

## ABSTRACT

At present, there are three hundred million internet users and more than fifty million web sites in the world so promotion online for your web site is essential.

In this project, we will cover the realities of online marketing. We explore detailed tips and techniques for fighting and winning in the online promotions. Here are your marching orders:

Understand the basic techniques of promotion. There are both offline and online techniques in chapter 1.

Learn to popular promotion online techniques: search engine positioning. We detailed 3-main patterns of search engine and major search engines of international and local. That gives you knowledge on what search engines should be concentrated, what different searching techniques in each search engine are and how to register in each search engine for preparing yourself to be listed in the search engine. Chapter 2 is your guide.

Learn other techniques supporting the better effectiveness. In Chapters 3 through 9, you will find out the promotion strategies of e-mail, newsgroups, press release, affiliate, banner exchange, awards, classified ads, auction, yellow pages, fax, etc.

Evaluate the effectiveness. Chapter 10 is very important; it lists the method to evaluate and interpret your web site status. Keep in mind that it takes time and patience. The more methods you use, the more time to evaluate.

Real cases: [www.yellowpages.co.th](http://www.yellowpages.co.th) in chapter 11 offers the planning and budgeting of online and offline promotion. That shows online and offline should be parallel together. The offline, conventional media is still the big voice that helps your web site to have the rapidly hit rate growth.

Armed with the resources in this project, you can create an online market presence that will become a significant part of your overall business strategy.