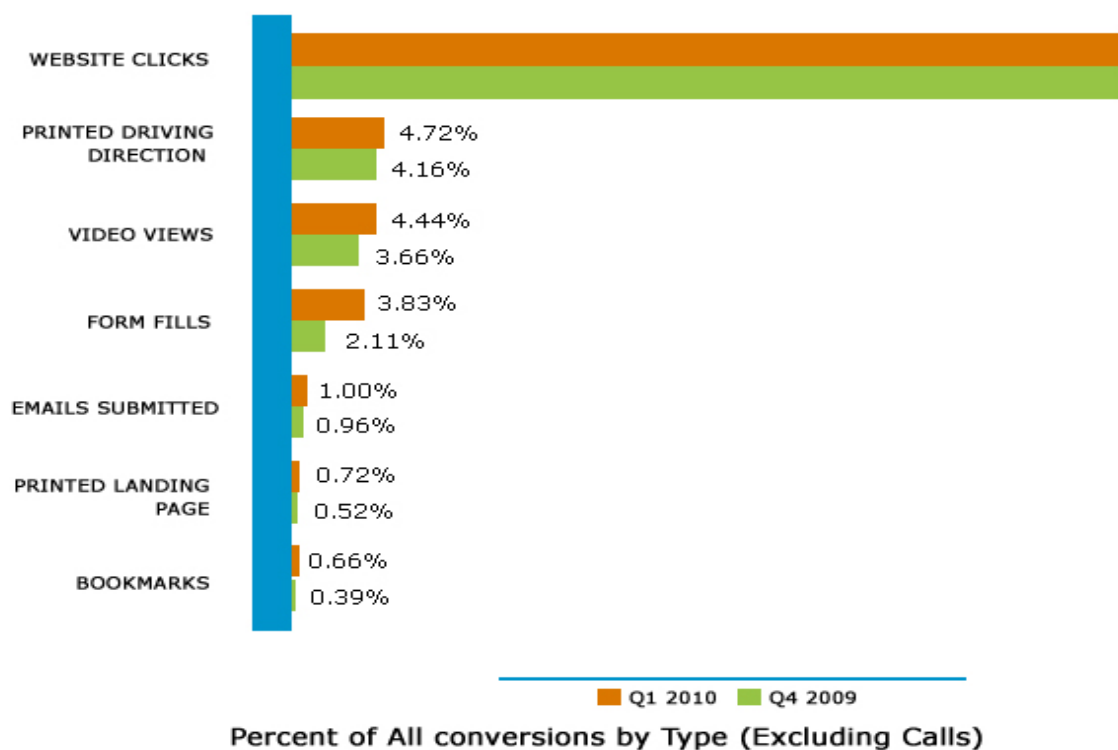
“56 per cent of SMB owners recognizing e-Commerce as the main driver to lead their organizations towards increasing global”

Another reason can be cheaper market research. What do you think it cost to keep a track on your competitors and see what they are doing? See what prices they have. See what kind services they have. Either companies do this themselves which actually takes away time when they can make money on their business or they can pay somebody to do this.

“There are numerous ways to promote your website to enhance prominence, drive targeted traffic, and get worldwide exposure for your business. You can register your site with various search engines and directories that reach more than 800 million Internet users around the world. Most of the search engines and directories allow free registration of websites. Leverage the massive reach of the Internet and the precision targeting of the search engines and directories”.

## On the web, everything is measurable !!!

On the internet it is very easy to setup, very easy to track and the SMB's can test everything and see which creates the best results, then redo that process again. The marketing efforts can be optimized for any niche taking into account demographics, psycho graphics, location and a lot of other considerations. That is why finding the internet marketing tool that works best for the business is one of the most important things that can be done in order to guarantee success.



“From Q4 2009 to Q1 2010, there was a 35% increase in the percentage of search clicks that resulted in a phone call for advertisers with call tracking numbers.”

## Ways to establish and enhance web presence: The best practices followed by SMB's

Before your website can be operational on the web however, you will need to secure hosting solutions from a reputable hosting company.

It is crucial for any business owner, especially the start-up entrepreneurs, to find a business web hosting provider that really caters to the needs of their company. If you want a blogging service that comes with the hosting service for example, you need to make sure that your host provides you with blogging tools as well. A blog is an effective way for small businesses to introduce new products and new services, and will also help convey messages about discounts and sales, for online retail businesses.

**SEO:** The best way to increase the website performance is Search Engine Optimization. This practice is quite affordable. The search engines natural traffic is still the number one way that people find sites on the internet. By selecting keywords that are striking the balance between a lack of competitiveness and enough search popularity, you can quickly propel your business to greater successes on the internet.

**Offset Optimization:** You can also engage in off-site optimization, which means creating content on other pages that links back to your site, ideally while utilizing anchor text that focuses on your keywords. Google also places great importance on the links that you have pointing to your pages, so creating content that links back to you can help to increase traffic through an SEO point of view, as well as bringing you some direct traffic through the articles, videos, or audio content that you're posting on sharing sites.

**Social Media:** Social media and marketing is becoming an increasingly powerful tool and one that just about anyone that has been on the internet for a few days can learn to employ easily. Tools like Twitter and Facebook have become the easiest way to reach thousands of people at a moment's notice, and if you can learn to build a following on sites like these you can help to guarantee the success of your business.

**Pay-Per-Click Advertising:** They can also be a very valuable way to start building your presence on the internet. Some people need to depend on these less and less once they become established, but they can be a great way to jump-start some growth. The most common form of online paid advertising is using a service like Google to do PPC or pay per click marketing.

**Affiliate Marketing:** The principle behind this small business marketing tool is that you advertise your site on other websites and each time someone clicks through to your site from that other site, you pay your affiliate site a fee. Affiliate marketing works both ways, too: you can allow related businesses to advertise on your site and earn a commission when viewers click through.

## A must for any professional setup:

The future of Internet transactions is a fairly obvious one. 21st century people want convenience and ways to save time, and this will make the Internet more and more appealing to the busy lifestyles we tend to lead. There exists a world where everything can be done with the click of a mouse and the touch of a button. The beauty of the Internet is that an organization need not have a fully-fledged website in order to generate online exposure. There are an infinite number of portals for online success, from industry specific search engines to online advertising and "community" type websites. So while it may have been expensive and time-consuming to build an online participation for one's self in the past, this is no longer the case. And anyone who wants to be seen as being a professional organization should be taking steps towards an Internet-based personality. One small storefront is much the same as another, and it is the effort that a company puts into their web campaign that can set them apart.

## Conclusion:

If you run a small business then unless you've been living under a rock of some kind you have surely gleaned an inkling of just how much you could stand to profit by engaging in an effective internet marketing campaign. However, for many small business owners the fear exists that launching an effective internet marketing campaign is going to simply be too expensive. It is important for people to realize that there are a number of economical search engine optimization options out there which are available to them which will allow them to drive more traffic to their website without breaking the bank.

*"If you are not in there, then one of your competitors is gonna be in there, no matter where you live. If you are not going getting into this stuff, one your competitors is going to before you and they put such a leg up on you that it would be really ,really hard to come back from that loss."*

The web presence's benefits can be best summed up as:



## About vEmployee

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