Are These Common Mistakes Tarnishing Your Internet Marketing Campaign by Anuj Singh

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Business owners have identified the value internet marketing. You do everything to attract more visitors from PPC, to social media marketing to email marketing, blogs and even newsletters, but still fail to attract more customers? This is a common problem that many internet marketers face- low conversion rate. They are able to draw userâ€™s attention, but still lack in making profit.

If you want to build a successful business online and make profits, you should be careful of the following commonly made mistakes.

To much Multi-tasking

The moment you enter in the world of internet marketing you tend to implement all ways of marketing at once. Using multiple streams is good but you cannot expect that every program will give you opportunities to make money. The best way is to start with one program at a time that you feel can be more valuable and profitable.

Using common landing page

This is all about relevancy. Providing relevant web pages with information that users are looking for will always be helpful. For PPC advertisements, you need to provide relevant information to users to increased conversions. Users always look for specific information, they donâ€™t want to dive into the whole website to look for a single piece of information. Try to provide more specific and relevant information.

Not updating website and its content

Users always look for updated and fresh content. Sometimes not updating your website can reduce your its visibility. Updating your website and its content is very important to attract more visitors and to engage existing customers. Users want to know about latest trends and new information to spend more time on your website.

Donâ€™t have clear customer support and return policies

Sometimes websites donâ€™t provide customer support and guarantee. You should provide all information regarding terms and conditions and return policies. Provide customer support information with phone numbers, name of concerned person, email address and physical address throughout your website. Users want to know about your company and how can they contact you in case they have any issues or complaints about your products.

Expecting results quickly

Sometimes you look for quick and easy ways to make money. You put a huge amount of money in different marketing strategies and end result is less than what you have spent. Your focus should be to build long term customer relationship to increase sales and profit. Some strategies may work well for others, but may not be equally helpful for you. Optimizing the most profitable marketing methods for your campaign, is the most important step.

We at Galaxy Weblinks have a great team of experts that can help you in deciding the most

profitable marketing method, and creating a campaign to fit your budgetary needs. Our program is comprised of SEO, SMM, PPC and much more. For details please visit our internet marketing section at http://www.galaxyweblinks.com/services/internet-marketing/.

Common mistakes to avoid while Internet Marketing

â€¢ Too much multi-tasking

â€¢ Using common landing page

â€¢ Not updating website and its content

â€¢ Donâ€™t have clear customer support and return policies

â€¢ Expecting results quickly

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a Galaxy Weblinks help small to medium size companies leverage their traditional strengths and technologies to take full advantage of e-business by capitalizing on the growth and productivity that can be achieved by integrating many companies into common marketplaces. Technologies we specialize in: PHP, MySQL, AJAX, JSP & Servlets, .NET, a Flash Action Script, XML Cold Fusion, Joomla

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