The Fundamentals of San Diego SEO Internet Marketing by Abigayle Soderstrom

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The Internet has definitely made it easier for businesses to market and advertise their products. This is because more people are turning to the Internet for information and communication. Internet marketing also has the added bonus of being cost-effective and being efficient in the transmission of messages to people around the world.

Internet marketing is a relatively young industry, with the Internet gaining popularity only in the late 1990s. While companies engaged in traditional advertising spent $175 billion as a whole in the year 1994, those that engaged in Internet advertising only spent $301 million two years later. These events coincided with the dot.com bubble from 1995-2000, when Internet companies saw rapid fluctuations in the market values of their stocks. Nonetheless, companies saw the potential of the Internet as an advertising medium due to the large numbers of people who use the Internet every day and persist in their Internet marketing efforts to this day.

To have presence on the Internet, companies create websites. A web site (or simply a site) is a group of web pages (electronic documents accessible by a web browser) containing media in the form of text, images, videos, and others. It is important for companies to design their web sites in such a way that the web surfer will find the website visually appealing and easy to navigate.

By itself, a web site is useless if it cannot be found and read by Internet surfers. This is where search engine optimization (SEO) comes in. It is simply the improvement of the visibility of a web site to users by using methods to ensure that the site ranks as high in the search engines as possible.

The optimization of a website may involve editing the hypertext markup language (HTML), associated coding, and the content of web sites to increase their relevance to the keywords that web users type. Ideally, SEO should aid web users in researching, which is the primary use of the Internet. In a research-intensive environment, ease of searching information on the web is very important. Hence, an Internet marketing company San Diego businesses can use should address this need.

San Diego SEO Internet marketing is more than web sites and SEO. This type of marketing also covers the optimization of social media, interactive multimedia, and graphic design. Internet marketing covers a lot of ground indeed.

There are several San Diego SEO Internet marketing companies. Businesses that wish to do business online can choose the best company for their needs. For more information on Internet marketing and SEO, log on to mikes-marketing-tools.com/marketing-tips/.

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