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SEO/Online Marketing Tip of The Month



Domain Names containing relevant keywords are a great way to show up on the top of a search engine in a search for that keyword or phrase.

Visit us online to find out more about [Search Engine Optimization and Online Marketing](#)

Win A Free Logo Design

WebDuck Designs is

Thank you for taking the time to read the March issue of the WebDuck Designs monthly newsletter. We tried to get the newsletter out by the first of the month however there were complications with the newsletter company (Constant Contact). Despite the fact that our online marketing department is using their services for 6 different clients, the people at Constant Contact decided to lock our account because a single individual called them and complained that we were spamming. As you are aware, it's difficult to get people to sign up for a newsletter when there is no newsletter to sign up for. Because of this the initial issue was sent to every email address we have acquired via our personal emails and our various information submission forms on our website. We apologized for inconveniencing anyone before hand and there was an option to opt out if you did not wish to receive future newsletters. Constant Contact was not very understanding and as I previously mentioned locked our account.

Moving forward, we have found a monthly newsletter solution that offers more features and is in fact a better solution for handling our needs as well as the needs of our clients who use us to produce their monthly newsletters. This new service we are using gives us the ability to provide you with a newsletter every month with information that you can actually use to help improve your presence on the web.

The upcoming WebDuck Designs newsletters will follow a similar format to this one. Each one will contain an SEO or online marketing tip of the month, two informational articles, a contest or giveaway, and a monthly affiliate. If you are interested in having you or your company highlighted as a monthly affiliate then send all inquiries through our [contact page](#).

Again if you are receiving this newsletter and you don't want to receive future newsletters you can opt out by clicking the text link located at the bottom of this and every newsletter.

What You Need To Know To Be Able To Sell Online

What exactly is eCommerce? ECommerce is any type of business or commercial transaction (buying or selling of products or services) involving the transfer of information over electronic systems such as the Internet. If you are considering the possibility of selling online or developing some kind of eCommerce website then there are a few things you really should know before making any kind of investment.

There are a few options available for selling online. Pre-made shopping carts/online store programs are available for little cost, but they have their downsides. Another option for eCommerce sites is a Custom online store which can be costly, but comes with many advantages. Online store providers and PayPal's "buy now" options are other available avenues.



offering a chance to win a free logo design for your company. The winner will get a custom logo designed around their companies specific needs for **FREE**.

The header of each month's newsletter contains a different duck. In order to be eligible for a free logo you must be able to answer which page in the WebDuck Designs website this month's duck can be found on.

[Visit Our Website](#) to read the full contest details and submit your information for a chance to win.

Affiliate of the Month



Kelly Container, Inc. offers customers the option of renting or purchasing dry or refrigerated storage containers. Kelly

The most expensive upfront cost for an online store is the actual design, which vary in price depending on the businesses needs and desires. Smaller expenses that are acquired with running an eCommerce site include: domain name registration, hosting of the website, SSL certificates and payment gateway fees.

The method in which a company wishes to accept payments online needs to be considered in the early stages of site development. Google checkout and PayPal offer customers to purchase your products or services using either their Google or PayPal accounts. If you would like to accept credit card payments directly through your eCommerce store than a payment gateway is needed to allow for secure purchasing.

With all of these variables to consider it can make choosing the right solution for your company difficult. However, there are a few factors that should be considered before making any decisions. The size of the business selling online, the number of products or services being sold and the needs of the company make a difference when comparing options.

Anyone can put up an online store, but how do you make sure your site is getting a good amount of business? Online marketing of an online store can assist in obtaining a better search engine ranking by generating mass amounts of traffic to your site. Online marketing can be expensive, but if done correctly will actually increase your profit margin significantly making it worth while.

[Read Full Article](#)

Contact us to discuss your eCommerce options and help you find the solutions that best fit your business needs.

Social Online Marketing

Social Online Marketing being one of the newer and more successful online marketing tactics is part of the Web 2.0. By promoting yourself and your company on Social Networking sites such as MySpace, Facebook and YouTube you are actually participating in Social Online Marketing. The end result of Social Online Marketing is to increase visibility on Social Networking sites, create inbound links, and increase traffic to your website.

Consumers are out there expressing their thoughts, opinions, recommendations and complaints about your products regardless and not accessing/engaging in these conversations is ignoring an excellent opportunity. By engaging in social networks with your customers and hearing their thoughts, you can get feedback on what changes/improvements your product can use as well as give you and opportunity to address their views through your comments.



Some brainstorming should be done before beginning your Social Online Marketing campaign. Research is needed to determine your target demographic and locate your top competitors. Once you know who your consumers are, information about them and what your competitors have done, you can create your Social Online Marketing plan.

After you have located your consumers and built an online relationship with them, how can you tell if your Social Online Marketing techniques are working? Performing one Social Online Marketing tactic at a time is one way to tell which technique is eliciting what results. But, the best way to track your results is through analytic software, which

Container has hundreds of units onsite or can create a custom container that is just right for you.

allows goals to be set up and conversion rates to be monitored. Although most analytic software is free, it is complex and hard to understand unless you are an online marketing professional.

[Read Full Article](#)

MySpace pages for online marketing clients created by WebDuck Designs:

[HuckJam Bikes](#), [Family Vision Centers](#) & [Live Healthy Today](#)

WebDuck Designs offers a variety of online marketing services including Social Online Marketing. Contact us to learn more about what Social Online Marketing can do for you.

[Visit Our Affiliate](#)

WebDuck Designs is in the process of developing a new website for Kelly Container, Inc.



Receive a **\$100 American Express Gift Card**
for every valid referral you send to WebDuckDesigns.com

A valid referral is defined as any new business sent to WebDuck Designs that equals or exceeds \$1,000. Gift cards are sent only AFTER WebDuck Designs receives the initial deposit from the referred client. Offer good only while supplies last.

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