# Pittsburgh are You Looking for Marketing?

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Article published on December 27th 2011 | Internet Business

Companies need marketing to promote their products and services. Those who run business-to-business operations need to add clients especially small firms which are just starting out. Companies can also lose clients to attrition so marketing needs to be consistent. Conventional marketing includes advertising, direct mail and public relations. But if you operate in a city as large as Pittsburgh you should also consider Internet marketing.

## Setting Up a Website

Internet marketing can help you add customers or clients no matter what type of business you own. Restaurants and retailers can use it to build customer traffic or distribute coupons. Technical companies can use the Internet to apprize customers of new products and services. Whatever the case, the first step in Internet marketing is to create a website.

Search for web design can be difficult, but if you are in the Pittsburgh marketing scene, consider paying to have website created for you. You may want to incorporate videos and other tools on your site. And web designers can help you with this endeavor. You will also need a domain name and host for your site. The domain name will be your URL or uniform resource label. Choose a domain name that describes your products or company. GoDaddy and Yahoo are a couple companies that host sites. You will pay an annual fee to the host to keep your website up and running.

## Types of Internet Marketing

You can use a number of different Internet strategies if you are in Pittsburgh marketing, advertising, or any other business. The strategies vary depending on industry, but a popular one is Email marketing. You can purchase email lists of consumers who fit a specific target demographic or have purchased your types of products.

Search engine marketing is another method, and one of the most effective Internet marketing strategies. The key is getting your listing on the first page of a search engine where it will get the most readerships. Search engine optimizers or SEO's are experienced in this type of endeavor. One way to find these types of professionals is through a Pittsburgh SEO blog. SEO's charge you a set-up fee to link your website pages and key words to the search engines. You will also pay a monthly charge in order to help have your keywords rank higher. Search for a Pittsburgh SEO blog if you are interested in using an SEO to achieve a higher ranking in search engines.

Article Source:
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The author has an immense knowledge on a Pittsburgh marketing. Know more about a Pittsburgh SEO blog related info in his website.

Article Keywords:
Pittsburgh marketing, Pittsburgh SEO blog

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