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## **'LATEST DEVELOPMENTS IN INTERNET MARKETING'**

**THE WEBSITE:** Keep it simple. No bunnies hopping around. Put counter on bottom corner. Hyperlink your e-mail address. Use the right colors. Use key words on the page and on the metatags to catch the eye of the search engine spiders.

**DOMAIN NAME:** Select a professional sounding name. Use a firm like www.register.com You don't have to buy a domain name from a domain seller, except perhaps if the domain attracts visitors who search by name, and then the value depends upon the traffic generated by the name.

**SUBMISSION TO SEARCH ENGINES:** Submit the website to the top search engines. Use a firm like www.submit-it.com

**KEY WORDS:** Avoid generic words or phrases which might bring in the wrong traffic. Use the name of a city or state with your word or phrase, such as "Atlanta Collection Attorney" which attracts 54 viewers a month, "Atlanta Collection Agency" which attracts 158 viewers a month, "Georgia Collection Attorney" which attracts 175 viewers a month, or "Georgia Collection Agency" which attracts 205 visitors a month. Select many key words and phrases.

**DESCRIPTION:** When you submit a listing to a search engine, they will ask for a brief description. Name the firm. Stress age of firm, experience, backup and contingency rates. Keep description to less than 250 characters.

**PASSWORD:** Use the same password throughout the internet, so you do not have to determine which password to use for a particular search engine.

**DEPOSITS:** Each search engine will ask for a deposit and a credit card. Deposit a small amount, and have the account non-automatic, to avoid someone running up a bill on you.

**BIDDING FOR POSITION ON SEARCH ENGINES:** Bidding has become very high on Google and Yahoo, the search engines that bring in the most traffic. You do not have to be the top bidder. A position #2 or #3 is fine. You can raise or lower your bids regularly. Remember, you only pay when someone clicks on your ad.