

## Internet Marketing Article 1/24/13

Not being top in search results pages nowadays is like not being at the trade shows in the 70-90's.

There is no question whether you SHOULD spend a large portion of your marketing/advertising dollars on the web. The question is, why isn't your company moving more of its budget to online marketing?

Is your company scared of the detailed statistical feedback including insights to individual behaviors? The web can help your company obtain visibility in front of the right people - those who are looking for exactly what you sell.

The web can also reinforce brand recognition and prevent your company from losing market share. A sad but true story follows... one of my friends who is not an avid internet user (but when he does use the internet, he often researches products and buys online) said something that shocked me. We were discussing how being at the top of the search engines is very important to businesses worldwide and he said, "well, aren't the largest and best companies on top of the 1st page?". This basically means he was giving product legitimacy to companies who came up at the top of the search engines. Needless to say, this blew me away but then I started thinking.... If the largest companies actually spent what they should on the internet, he would probably be right. However, this is not the case and small companies are eroding brand power and market share away from the 'big boys' that don't invest in the internet the way they should.

So, why haven't budgets shifted more to the web, sooner? Is it because Internet marketing is the least expensive means of spending advertising dollars? Is it because of all the wonderful statistics available? Again, we don't get why the paradigm shift is taking so long other than the fact that people are 'set in their ways'.

It seems to this writer that being found in the search engines for a wide variety of terms directly related to my business would be my 1st priority since almost 100% of major purchase decisions involve a search sometime during the buying process.

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