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# Online Marketing Growing

in look and in navigation friendliness, you will create an unnecessary expense for yourself in the development of a website. Demming said of quality control in manufacturing that there is not cost in quality and that cost is real when quality is ignored. Of course, you will be spending more money to get a website to look good, however, Demming's point was that a certain level of quality will always require a certain level of investment by everyone. Oddly enough, with web design, sometimes the worst designs can be the most expensive. High quality videos, Flash interaction, photos and - above all - rich content will all make your website effective in bringing customers to you.

#### Search Engine Optimization

A utility phone book, doesn't list cell phone numbers unless it is requested by the owner of the cell phone. Similarly, Google and other search engines don't recognize websites unless certain measures are taken to make a website known to them.

Having a website with these elements all take time and planning. It also takes time for a website to rank well on the search engines, so the earlier you begin your online presence, the better. As you are considering your marketing plans for 2010 and beyond, remember: While traditions are important and good, marketing will only continue to be profitable for your business if you stick with what is effective and not just keep doing what you've traditionally done. Your business will grow best with the forms of media that are growing and are most effective. Right now, internet is the medium to watch.

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