

Businesses must rank highly

Businesses need to rank highly when it comes to search listings, it has been suggested.

Amy Kean from the Internet Advertising Bureau (IAB) notes that users will prefer to look for their desired website via a search engine portal rather than type in a domain name, therefore companies must make sure they feature near the top of web searches.

"It is essential to make sure you are placed high-up the natural search listings and use paid-for search if necessary," Ms Kean comments.

As marketing manager at the IAB, Ms Kean suggests that firms who want to drive more web traffic to their sites should look at search marketing tools as well as their domain name.

Companies that sell niche products or services can use cheaper keywords and will have to compete with fewer websites.

Randy Falco of AOL has been reported as saying that online marketers should "harness massive advertising networks that reach across the entire internet".



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