

Selling Services & Products on WWW

Popularity WWW has gained has made educational institutes to opt internet as a medium of imparting education and have also made internet as a mandatory subject, which has resulted in younger generation getting familiar with internet since childhood. These days it might happen that 3 out of 10 people may say that they do not use internet but in the near future as young generation will take over there is a bright chance that 10 out of 10 people will be internet savvy and literate. With this rapid increase in the internet users round the globe has also created virtual marketplaces, which gives vendors in various business an option to create the presence of their businesses on WWW and electronically transact deals. This electronic transaction of deals is called e-commerce, which is a very commonly known term these days. A question may come – Why businesses are creating their web presence? There are many answers to it: - a) It gives the option to target the global market.

b) Opens a channel of generating leads i.e. if anyone looking for a particular service or product will search on internet and if your site is found s/he may contact you.

c) The marketing of a website on Internet is much much cost effective than hard print advertising.

d) Gives startups and small business a very effective channel of publicizing their business.

e) If you have a website enabled with online payment processing then a client can directly send you money, which will come to your bank account. Your client can send you money by cheque but you will have to first wait to receive the cheque and then for it to get cleared, whereas the online payment instantly gets reflected in your account. And this list may go on..... What you need to create the online presence of your business and start selling your services or products online? a) A domain name

b) A web space linked with your domain name

c) A web design & Development firm who will develop your website and deploy it on the space you have bought There are a number of web space providers and website development firms around the globe, and it will not be tough to find one that suits your budget and has ability to assist you accomplishing the objective of having a web presence. Once your website is designed and launched, it's not end of the story you will have to optimize it for the search engines so that it can attain a good ranking in the search results, which will actually bring results and add to your sales. The firm who has designed & developed your website should be able to do this activity of optimizing your website. It takes some time to get your website popular on WWW and once it has attained a good ranking then it's just the matter of maintaining it. To give a boost to the activity of making your website popular you may even do a bit of hard advertising initially. So let's get on with it, create online presence of our business and add to our sales.....

About the Author

Maneet Puri having an extensive experience of web based applications has assisted him to implement various knowledge driven process for his clients, and at the same time he provides consultancy to his clients for their website maintenance. With this expertise he has successfully added [KPO and website maintenance](#) as verticals to the [Web Development company](#) he is heading.

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