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Welcome to the Latest Issue of eNews:

We are pleased to once again bring you a variety of news and resources from the world of e-commerce. As always, if you have information you feel is relevant for our newsletter, please do not hesitate to send it our way. We hope you find this month's issue both entertaining and informing.

Bo Beaulieu, Director

Julianna Brown, Editorial Assistant

News and Research:

Marketing for Little Guys, Part 1: Making Friends With Search Engines

By Katherine Noyes, E-Commerce Times

One of the hard realizations that most new e-commerce companies must make sooner or later is that simply creating a Web site does not mean customers will visit it. Sure, there are hundreds of millions of potential customers online, but there are also billions of other Web sites competing for their attention.

Read the article at

<http://www.ecommercetimes.com/story/58800.html>

Marketing for Little Guys, Part 2: Stretching the Budget Even Further

By Katherine Noyes, E-Commerce Times

Something many don't realize is that creating a Web site – however wonderful and optimized it might be – is only the first step. Small to medium-sized e-commerce companies can go a long way toward marketing themselves online by doing some simple search engine optimization (SEO) and taking the time to foster some inbound links to their sites. Both can be done without an advanced degree in computer science, and both can cost little or no money. See the entire story at

<http://www.ecommercetimes.com/story/58860.html>

Internet Ad Spending Soars Despite Overall Slump

By Katherine Noyes, E-Commerce Times

With a few notable exceptions – the Internet, primarily – advertising spending has declined for the second quarter in a row, according to a report released Tuesday from TNS Media Intelligence. Total advertising expenditures in the first half of 2007 slipped by 0.3 percent to \$72.59 billion versus the same period in 2006, TNS found. The outlook for the remainder of the year is not much better, it predicted.

Read more at

<http://www.ecommercetimes.com/story/59311.html>

Search Marketing 101

By Derek Gehl, Entrepreneur.com

How do you look for information? You search the internet, right? If so, you're not alone. According to Marketing Sherpa, almost 134 million people in the U.S. regularly use search engines when looking for information online. Of that number, 63 percent look only at the first page of results – at most. And if you want your site to be there, you need to put a family of strategies called search marketing – a catch-all term for search engine optimization and pay-per-click advertising – to work for your business. Read the article in its entirety at

<http://entrepreneur.com/ebusiness/ebusinesscolumnist/article176398.html>

Ten Great SEO Tips, Part 1

By Paul Korzeniowski, TechNewsWorld

As evidenced by the phenomenal success of Google, search has evolved from an interesting sideline into a primary function for many, if not most, Internet users. Consequently, more and more companies are putting content up on their Web sites to attract the attention of search engines. Read the entire article at

<http://www.ecommercetimes.com/story/59193.html>

Ten Great SEO Tips, Part 2

By Paul Korzeniowski, TechNewsWorld

Garnering the attention of the search engine vendors requires a delicate balance. While there are some steps that companies can take to improve their ranking, there are other items that lower the company's search rankings, and can even result in them being blacklisted in some cases. Consequently, they need to maintain a proper balance. See more at

<http://www.ecommercetimes.com/story/59314.html>

Desperately Seeking Web Sites: The Power of SEO

By Jeff McPherson, TechNewsWorld

Search engines like Google and Yahoo troll the Web constantly, categorizing and ranking sites so users can find what they're looking for. Why should you care? For starters, it's free. You don't have to pay Google, Yahoo and the other search engines to rank your Web site. It's like a free listing in the yellow pages, except that you get listed in as many categories as apply to you. See the full story at

<http://www.ecommercetimes.com/story/59163.html>

Pumping Up Sales Through Potent Promotions

By Stephan Schambach, E-Commerce Times

Gone are the days of promotions strategies that begin and end with heavy discounting. Today's savvy

retailers know their promotions strategies must be innovative, creative and customizable to specific consumer segments. Since the online channel often contains the most comprehensive set of retail products, it makes sense for retailers to use the Web as the channel of choice for overall promotions management. Read more at

<http://www.ecommercetimes.com/story/59099.html>

Optimizing the E-Business Experience

By Scott Pulsipher, E-Commerce Times

Today's global enterprises must optimize their Web sites to maximize the power of the Web to drive business and increase sales. B2B or B2C Web site design, usability and content are the top considerations as companies focus on success and satisfaction ratings of the customer and partner experience. See the full story at

<http://www.ecommercetimes.com/story/59078.html>

Is 'Personalized Merchandising' Becoming Reality?

By Joe Lichtman, E-Commerce Times

Brick-and-mortar merchandisers' shift from a product-centric to a customer-centric mentality is examined in a recent report from Gartner. By starting backwards from the known profiles of shoppers in every ZIP code, merchandisers can create extremely granular assortments for each store to increase sales and create loyalty. Read more at

<http://www.ecommercetimes.com/story/58893.html>

Why Startups Fail

By Theodori F. di Stefano, E-Commerce Times

A survey done by the U.S. Commerce Department stated that of every 10 small businesses, seven will survive their first year, three will still be going after three years and only two will remain after five years. These are quite startling numbers and really beg the question: "Why do startups fail?" The answer is amazingly simple. Read about it at

<http://www.ecommercetimes.com/story/58813.html>

Is It Time to Scale Up? Signs of E-Commerce System Strain

By Pam Baker, E-Commerce Times

E-commerce is an important sales channel to businesses of all sizes, but when it's a company's sole meal ticket, the stakes are even higher. Threats to Internet profits often lay hidden and customers rarely stop to point them out. Read more at

<http://www.ecommercetimes.com/story/58736.html>

E-Commerce Successes:

Wildrose Farm Organics

By Meriem Chida

Minnesota-based Wildrose Farm Organics is an all-organic, family owned and operated business that sees the Internet as a vital tool in its operations. Among other things, the company uses the Web to conduct research, to find wholesalers inside and outside the United States and to establish a client base for their agricultural products. To read more about Wildrose Farm Organics, go to <http://www.accesse.info/casestudies/WildRoseFarmOrganicsFiles/WildRoseFarmOrganics.html>

E-Library Focus:

Boston University Libraries <http://www.bu.edu/library/guides/pml/ecommer.html>

Helpful Tools and Resources:

The Federal Trade Commission provides valuable resources related to e-commerce. Visit their "Online Shopping and E-Payments" page at <http://www.ftc.gov/bcp/menus/consumer/tech/online.shtm>

A few of the articles in this issue detailed the importance of search engines. Use one of these free tools to see how popular your business link is:

MarketLeap

<http://www.marketleap.com/publinkpop/>

SEO Logic

<http://www.seologic.com/webmaster-tools/link-popularity-check.php>

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