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# **Would It Be A Good Idea To Hire An Online Marketing Agency?**

An online marketing agency is your first port of call if you are looking to increase your website's traffic and reputation. What such an agency does is use a variety of specialized methods and marketing techniques in order to achieve your desired objectives. The services that online marketing agencies offer are vast. We can not cover them all here but we will look at the main services that they provide.

The first thing that online marketing agencies will do is to optimize your website for search engines. This procedure, called SEO is an extremely productive marketing strategy that uses a number of algorithmic methods to improve a websites ranking within search engines. These methods include editing and optimizing a websites HTML coding that improve the relevance of search results and increasing a websites publicity throughout the internet. By being the first result shown on a search engine after a keyword or keyword phrase search, it means that there is a high chance that it will be the first website a user will select when looking for a particular product or service.

Online marketing agencies can use a number of different formats available on the internet to increase your websites exposure via SEO, these could be: blog posts, forum posts, articles, PowerPoint presentations, online databases, video submissions and promotions, local search submissions (maps), directory submissions, press releases, and copywriting, just to name a few. Alongside the use of SEO to optimize a websites results in a users search, a website can employ paid for methods such as paid placement, contextual advertising or paid inclusion. This is simply advertising on other websites to increase your sites web presence.

One more method that online marketing agencies can employ is email marketing. The idea is simple, relatively effective, and has been around for decades. Basically, an email is sent to all of your previous customers on a regular basis that provides information on recent updates to your website, your product or service range or any other useful information. The email could also contain vouchers or coupon code with which customers can purchase items or services online.

Search saturation is a relatively new internet marketing technique that online marketing agencies have begun to employ. It involves the same search engine optimization techniques listed above, except that the idea is to lockout the entire first page of search engine results from the competition, giving the user one choice on the first page, your website. This procedure, however, can be time consuming and expensive to put into operation.

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