



Online Marketing

By Sandra Spindler

Grin Verlag Sep 2010, 2010. Taschenbuch. Book Condition: Neu. 216x147x13 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: 8 (Niederlande), Fontys University of Applied Sciences Venlo, language: English, abstract: The main problems how to optimise a website ; what is the potential of search engine marketing according to international sales increase and for whom is an investment in search engine marketing advisable have been solved in this report. All important factors which have to be considered when optimising a website have been explained and rounded off with concise examples. The report focused on the subarea of online marketing search engine marketing (SEM) .SEM embraces search engine optimisation (SEO) methods and pay per click (PPC). The difference between these methods is that SEO covers lots of measures which can be influenced directly by a company to improve the ranking result of its homepage without spending money. PPC in contrast is rather similar to conventional advertising and does cost money at the moment a person clicks on this advert. Nevertheless an optimal output can only be achieved...



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