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Article:

Online Marketing – 5 Professional Top Tips For Online Marketing Work

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Five top online marketing tips outline important aspects relating to marketing your business and useful business development strategies. For example, many business owners who have made the transition into an online business presence, consider having a first page listing on Google, Yahoo, Bing, Ask or AOL and other search engines as the Holy Grail of online marketing.

Online Marketing Professional Top Tips For Online Marketing Work #1: Professional Online Content Writer

It is obviously the primary role of any online content writer and web writer to create a dynamic example of marketing copy for every piece of online marketing work. This work has to be specifically targeted towards being search engine friendly.

Herein lies the problem. Pluck any online content writer from any online marketing career and you will typically find that he or she is only either skilled as a business writer or as a web writer.

The first tip is to identify a successful writer who has proven skills in forging together both their business writer and web writer skills required to become a successful all round online content writer.

Online Marketing Professional Top Tips For Online Marketing Work #2: Search Engine Optimisation SEO

If we take my analogy above as being listed on the first page of search engines, then it is prudent to drill down through the mindset of a business owner who typically knows very little, if anything, about online marketing work and break down some of the relevant information.

1: Online buyers have a very different mindset than offline buyers. Online buyers have a much shorter attention span. They want things quickly and they want everything cheaper.

2: There are two different aspects every online marketing professional needs to understand about online marketing work, relevant to search engine placement. Natural or organic SEO placement, which are the listings that typically feature on the left-hand side of the page when you conduct a search through Google for example. And Pay Per Click (PPC), which usually feature in the 3 slots above the natural rankings.

3: Just about every online marketing director and online content writer will tell you that online buyers are 4 to 6 times more likely to purchase from a business or company that features in the natural rankings of Google than from PPC.

Every business writer and web writer seeking to hack out a successful online marketing career therefore needs to focus their marketing business heavily towards natural organic listings.

4: The problem with natural organic SEO listings is that this example of marketing should be considered as part of an overall medium to a long-term marketing campaign. Whereas PPC can offer instant short-term benefits.

Online Marketing Professional Top Tips For Online Marketing Work #3: First Page Natural Listing

For the first three years of my involvement with growing businesses fast by placing them into high-income generation e-commerce websites, I employed many an SEO marketing businesses and many online marketing directors to drive the online marketing business. Every employee including their business writer, web writer and online content writer stated that to achieve a first page listing on Google and other search engines would take between 9 to 18 months.

After firing many of these so called professional SEO online marketing companies for producing poor quality online marketing work, and often a pretty terrible example of marketing, we decided to test our own system for gaining first page listings in a short period of time.

I'm happy to state that the online marketing career of one of my specialist writers soared after fine tuning the system to gaining a first page listing in less than a week.

Online Marketing Professional Top Tips For Online Marketing Work #4: SEO Above The Scroll

If a first page listing on Google is the Holy Grail for every online marketing professional, then the very best example of marketing is to get a natural or organic 1st page listing in the top 5 positions. Business writers, web writers and online content writers refer to this as placing above the scroll bar on Google. It means you have top visibility before a customer has to scroll down to the rest of the first page of search results.

Many an online marketing career has been made by achieving this and once achieved you will come to receive positive attention from your online marketing director for the excellent standards of your online marketing work. Your business clients will obviously reap the rewards of your marketing business top tips.

Online Marketing Professional Top Tips For Online Marketing Work #5: Dominate Search Engine Rankings

Donald Trump says that he likes to think big, because if you are thinking anything you may as well think big about it. When considering online marketing work or specific marketing business then achieving total domination of the natural search engine rankings has to be thinking big.

In my personal experience of helping businesses grow fast, it is very rare for any business writer, web writer or online content writer to produce any example of marketing which an online marketing director considers professional enough to dominate search engine rankings.

Any online marketing professional who is able to succeed at this type of online marketing strategy is in line for a very successful, long-term online marketing career.

Furthermore, every online marketing professional repeatedly told me that it is impossible to get multiple natural search engine page listings for the same article. As an online content writer and business writer, my greatest challenge was to find a way around this. I'm happy to say all of our online marketing work now dictates our system is capable of dominating the search engine rankings for specifically identified products and services.

I hope every online marketing specialist finds the above 5 top tips useful. Once implemented, your online business will grow exponentially.

Additional Marketing Information

It is said a business will die its own death if its marketing philosophy and marketing ideas are not sound enough and acceptable to the targeted customers. One of the fundamental aspects of marketing a business should be to get the customers convinced, on how the product or the services offered by the business are going to add value to their lifestyles.

This is the most important message a marketing communiqué should provide to the customers. Marketing a business may often involve two-way communications between the business managers and the customers to better understand requirements and aspirations of the customers. The International Business Guru states he is frequently asked about the most appropriate strategies for marketing and business development that can sustain the targeted growth and aspirations of a business consistently and generate returns for the stakeholders.

As is commonly understood, a web presence is the most important tool for online marketing and a good interactive website will help the business generate enough business leads which can be converted into sales orders. Features like Google Ad Sense can also be used as vital marketing tools by placing ads on different sites and linking the ads to the main website of the business.

Similarly, blogs can also be used as good marketing tools and informative blogs can also generate additional revenues for businesses by way of sharing articles on the blog with other websites. In addition to these online marketing tools, numerous innovative ideas can be put to use for business marketing. Some of these can be

sponsoring of games and events with a sizeable audience where there is good opportunity for promotion of business brand.

Telesales calling is another important method which can be effectively used to generate business leads and convert them into confirmed orders. Business training courses from business consultants can be helpful in deciding appropriate marketing strategies.

Different business development strategies such as these can be used effectively for business marketing and services of business development consultants can be availed to devise and implement marketing strategies, in case the business does not possess marketing expertise.

My online marketing professional top tips for online marketing work provides an overview from an online marketing director, a business writer, and a web writer, which offers an example of marketing ideas to turbo charge the growth of any marketing business. The key to providing top notch online marketing work is to engage the services of a professional online content writer. These top tips will help every online marketing professional.

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