

Online Marketing Technology



Today's technology emphasis is on businesses website and eCommerce. Rapid business transactions and unparalleled access to information has changed consumer behavior as well as expectations. A business website can be as simple as a virtual marketing brochure that you can update on demand. Just having your company's information available to current and prospective customers can greatly impact your marketing efforts by offering customers everything from pre-sale information to post-sale supports and services.

SOLNETS developed an online marketing concepts that help businesses reduce their time, money, and lots of preparation. A strong online marketing plan will ensure you're not only sticking to your schedule, but that you're spending your marketing funds wisely and appropriately.

SOLNETS can help build businesses to develop an Online Marketing Tools that will enable the list pages in the website to be accessible to all online users. This help visitors and search engine find pages on your site.

Below are some of the beneficial to utilizing Search Engine Optimization (SEO) and Social Media Integration Marketing tools...

- Search engines are unique in that they provided targeted traffic to your site.
- Search engines are the roadways that makes this happen. If your site cannot be found by search engines or your content cannot be put into their databases, you miss out on incredible opportunities available to websites provided via search.
- Search Engine is the practice of improving and promoting a web site in order to increase the number of visitors the site receives from search engines.
- The majority of web traffic is driven by the major commercial search engines such as - Google, Bing and Yahoo!.
- Search engines are the primary method of navigation for most Internet users. This is true whether your site provides content, services, products, information or just about anything else.
- Social media is a powerful tool that allow companies to have the opportunity to connect with customers through their own social media network.



- A social networking site can be a good integration to connect businesses with similar products and services.
- Most importantly, social networking sites offers the opportunity to create a positive self-image. This shows that you care about your reputation and (to a certain extent) what people think about your products and services.

Online Marketing Tools



Search Engine Optimization

- Build a search engine that enables the list of your website pages accessible to online users. This help visitors and search engine find pages on

Website listing with major search engine like:

- Google
- Bing
- Yahoo

Integration of Social Media to your website

- Facebook
- Twitters
- Yelp
- LinkedIn
- Google
- Blogs



Google Ad Words

- Advertise on the most used search engine worldwide.
- Know what you get for your money.
- Control and fine-tune many aspects of your Ad Words Listing.
- Listing updates in within minutes!
- Change, pause or end your Ad Words Listing at any time.



Bing and Yahoo

- There are 151 million unique searchers on the Yahoo ! Bing
- Network—including 46 million who do not use Google.

Advertising Solutions w/ Yellow Pages and major local search engine

- Add important details, like hours of operation.
- List your products, brands and services.
- Include links to your email address(es).
- Add listings for multiple locations.
- Upgrade to a Featured Listing.

Web Design and Development



WordPress



Joomla



Drupal



Roundcube



Zen Cart



phpBB



PRESTASHOP
PrestaShop

Business Listing

SOLNETS is all about control and results for your business. You get control of your information on dozens of critical local search sites.

SOLNETS makes sure your listings are present with the correct information. It automatically adds missing listings, and it updates critical fields like name, address, phone number, and categories across the network. Change your information anytime and it will update everywhere.

- Basic Listing Info: Update your business name, phone number, listing categories, and address.
- Drive more results from local search to major search engine like Google, Bing, and Yahoo.
- Business listing to 30+ major critical local and global search sites.
- Update and change information at anytime
- Updates listing in within minutes.

