

# Liaise Online

When we set up an online promotional micro site to promote our online business, we weren't sure what to expect in the way of results.

**A**t the time we saw it as just another marketing exercise but now, 2 years on, we're realising the promotional micro site is one of the most effective ways to help you up the Google rankings ladder. Here's how...

When we launched Minimoonsailors, an online shop specialising in children's travel gear, we decided to try out a wide range of marketing methods initially, with a view to gradually fine-tuning our efforts once we figured out what was working best.

It's now 2 years on, and the ONLY thing we've persevered with is our promotional micro site which was we set up with LiaiseOnline. It has consistently delivered excellent results from day one whereas the various other marketing tools we've employed (advertising online and offline, directories, shows and exhibitions etc) either didn't work at all or simply proved too costly for the limited results they gave.

**So how does this promotional micro site work exactly? And why would you need one if you already have an 'official' website up and running?**

The micro site is essentially a website used solely as a means of generating search engine traffic from Google and the other

major search engines. By publishing regular 'keyword-rich' articles about your products or services (and linking them through to your official website) you pick up plenty of search traffic. Using the LiaiseOnline system to achieve this is almost like 'jumping the queue' in the race to get good rankings on Google.

For example, when we published an article about children's beach kaftans recently, we received 11 clicks for the term 'beach kaftans', 9 clicks for the term 'children's kaftans' and a further 6 clicks each for both 'kids kaftans', 'childrens kaftan' and 'towelling kaftan'. Plus another 4 each for 'kaftans' and 'kids beach kaftans'. And another 3 each for 'kaftans for children' and 'children's kaftan'...

In other words, from one short 300 word article published on our promotional mini site we received 52 qualified click-throughs to our online shop – all from people specifically searching for an item we sell. So if you're looking for a highly effective way to promote your online store, we would highly recommend a promotional micro site.

Just talk to LiaiseOnline for more information on setting one up.

**Hugh McClelland**

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