

TIM SABRE LISTS 5 MOST DAMAGING BLUNDERS BUSINESSES MAKE

SEARCH RESULTS ISSUES WARNING TO AUSSIE BUSINESSES

ONLINE BUSINESS ISSUES WARNING TO AUSSIE BUSINESSES

One of Australia's leading online media agencies, Search Results, has released a list of the 5 most damaging blunders businesses are making today. Search Results has assisted over 10,000 Australian businesses with their online growth. With 70% of all business now conducted online, it is crucial that businesses heed the power of digital whilst not neglecting conventional methods of communicating.

The company lists the right starting point is ones business domain, not having the correct domain can be a big error. Having a registered domain name in the designated country enables the website to rank higher in web searches in the country. Once a business has a registered domain name it enables staff to have email addresses linked with that domain rather than a Hotmail or Gmail account. Essentially, sending business emails from a generic account you are promoting someone else's business every time you send an email. Therefore tip number 2 is link your email account with your registered domain name and promote your own brand.

Not having a business website is the 3rd error. Over 97% of Australians use the Internet to search for businesses so not having a website all but eliminates you from the marketplace. Search Results adds that having incorrect information on the website is another fundamental error Aussie businesses are making. Over 65% of Australian businesses have either incorrect or out-dated information listed on their website and on other websites like Yellow Pages, True Local, White Pages etc. It is essential to take the time to edit and update business information as it is likely affecting your business.

Finally, Search Results warns that a lack of online strategy is a prominent setback. Many businesses have seen a drop in leads coming through conventional marketing and advertising methods. Businesses typically join an online directory or SEO service to assist, but are often disappointed. Therefore having an online strategy – and strategist - is key to success.

Tim Sabre, CEO of Search Results, says "In order to guarantee success in the long haul, businesses have to have an online strategy and work with a professional in order to make sure that they are using all the possible tools out there to optimise their websites and thereby their business. So many businesses are spending money on the wrong things, blindly channeling funds into quick fixes. There are no quick fixes that are long lasting."

Search Results has assisted some of Australia's leading brands and employs 20 certified Google AdWords professionals and is the 'secret sauce' behind some of Australia's biggest names.

To interview Tim Sabre contact Max Markson on 0412 501 601 or email max@marksonsparks.com

Max Markson

Contacts

Max Markson

0412501601

mailto: max@marksonsparks.com