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WebMark Europe – HBN Workshop

The Hague, 22th March, 2012.

Read the article:

http://www.webmark-europe.com/en/news/webmark-will-attend-to-hbn-workshop

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A short introduce of Webmark Europe Kft.

Our company started its operation in spring of 1999, recognizing the possibilities within the spreading of the internet, in divisions of advertising – at that time still mainly ads (classified advertisements) – and web design. The company applied for the "Most successful young entrepreneur of the year" competition organized by the Career Foundation in 1999, where they were qualified for the regional and national finals, and they became a prize-winner. The foundation supported the company's chance of starting in a big way both financially and professionally. The Webmark`s portfolio was composed of internet surfaces (websites, portals, e-trade systems, webshops, helpdesks), and individual informatics solutions. The company's walk of life led to the internet newspapers and online magazines, which already used the advertisements efficiently, where the qualitative content-maintenance would have been inconceivable without a content-managing system even in those days. This is how the company's most serious, and at the same time the most efficient implement, namely the ITWORX CMS came into existence, which is a special content-managing frame system.

In 2007 WebMark Europe Ltd. provided facilities for adopting and introducing new aspects and more effective informatics – internet – webmarketing services. We can state pridefully that we are in the first rank nationwide in the field of dynamic websites, video and portal systems, webshops supported by content-provided solutions (ITWORX CMS). The development of our product, namely the ITWORX content-managing frame system, has been speeded up recently, its usage became more adaptable and its introduction became more effective. We have confidence that our company will make significant successes and get notable results not only in Europe but over the world by the help of our workmates, staff and means.

Our mission is to improve the stability of our company by keeping the so far undiminished measure of development; and in addition, to attend our present, extant and new customers in a high professional level. The philosophy of our company is helping the propagation of informatics and internet approach and culture, which stand in serious need of support still at present time; this work serves the interest of our wider environment, but in our opinion, it will react in large measure to the internet based world of the future.

We work efficiently for the sake of widening the scope of our colleagues in the particular field by experts having professional knowledge; who are able to take over those attitudes, which are favourable in consideration with the future of their company, and who set the course on the fields they represent.

The base of knowledge we has built up so far empowers us to offer and supply intelligent informatics solutions for any web-connected demand of any participants in the market. Our most important value gives this self-confident operation as well as the base of the strategic partnership developed with our partners. Leaning upon this stable base we provide our customers with real added value by our wide range of experiences, supported by our services. That is why all of our colleagues, partners and customers feel that they can take the lead with us...

Visit our homepage: http://www.webmark-europe.com/

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Do I need a website? What kind of website do I need?

This is always a good question. Usually every company needs a website. Since your concurrency sure has a webpage, you can't afford to go on the market without Internet presence. It's more confident if you using your own company's domain name for email addresses not @gmail or @hotmail. When you putting your email address on your card, your clients will be curious about your homepage. They will try to find it even if you haven't set up one! It is uncertain when your clinet opens your homepage and faces with under construction texts...

As an individual you may start only with LinkedIn or Facebook. But it is recommended you to check your concurrency. Do they have a website? If the answer is definetly yes, you should have also one.

But what kind of website you need?

Are you offering services?

The right choose to have a homepage with a few, very well Seo optimized pages. Nice, clean professional graphics, well written texts, contact (offer) form all you need. Depending on what kind of services you offer, best cases, recommendations are quiet welcome. Make connection with your LinkedIn profile, use Twitter. Use About.me

Are you selling (digital) goods?

You need a webshop. Peoples choice is not only based on prices. If the store looks old fashioned, not easy to search, less or no photos are present, the product descriptions are poor... they may choose the pricy concurrent's shop. Build confidence in your customers! Give as many details as you can! Put detailed informations about your business on your homepage. Put customer service in a visible part on the website. Make sure your Shipping, Faq, T&C, Privacy Policy pages are written. Navigation is an important issue on a webshop. Help your customers to find the products they need.
Use online payment solutions. Make sure you are highlighting the products you want badly to sell.

Use Facebook to build your customer community, get a boost for your freshly opened store by setting up cheap campaigns on your Facebook fan page. The more likes you own on facebook, the more people can you reach with wall postings. Put your discounts to Facebook too. Make small promotion games, such „If you like this post until Sunday, you have a choice to win a 10% discount on your next purchase.".

Are you a content publisher?

Well, you may need a newsportal, based on columns and articles or a blog. A blog can be simple, easier to set up, but it has limitations. A newsportal is looking more seriously, and it could have all the blog functions, like comments, tagging, sharing. SEO, Facebook are important things for portals.

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For publishing media a newsportal is an important place to find new readers and to sell advertisements. As the regular printed media market is shrinking, the number of subscribers dropping year to year, online is getting more important for publishers. For a publishing portal the popularity and the number of daily visitors are important. The more visitors a portal can gain, the more adverisement it can sell.

When should you redesign your website? What do you want to achieve?

In fact you own a website. Probably your website was made in the past few years. So is it old now? The answer is: Yes, it could be.

Content

Trends are changing very rapidly in the Internet. As Google has been take over the search market with its simple, easy to use pure search engine, SEO came as no1 importance for every website owner. Seo is a big issue since a few years. CMS softwares needed updates, and website owners must take steps on content writing. This was the end of the very nice, good looking flash sites. Many companies did made the steps for achieve better raking in search engines. Now they have several years advantage in those engines and sometimes it's very hard to kick off them from the top rankings.

Search Engine Optimalization

Most small business owners know they want to rankig high in search engine results, but few understand just how important it really is.
A 2010 study by the Kelsey Group found that 90 percent of people who are researching a local business, product or service use Internet search engines, meaning that if they can't find you online, there's a good chance they won't walk through your door.

