

SmarttNet

Complete Internet Solutions

complete internet solutions

SmarttNet featured in business magazine – for immediate release Feb. 6, 2009

Business in Vancouver's *How-to Book 2009* has been released and SmarttNet's e-marketing team is featured under the topic, "How to avoid internet marketing mistakes."

"We wanted to show people that there are a lot of common mistakes people make when they try to market something online," says Joyce, e-marketer at SmarttNet and author of the featured article.

The *How-to Book* is one of the yearly magazines released by Business in Vancouver and delivered to their subscribers. Its purpose is to act as a guide to businesses on topics they may need advice on.

SmarttNet's feature included tips for a successful e-marketing strategy, only instead of telling what a business should do, it took a twist and showed businesses what NOT to do. Things not to do include "overstuffing keywords," "replicating content," "ignoring off-page factors," "making use of black hat tricks," and "registering domains for less than two years."

"All of these no-no's can really affect the way a search engine reads a company's Web site," says Joyce. "But the article is so limited – there's just so much more to say about e-marketing and how to be effective at it."

Precisely put. That is why the end of the article reads, "keeping your site buffed for search engines is an ongoing activity. Think of search engines as customers who need reminders...A professional internet marketer will be up to date on the ins and outs of the industry."

In short, that means e-marketing is not a once-for-all event. It needs regular attention, which is why e-marketers are in such high demand these days. However, Joyce notes that's not the only reason e-marketers are in business:

"Internet marketing rules are always changing. One day lots of keywords might work, and the next day that's not good anymore. Search engines recognize all the tricks that people use to abuse the rankings, so that's why the rules have to change, to keep spammers out," says Joyce.

For that reason, an e-marketer is necessary for a proper strategy. If a business is using outdated methods, it could hurt, rather than help, its efforts.

Aside from the article was a full page advertisement telling businesses they could download a free e-book by SmarttNet's e-marketers at www.smartt.com/freeguide.

To view SmarttNet's feature in the *How-to Book 2009*, see their home page, under "Published."

For more information, or to arrange an interview with Joyce, call 604 630 7579 or e-mail joyce@smartt.com