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The Benefits Of Shunning Traditional Advertising For Online Marketing Services

So, you've invested in some printed leaflets, have posted them out to potential new customers and paid handsomely for a new advertisement in a printed business directory, the only trouble is the enquiries are not flooding in. This is because you're not moving with the times. 85 per cent of people currently look for goods and services on the internet, so instead of investing in traditional forms of advertising you need to look towards online marketing services.

An online marketing company can not only improve the performance of your website but also increase your search engine rankings and create a buzz about your business online.

If you have an existing website but are concerned that nobody can find it, your online marketing services business can provide Search Engine Optimisation services to increase the number of backlinks going to your website.

When the search engines see that there are many backlinks going to your website they presume your site must be popular and thus they give it a high ranking in their search engine listings.

An online marketing business can also assist you if you do not currently have a website or if you don't like the one you've got. They can either improve your existing site or start from scratch.

Another effective option, if your budget won't stretch to having a new website designed, is to incorporate a blog into your current website.

Blogs are naturally more search engine friendly, due to the fact they are updated regularly, so having a blog will improve your online performance as well as giving you a platform for showcasing photographs, articles and snippets of news about your company.

So whether you need online marketing services to help improve your internet presence or to create a brand new corporate website, employing an online marketing company will give you the tools to compete online, leaving you to worry about how you are going to convert all of those enquiries into sales!

Want to find out more about [online marketing services](#), then visit the Russells Media site on how to choose the best [online marketing company](#) for your needs.

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