

Finding Your Company Online

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<http://pwebs.net/2007/04/finding-your-company-online/>

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- Is your business adapting to the changes on the Internet?
- Is your company doing marketing and advertising online?
- Are you using the Internet to get your branded message out?

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If the answers to any of these questions are no, then it is time to get your business up to speed online. Because I guarantee you the competition is surely using the Internet to get their marketing and advertising messages heard and seen on the Web.

Blogs are one of the key areas online these days where a company can really take advantage of the fact that millions of consumers and businesses go online everyday to do everything from reading the news online, researching and seeking out new suppliers, to buying products and or services in an ecommerce mode online.

Building a blog for your business is fundamental to having a web presence. Just having the company website is not good enough anymore. In the past, a company could simply build a website and have it found online with very little marketing effort on their part. Sure, existing customers and consumers may be able to find you online now, but that is only because they know your name or Web URL address. Now, because the Internet is expanding exponentially, not only in the market penetrations such as China, but also with the high numbers of new websites coming online daily; has created a huge influx of information that must get sorted out by the search engines.

Add to the numbers of pages is also the fact that words are the key to online communications. Imagine how many times the 10 [most common words](#) are used.

1. the
2. of
3. and
4. a
5. to
6. in
7. is
8. you
9. that
10. it

And, that doesn't even begin to tell the story of having a common company name for an incorporated business. Common usages of the common keywords for common name companies are an interesting conundrum. For example, at: [WORDCOUNT](#) / Tracking the Way We Use Language, is a very informative online application for telling the usage frequency or commonness of any of 86,800 most frequently used English words in a type of "visual barometer of relevance." If your corporate name has two or three words, simply type each name separately and the scale will show where those names rank in usage. Keep in mind that having a common name is not bad, it just means that more work is needed to establish the brand name on the Web, if the company name itself is not already a household brand. That is because the words used by searchers online are how a company is found on the Web in the first place.

Search algorithms don't know professional web services from the company, [Professional Web Services](#). "Professional" is/was currently ranked number 906 on the Wordcount word usage scale. "Web" is/was currently ranked number 10182 and "Services" is/was ranked number 354 on the Wordcount visual barometer scale. Now, taking additional information from Google Search we can see that a search for [Professional Web Services](#) produces a set of results that was estimated to have over 370,000,000 (370 million) pages with those three common word terms, not necessarily in that order.

How does the search algorithm know whether the searcher is looking for a book at Amazon or a professional article on "web services" software tools, or the company? It doesn't know the mind of the searcher. Algorithms are getting better in a sense that new co-op algorithms are adapting to the searchers, effectively learning as they go. See [Google Co-op](#) for a truly user customizable search engine. While these Co-ops has the advantage for specific users, the general search algorithms are still working on adapting to the minds of the the researchers, consumers, purchasing managers, or the general online searchers.

How Does A Blog Help Your Company Online?

- Information Sharing
- Marketing And Advertising
- Sales And Marketing Tool
- Branding And Brand Development
- Customer Relationship Management
- Corporate Communications
- Press Releases And News Updates
- Marketing Communications
- Market Research, Analysis, And Advice
- Strategic Public Relations
- Web Casting And Podcasting Integration
- Adapt Web 2.0 Strategies

This is not the complete list of how a blog helps your business on the web. Other reasons to promote a corporate blog on the web is the added benefit of having another media outlet that is both compartmentalized on the Net; as well as being inclusive of the Internet. Blogs have their own unique online digital search signatures. What that means is, blogs have various items that are usually associated with blogging softwares and have a unique digital footprint which is established when a blog is published. This digital footprint, in the way of a ping and RSS feeds, are broadcast over many online sources that can pick up the fact that an article was published online, where and when it was published, the main theme of the topic, title of the article, and who the publisher is. This digital signature compartmentalizes this source as a blog and can feed the information into Blog Searches online. See [Google Blog Search](#). Additionally, as a blog is established on the Web, it can eventually be included into the general search results and thus be inclusive into the general Internet population.

Blogs provide another crucial element from an Internet marketing standpoint. The links back to your company website are crucial to the standing of your company website on the Internet landscape. Having quality links is the very foundation to ranking well in the search engine results. The Internet is about interconnectivity. One website leads to another. The issue is a type of digital trust signature. By having a link from a quality source, back to another website, then there is a means of trust established between the various sources. Not all sources are found trustworthy, but if they are found trustworthy digitally, then that will promote a website and help it rank well in the search results.

Do you want your b2b or b2c website to rank better in the search results? Well, you can change from being a small b2b or b2c company to becoming a major B2B or B2C company online. Take a look at [Professional Web Services](#) today. Trust Professional Web Services, Inc. to help accelerate your business on the Web.

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