

## **Tweaking Your B2B or B2C Brand Online**

by **J. Warholic** - Article last updated on: **Monday, March 28, 2011**

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### **Snippets of Your Brand**

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Snippets sounds like some sort of cereal.

What are snippets and how do they affect your brand?

Snippets in the search engine world are a small sampling of a web page. When someone does an online search; this produces a results page with content snippets of various pages of information from many websites. If the search algorithm determines that a page from your B2B, Business to business or B2C, Business to consumer website has relevant information related to the searched for keywords then a small sampling of the page will show up in the search engine results pages.

It is important to understand that the first contact a person may have with your website is not when they actually go to the website but when they view the search engine results page. This is why from a marketing and advertising perspective that your brand "be the best that it can be" within the realms of a realistic approach to optimizing the page for Readers and the Search Engines.

As a President or CEO of your company you must consider at least two distinct ways another business or consumer views your brand online through the search engines. One must consider that someone already knows about your company name, and uses the search engine search bar to type in your company name to go to the website. The other way is that a consumer or purchasing manager from another company types in the keywords in the search bar, and your website shows up in the results pages. Both of these examples are typical of how a customer would find various businesses online. Each has its own unique approach for management, of the brand that needs to be portrayed to the customer.

Breaking this down further, it is also helpful to understand to which market segment your business is in. For example: vertical markets also known as niche markets are a very narrow or dedicated spectrum of products or services delivered to consumers or other businesses; while horizontal markets cross over a broad spectrum of products or services provided across multiple industries. Each of these business categories and buyers and sellers markets needs to have a particular brand approach to Internet marketing and advertising online that are going to be quite different. This will also be a factor in determining what your goals are for showing up in the search results pages and how your brand needs to be displayed on the Internet.

Search algorithms continue to change and improve. As the search companies fine tune and in some cases drastically change their algorithms this will also change to some degree the way the snippets are displayed for each website. A person can fine tune a web page to provide a better branded snippet while still maintaining the structural integrity of the page for the search engines and the readers. It is important to understand that changes to a web page can affect the page for the keyword search engine results. But, with quality writing, and proper and ethical search engine optimization techniques a person can actually improve both the branded snippets that are portrayed along with the ranking of the page in the search engine results.

Branding on the Internet does take time and effort to improve the image of a company. The days of just slapping a website together and saying, "that is it, and there is nothing more to do," are over. Efforts need to be expended on a regular basis to view and analyze the results in the search engines. As the analysis is made, small or sometimes drastic changes need to take place to the website or web page in order to provide a better Brand for your company on the Internet.

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