## ****Sample Online Marketing Proposal****

Online Marketing Proposal

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Methods that may be used:

1. Search Engines: To access any type of website, people first search through search engines. Very few websites obtain their traffic in any other way. There are 3 types of search engines. They are -
   1. Spiders – like Google, Yahoo, MSN. These are the big three search engines which provide the most extensive results.
   2. Directories – For review, some websites are submitted to directories. They are regulated by people and hence sites with low content do not get any priority there.
   3. PPC – Pay per click search engines sell websites based on keywords that rank high, like as in an auction.
   4. SEO – is Search Engine Optimization. It alters the text and coding of a page according to the keywords and rephrases for better results.
   5. Link Popularity – Websites with lot of incoming links are considered popular links by Google.
   6. Online Marketing Management –
      1. Visitor tracking – This keeps a count of the visitors of the website, the keyword they used to find it and which pages were browsed by them.
      2. Website Updates and maintenance – The website should be updated regularly or it will not attract more traffic.