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# Effective Use of Search Engines

## Effective use of search engines

A search engine would help the customer search for an e-commerce website to go for online shopping. To do this the customer would have to find a search engine like Google, Yahoo or Bing. These would help the user find the best or popular results for e-commerce websites. This is when spiders are used to crawl over the internet and find a good website that is relevant to the user of their searched-up keywords. When a spider is finding a webpage HTML and Meta tags are used to give information which is based on the page of your selected results. The tags have codes, but they can't be seen by the user. However, if there isn't any Meta tags the spiders would end up guessing what the user wants and only because of this the results might not be correct. A website like Green Glass should make sure that the website is featured in something like Google so it would show up when the user is searching for an e-commerce site, however, a payment would also come in when it has to be featured on the website as a sponsor link. So, they should make sure their customers make the most of their website.

## Newsgroups and forums

Newsgroups and forums are groups which discuss and concentrate on a certain subject. Newsgroups however are in the different phases of science and technology; this is also the largest topic in computers at present. For example, Google has created a few categories for group discussions which include; by topic or interest, geographical region, level of activity and number of members of a group they contain. Banners and Pop-Ups Banners and pop-ups are another good way of promoting an organisation, essential or other companies to the people who are using the internet. All a company has to do is through in a pop up or a banner to their own site having a deal or a new product, when this is happening there would be a lot of orders for buying items from their company. However, as a disadvantage the pop-ups can annoy the user to the point where pop-ups are blocked by the user if they are not interested, hence why most pop-ups have the option to be blocked. All they have to do is modify the settings on their browsers so they can choose what content they want to see. Also banners can be used for free advertising however, they are not products that are chargeable.

## Spam

Spam is a term used for junk mail, in other words its emails which you don't want or asked for. This type of mail can be sent to you from various different sources. A good way to make sure

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that you are spam protected is keeping your email address into a separate web page. All you have to do is look for a check box and just tick it if you don't want to receive notifications from this service. Sometimes, however, you would want to access certain information where you want to submit an email address. A good way of handling this is to have two email accounts so you would avoid as much spam as possible one account is your main account and the other account is your junk account which would be under a different email address. By doing this if you submit an email address, the junk account email address and any of the spam would be sent to your other mail box. Software utilities are also available to help manage your account so spam can't get in. The first solution is to add your spam address to a banner list, the only problem with this is however is that spam also comes from address you have not yet have added. This can reduce the amount of spam the person is getting but, he/she will still get from people/company who has not been added to the banner list.

Another, solution is to turn on the spam filter with this, any email which is likely hood to be spam it would straight away be diverted to a folder or a dictionary. However, the only problem with this is that it's not fool proof and it always scans the subject lines from the emails. If a subject has words the would then be filtered and because of one word an email could mistakenly think it is spam. Spam is an everyday threat and organisations today are finding ways of permanently getting destroying it once and for all. Site Names When you are creating a website the hardest part is choosing a name for it. As there are over one million site names which have already been used out there. When you are going to choose a name you must make sure that it is useable as a domain, it is not something rude or inappropriate in a different language: this would be offensive in another where you would do business, not anything similar to a competitors name and is nothing close to other websites which have untrustworthy content.

## Direct Marketing

Direct marketing is a strategy that is used to in an enterprise for commercial use, however this would depend on the organisation and the strategy itself would be done differently. Companies send out emails to customers which are already with them or have purchased things items from them in the past also from possible or future customers who have used their website for information. After this, their customers would then be having mail sent to them weekly or monthly or results for regular mail. Normally, companies who have mail orders also have websites so they can check up on online orders and they also send out catalogues their customers. Ensuring an effective user interface When you are doing web design one of the key things to understand is the importance of interface design. A lot of websites have too much information on them especially in a limited space, have very little information maximum a just one sentence or have too much movement between pages and all over the screen. This would not impress the user and they may not come back to the website. Along with this how the site itself looks matters for example usage of images and font choices as these also have an impact on the web

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page.

Websites are also modified for people who disabled users or have visual impairment so they wouldn't have problems using their site through the Disability Discrimination Act and the Royal National Institute of the Blind has a brief summary on the DDA has changed on other websites and along with other few things. With the laws of DDA, the Web Accessibility Initiative has been established by the World Wide Web Consortium gives some guide lines and resources which could help the organisation for people who are new for understanding the theory of accessibility. This could let the organisation create more websites that are useable by people who are special need, blind or disable. Establishing customer loyalty in a virtual environment Customer loyalty is one of the most key things in a company, however this is very hard to achieve since customers would wait until they find good deals before they start going shopping because of this enterprises have to find different ways on customers to keep shopping with them.

There are two ways of doing this they are called commercial and social strategies. A commercial strategy would be from a high-street retail, this is a concept of loyalty points. The customers are given numbers of points from the money they have spend when on a website. These points could be changed into money or a gift card, which would be taken away from the amount that was ordered from. Online retailers such as Wish or Walmart have created credit cards for their customers, this way user can earn twice as many points whenever they buy goods from the Walmart website using their card but they would only earn single points if they use the card in other outlets. With a social strategy this is where a charities search engine is used then the organisation pays them back after usage. This is called a passive donation for example GoodSearch and charitycafe. GoodSearch lets users select their choice of charity that they would like to contribute with. Once when the user has chosen their choice of charity then the charity is entered and verified. The user would then choose a category and they will given a list to choose from. There are also world wide charities involved and they can donate 100% of the profit to major charities.

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