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The Website as a Tool for Indianapolis Search Engine Marketing by Glenn Evans

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Today, advertising is more than just print ads, TV commercials, radio jingles, and billboards. Customers are increasingly turning to the Internet for their source of information. This shift in customer habits provides an opportunity for you to make your mark online via a good company website; however, before you hire your web designers, here are some things you may want to know about websites.

In 1990, a CERN physicist named Tim Berners-Lee created the World Wide Web (WWW). Three years later, CERN announced that the Web was open for public use. In its early days, the Web functioned like a directory; users browsed through it and downloaded files. Back then, website content was in simple black-and-white text; think Notepad.

A website has at least one of these functions: personal, commercial, government and non-profit. Personal sites include blogs and social networking sites. You can distinguish between the last three sites through their domain names; â€œ.comâ€• for commercial websites, â€œ.govâ€• for government, and non-profit organizations.

Websites are usually hosted on a hypertext transfer protocol (HTTP) server; if the server is secured, the domain name starts with â€œhttpsâ€•. When you search for something on the Web, the search engine retrieves data from these servers and brings them to you. You may put up a content-based site, or a product or service-based site.

If you browse a website and numerous ads show up, itâ€™s likely that youâ€™re looking at a content-base site. For instance, suppose you live in Indianapolis, Indiana and love to watch videos about guitarists every day. One Indianapolis search engine marketing technique is to place ads related to the content youâ€™re watching. Donâ€™t be surprised if you suddenly see ads on Indianapolis guitar tune beside the video of that awesome â€œfinger styleâ€• guitarist youâ€™ve been following.

Product or service- based sites are more straightforward. When you open them, youâ€™ll see text, videos and links related to the products and services displayed on the website. Using the previous example, part of Indianapolis website marketing is to create compelling content on Indianapolis guitar tuners, and to ensure that this content is easily found by search engines and, consequently, web users.

Before you figure out the best Indiana search engine marketing technique for your company, you need to have clear goals about what you expect your website to achieve. If you want your customers to be thoroughly informed about your product, you can use a product or service based site; on the other hand, a content-based site may be more appropriate if your revenues are derived mainly from web traffic. For steps to create a quality website, read meiert.com/en/blog/20070510/10-steps-to-create-a-high-quality-website.

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