

The Ten Internet Marketing Commandments

- Non Flash Site
- Meta Names
- Trust & Credibility
- Submission Service
- Google, Yahoo!
- Domain Names
- Existing Customers
- Collateral Material
- Bookers or Lookers
- Tracking Tools

Make a Non-Flash, Non-Frames version of your website. Most Search Engines cant handle Frames and Flash easily.

Meta names: Ask your web designer to include appropriate meta name keywords and descriptions in the HTML coding of your website. Include all relevant keywords frequently on the pages of your website. Remember, a Web Designer need not be a Marketing Professional. (This is one of the reasons why you need services of a company like Sancoale Technologies – we have a large team of web designers, Internet Marketing Professionals and people who understand what it takes to get business on the Internet !)

Business is built around trust and credibility. On your website,use your personal photographs, history, association memberships, direct contact numbers, transparent refund and cancellation policy, etc. as tools to build trust and credibility on the Internet.

Use Free Search Engine Submission Services.

Pay to list your website on Yahoo! And Google. Get an expert to do this – you will save more money than spend on the professional fees.

Register additional relevant domain names. Get expertise on planning which ones.

Don't forget to promote your site to your existing customers. Send them a special promotional flyer; include a paragraph in your monthly newsletter. Tell them that now they can book online. Tell them how easy it is. And how safe online reservations are.

Promote your website on all collateral materials: Promote your website and the online reservation capabilities on all of your collateral material, print and other forms of





advertising and promotion, leaflets, business cards and stationery.

You need Bookers, not Lookers: It is always nice to have more visitors to your site, but what you really need is bookers and buyers. Display clearly the "Online Reservation" or the "Book It" sign on the Home Page and on all main pages. Include it in the navigation bar. Don't bury it deep inside your website. Include it at the end of any description of your rooms or inventory.

Use tracking tools: It is good to know how many hits your website gets, hits are not what you should maximize. So you should find the sources of hits that turn into the most bookings, and focus on them. Find out what they are interested in. How do you do that? Smart Tracking tools, and the ability to read between the lines.

Discuss your Internet Marketing Requirement with us:

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Professional
Professional
Professional / *prəˈfeʃənəl* / Having or showing great skill; A skilled practitioner, an expert.

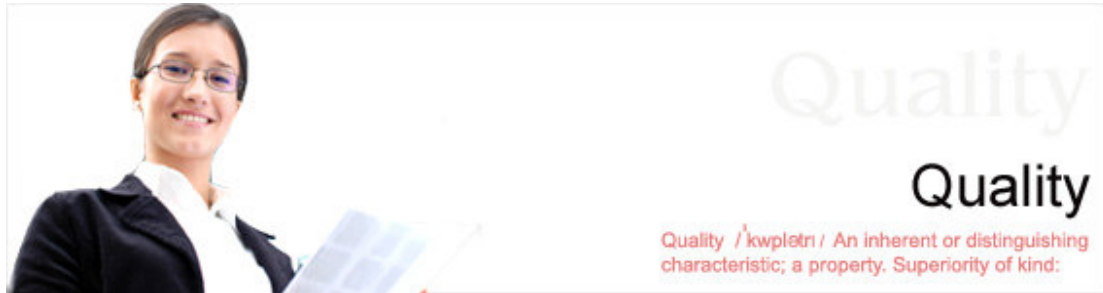
Sancoale Technologies is a leading provider of Consulting, Design and Marketing solutions on a global delivery platform. We deliver solutions that meet the strategic objectives of our clients across America, Europe and Asia.



100 Clients
More than 100 Clients
In 24 Countries

Part of a 40-year old diversified business group, Sancoale Technologies is a trusted partner for its clients. Our customer-focused team is one of the reasons we have repeat clients in many countries.





Our services include:

Consulting:

Techno–Economic Feasibility Studies | Business Process Re-engineering

Design:

Web Design | Corporate Identity Design | Logo Design | Brochure Design |


Marketing:

International Marketing | Internet Marketing |

Other Services:

Shopping Cart | CMS | CAD Drafting | Market Research | Third Party Software Integration
| Internet Software Development | Payment Gateway Integration | Content Writing |
Translations | Hotel Reservation Software | Photo Gallery Software | etc





Reliable
Reliable

Reliable / ri'larəbl / Capable of being relied on;
reliable, dependable, responsible, trustworthy

Customer Testimonials

Sandi Jacobs
Amazing Spas
California, USA



...very easy to work with, has excellent communications skills, lots of wonderful ideas, and even though we're worlds apart we've been able to communicate and accomplish projects in a timely manor. He is friendly, experienced & devoted to getting the job done, well...

Olivier Robinet
Samasthiti Studio
Sarl
Paris, France



Sancoale is a reliable company that provide professional assistance efficiently, competently and at a very good value for money cost. we would have no hesitation to recommend Sancoale.

Heinrich Hess
WEYBROOK
Munich, Germany



To be honest I had some doubts in the beginning, if this would work as Goa is quite far away from Germany. However, Sancoale Technologies are proving every day that in our today's global markets geographical distance is not a problem anymore. In one world I am totally convinced! Most recommendable professional company, offering superior services at a moderate price, you will not regret it!

Winfried Viebahn
Nova Scotia,
Canada



After talking to Lalit I felt very comfortable giving him the first project, more will follow... What I especially like is great discussions, quick responses, great communication skills and focus to get the job done. One can easily tell, he enjoys what he is doing and he has all the expertise to make your project a success.





Value for money
Value for money
Value / væljiu / Worth in usefulness or importance to the possessor; utility or merit; To regard highly;

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Customer Testimonials
Rita Booker
European Standards Consulting Germany
Lalit is a gifted communicator and very supportive entrepreneur - he makes abstract concepts so clear and structures the work so well, that I can understand my own requirements to my website better after he's through with it :-). And his patience ... But see for yourself at Sancoale Technologies!
Read More Testimonials

Can we help your business?
Do ask us for a no-obligations proposal.

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