

## 4 Keys to Creating a Powerful Internet Presence

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Your Internet Presence is one of the most powerful marketing and advertising tools that you have, especially in these challenging times of cost management, but it is much more than just creating a website.

To create a powerful Internet Presence is to create a living Internet Presence not just an online brochure [website]. The idea that once you build a website they will come is obviously not true, especially if you consider that there are millions upon millions of websites available for people to find. A web surfer has to have a reason to visit your website; just because it is there is not a reason for them to come.

### 4 Keys to Creating a Powerful Internet Presence:

- 1) Create a Living Internet Presence not an online brochure of your services and products. If you are a product website have an area where customers can provide feedback on existing or new products, or solicit customer input on designs and other relevant issues. If you are a service company, the website should connect with the customer's needs and issues; show them that you understand their challenges and that you have solutions tailored to their needs. Allow the customer to find out about you at their leisure, make them feel comfortable with your company, who you are, what you do, how you serve them, examples, and an area where they can ask questions, read materials, or view short video clips that you have developed on their subject matter. Become a living interactive presence for your customers, not a one dimensional online brochure.
- 2) It is not what you say but what your customer wants to hear. The information that you create for your Internet Presence should be about the customer. Too many websites focus only on all the great things that the company has done and very little on what the customer is looking for. Since the inception of the Internet content has always been King, and it is even truer now. Sophisticated web searching tools scan a website for content that they are looking for and can reference; this includes the top Internet search engines and the many pseudo websites that pop up all the time. If another website creates a link to your site or references information back to your site, I like to call this OPM (Other People's Marketing), and it happens all the time. So, if you create your content rich with information for your customers' needs then you are creating a living extension of your Internet Presence.
- 3) Creating a website does not mean you have completed your marketing plan; this is just the start of your work. There are many different solutions and options that you will need to look at to extend your marketing and complement your Internet Presence. The key to any marketing effort is how well you know your customer, i.e. their current needs, their trends, their likes, and dislikes. As you look at the different options to extend your marketing effort from Web2.0 tools, social networks, shared websites, cross website promotions, and numerous other creative approaches to extending your Internet Presence, remember that the goal is to work that customer back to your website so that they can learn more about you and buy services or products.

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- 4) Always make a good first impression no matter how or where you have seeded your Internet Presence. If the first part of this statement sounds familiar, well it was probably drilled into you when you were growing up, told to you before an interview, and reiterated numerous times before an important sales meeting. So, there should be nothing new when you think about creating an Internet Presence. You have to be yourself, be direct, get to the point, and make a connection with the customer so that they are interested in learning more about you, your company, the products, and the services. Your Internet Presence should be your alter-ego; it should reflect a parallel image of what the customer would see if you or your team could meet everyone face-to-face.

Creating an Internet Presence on the World Wide Web does not mean scattered chaos or disjointed points of contact. If you think about the word web you should think about a spider's web and how they are so perfect in design, built for the purpose to catch prey [customers], and if their first attempt does not work they keep the same concept, perform their due diligence, and cast their web presence out with the same intent.

I thank you for your continued support of Luxury Experience, and as always, your comments are welcome, so please send comments to: [EFNesta@L-E-Company.com](mailto:EFNesta@L-E-Company.com).

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