But it's not enough just to be included in the results of somebody's search query. You must also rank high enough to get noticed. According to one study, 68 percent of people who conduct a search on Google never go past the first page of returned results, and 98 percent don't make it past the third page.
A case study demonstrated that while the No. 5 resulting business reported on a specific search query received 6,000 unique visits during the month, the No. 1 business listed in the results received 50,000 visits.

Here are some tips how can you increase your ranking.

Focus on the keywords you use throughout the site. When people search for services or products they typically don't use single words, but combinations of them. Make sure the words you use to describe your goods or services are the terms other people use for those goods and services. If someone is looking for "Book Keeper" for example, simply having the term

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"Accountant" on your site may mean you're either missed completely or ranked so far down in the results you're never found.

Insert keywords throughout your site, labeling images, pages, videos and anything else you can think of to ensure nothing is missed. If you're wondering about what key words or key phrases to use, you can use a tool for this called the Google Keyword Tool.

Create new content as often as you can. Search engines rank fresh content higher than content that is static, and they rank sites with a lot of fresh content higher than sites that were set up once and then never changed. As often as you can-perhaps once a week or more-create new content for your site. That new content can be new images or, better yet, new articles about your products and services.

The third step you can take is to make sure you've included your site in all of the appropriate directories. This is a pretty obvious step, but one that many small business owners overlook. Be sure included in local search directories, like StartPagina.nl in the Netherlands or in Startlap.hu in Hungary.

You should make sure you go social.

Social media really is the next frontier of marketing. But for the purposes of search engine optimization, it can also get you ranked higher. Most search engines are now indexing social media networks as well, so not only are they looking for your presence on Facebook or Twitter, but they're also looking at the conversations you've had, or that others have had about you.

With facebook, linkedin, twitter you are able to communicate with your clients and customers. And you can advertise your services and products in a global market.

Nowadays the tablets and smartphones are the next stage to bring these techniques to more and more customers.

Combinig these techniques is the best ways to get the maximum out from your website.

Well, this happend in the past years. Is your website several years old? Then maybe it isn't well optimized for SEO nor connected to Social Media. Is it usable on a smartphone or in a tablet device?

A website as a „standalone" product is not enough these days. Regarding of what are you selling or offering on yor site you may redesign your homepage. And under redesign we not only mean to create a new look and feel, not. You have to redesign your content and your way of thinking as well.

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Case study: using SEO and social media for recruit

Past year we made a complex solution for one of our dutch client. They have a recruit company a typical dutch „uitzendbureau". They're recruitinig in industrial, ict, dental and medical divisions. Their goal was to put focus on the higher payed medical job offers.

They did have a company website with poor dutch and english content. Well, the website did exactly what was for: briefly descriebed the company profile. It was a little bit old fashioned, hard to find in Google. The big problem was the keen-and-demand issue. Sometimes they were on keen to find people on job offers and sometimes there was a big demand for jobs.

So how did we redesign?

First the company page got a fresh looking, house style graphics design. Parts of the content is rewritten. For each division we made a separate entrace on the website. So the beef boner and medical offers are not mixed any more, this makes a more confidence...

We created in several languages recruit websites, using seo optimized domain names in each country. Countries like Poland, Romania, Greece, Portugal and Hungary. Of course there is an English version of the website too.

Why not adding flags and put the languages to ONE website? Because we realized that creating websites on native language with a good choosen domain name has much more effort. You are targeting on a lower lever.

The benefit shows on SEO results. Is an eye doctor looking for a job in Netherlands? Even he is searching in english or on his native language he will find the website in Google.

Then we used Facebook as an innovative mode for recruit.
We set up Facebook fan pages in English and Hungarian. Facebook is very strong in Hungary, it is the most common way to reach people. Using low budget Facebook campaigns we gained the base of fans. After a level of fame the information speraded between the users. At this moment the facebook page has over 500 fans, which means we are able to reach using the connections of fans more than 120.000 people and a weekly reach around 50.000 people in Hungary. And the number of fans are growing.

What does it mean? People becoming fans of the FB page. Once we are posting a new offer to the wall, they (and if they like they friends too) would be automatically notified. Are they interested? Well, they're clicking trough to the website. They can use their facebook account to log in to the website. That's really easy and simple to use, it takes only 2 clicks. Doing this they are in the database, they can apply on a job.

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What is your benefit?

Searching in Google drive people to your website. Using social media „push" technology you can gain reputation and you can drive people to your website. And so you can generate more revenue.

Content for mobile devices, what is the future of websites?

Unlike the web, which often feels like aiming for next week, architecture is a discipline very much defined by its permanence. A building's foundation defines its footprint, which defines its frame, which shapes the facade. Creative decisions quite literally shape a physical space, defining the way in which people move through its confines for decades or even centuries.

Working on the web, however, is a wholly different matter. Our work is often refined or replaced within a year or two.

Mobile browsing is expected to outpace desktop-based access within three to five years. Two of the three dominant video game consoles have web browsers.

Smartphones have smaller screens, sometimes with small resolution. For the user experience most common publishers have a mobile version of their portals. This is optimized for the smaller screen, sometimes with limited functions. Or there are downloadable web apps optimized for the best reading experience.

Researches saying that in a few years every household will have at least one tablet device. That's a fact as a homepage owner you can walk by.

Tablets have a big screen enough to browse homepages as on a PC. They usually can bring the same browsing experience. It's recommented to avoid drag&drop like interactions since touchscreens cannot handle this. On the design side it is recommented to use bigger buttons, larger texts since tapping is not to adequate as clicking with the mouse. It isn't recommented to use Flash on your website since the best selling device won't support it...

Simply say, if you are plannig to (re)design your website you should keep in mind, that your website should be ready for those devices too. The ideal CMS is able to produce content for mobile devices and web apps also.