

Pier-Pointer *Tips and Pointers*

for your Website..

A Web Site is Always Accessable

Unlike your 'bricks-and-mortar' location, which is only open a few hours a day, a website is open 24 hours a day, 365 days a year. You can provide both regular and prospective customers the convenience of reviewing your products and services when your store or office is closed.

Not only that, with so many interactive features and add-ons available, visitors to your website can contact you, sign up for your courses, schedule appointments and even purchase directly through your website even when when you're away from your desk or after closing .

With today's busy lifestyles, this is a great selling point when making a purchase decision. Peachy...

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SEO 'helping it to make sense'

One of the most important elements to building an online marketing strategy around SEO is empathy for your audience. Once you grasp what your target market is looking for, you can more effectively reach and keep those users.

- **"Do"** Transactional Queries: I want to do something, such as buy a plane ticket or listen to a song.
- **"Know"** Informational Queries: I need information, such as the name of a band or the best restaurant in New York City.
- **"Go"** Navigation Queries: I want to go to a particular place on the Internet, such as Facebook or the homepage of the NFL.

Courtesy: MOZ.com

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