

Web Marketing is broadly defined as the marketing of products and services using online strategies and techniques to create awareness, visibility, easy access to information, and the necessary communication and utilities to actually transact business.

The major services provided by Gene Byte in the domain of internet marketing are:

- Search Engine Optimization (SEO)
- Social Media Marketing
- Campaign Management
- Web Analytics and Reporting

The design and launch of a Website alone basically has a single marketing benefit; the presence of an online brochure that you can refer existing clients or previously-identified prospects to for further information as a resource.

In the absence of any further Online Marketing, the website can only be promoted through traditional means such as showing the URL on your business cards and other literature as well as Print Ads, Radio & TV, Public Relations Efforts, Billboards, Company Vehicles, Phone Book and Word of Mouth.

Since the web has become the “first and only stop” for both buyers and suppliers, the design and launch of a website is at best incomplete, and at worst, a total waste of time and money, if not accompanied by an Online Marketing strategy. No matter how great you feel your website may look or appeal to the visitor, what value is it to your business if the site cannot be easily found online? How then can an online buyer actually find you? How do they find your competitors? The answer should be clear to all readers: The Search Engines. Google, Bing and Yahoo are the 3 largest search engines that provide the results to almost 97% of billions of daily searches on the Internet. Clearly, this is where you want to be if you want to achieve online business results.

Gene Byte Search Engine Optimization (SEO) is the service our clients benefit from to make their sites highly visible online to those searching for precisely the products and services they offer. In the simplest terms, Gene Byte SEO is the process which transforms your website to effectively communicate your targeted keywords to the search engines. SEO and the Search Engines are all about RELEVANCE "higher the relevance, higher the rank". The search engines use hundreds of factors to rank sites based on relevance. However, there are two major factors:

(1) Unique Content that contains the correct representation of Keywords and Phrases

(2) The number of meaningful inbound links (back links) from outside your website pointing directly to relevant locations within your website

[Contact Us](#) to know how we can make a difference to your web presence.