

Transform eBusiness Ltd
Frequently Asked Questions and Answers
website design, search engine optimisation, internet marketing and
ebusiness solutions

What are the factors in good web site design?

Good Web site design requires a customer focus - know what your customer is looking for and provide it.

Information on your products and services - features, benefits, pricing, availability etc - have to be easy to read, clearly laid out and with a process which the web site visitor can follow.

Click this link to read more on [web site design](#).

Why optimise your web site for search engines?

Search engine optimisation means preparing your web site to get found on the internet, by people who are searching for products and services in your market area.

The essential thing is to know what people are looking for and optimise your web site to match these market keywords.

Click this link to read more on [search engine optimisation](#).

What is pay-per-click and why is it required?

Pay-per-click is a form of internet search engine advertising. You pay for a web site advert to appear on the top search engine searches for your products and services.

Advert position is managed by a bidding process and you pay a fee for each person who clicks through the advert link to your website.

Pay-per-click is now an essential part of the internet marketing mix and a fast way to get position on the search engines for your target markets, and also for time sensitive events and promotions

Click this link to read more on [pay-per-click search engine advertising](#).

What's involved in Internet Marketing

Internet Marketing is a collection of activities performed via the internet which allow you to reach and engage in a personal dialogue with customers in order to build and develop superior customer relationships.

Use your website to establish permission based contact, then inform and educate customers and effectively promote and sell your products and services via e-newsletters, email promotions and offers, competitions, surveys and other creative ways which promote and encourage interaction.

Click this link to read more on [Internet Marketing](#)

What is a web community portal?

An Internet web community portal is an internet website structure which connects together many web pages to provide a wide range of services to build and develop a community.

Web Portals offer business to business services and business to customer services, providing a variety of catalogues and directories of information and member services related to a specific topic or organisation.

Two-way community building and interaction is encouraged through answers/faqs, forums, chat and other feedback mechanisms, powered by a powerful database structure which delivers tailored content in a wide range of classifications.

Click this link to read more on [Web Community Portals](#)

How do Google Adwords work?

Google Adwords is a search engine pay-per-click advertising system which can be a very effective tool in your search engine promotion toolkit.

It allows you to construct and place adverts on search engine pages, against selected market keywords, promoting and advertising your products and services to a target audience.

The advert encourages visitors to click through a link to a landing page in your web site where they can find more information, and you can encourage them to take the next step in your sales conversion process

Click this link to read more on [Google Adwords](#)

How can my business Get Found on the Internet search engines?

Getting found on the Internet search engines is the key to success for your web site and ebusiness. To get found requires two things

1) Know and quantify what people are looking for and identify the words they use to search - the market keywords.

2) Understand and be able to optimise and promote your web site against selected market keywords which drive targeted volume traffic to your web site.

Click this link to read more on [Getting Found on the Internet](#)

How can the Internet help my business?

The Internet is a technology and medium which provides a new channel in which you can conduct business.

Effective use of the internet can help your business in many ways. An effective web site and internet presence can increase reach, giving you access to a wider audience. It can act as an advert for your company, and help to promote your brand.

Internet Marketing activities can help you to develop superior customer relationships and find new and novel ways to stay in touch and interact with them.

Internet portals build communities online, developing a meeting place where information can be exchanged and products & services bought and sold.

Click this link to find out how Transform eBusiness can help you to [use the Internet](#) to help your business.

Why do I need an ebusiness plan?

An ebusiness plan is a step by step plan to build a web site or web community portal, and implement a set of internet marketing and ebusiness development activities which will support your overall business objectives.

An effective ebusiness plan can ensure that you take advantage of the opportunities which the internet offers to support business success.

At transform ebusiness, we work with you to understand your business, markets and customers, then we develop an ebusiness plan tailored to your individual business needs.

The phased ebusiness plan will outline the activities and actions required to define, develop, implement, promote and grow an internet presence and ebusiness solution which supports your ongoing business objectives.

Click this link to read more on our [transform ebusiness solutions](#)

Got another question..?

[Contact us](#) here and we'll get back to you with an answer.