

# Starting Your Own The Business

The Fourth Article in the Acclaimed  
Recession Series

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The series looks the best time to start your own business, and how to succeed.

## Free Viral advertising

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This is the fourth post in the popular 'recession' series, following on from: [The Recession-A Great Opportunity?](#), [The Recession-What an Opportunity.](#) [The Recession-Act Now](#)

Up until the recession RFT Express was doing OK, the recession and the chance of acquiring struggling companies, was the spring board to bring forward our intention to expand our customer base. With companies closing down, many courier companies couldn't survive if they lost one or more customers. Multinational courier and transport firms were closing non profitable sections of their businesses down, this left a big whole to fill in the UK and Europe markets . This phenomenon is typical of virtually of all sectors in the market. The only way we could capitalise quickly on this was through our websites.

### Why Use Google?

Google is the place to be noticed whether you have a website or not [on this page on our website you can find out how to get a web presence, without paying for it, and with no experience] We have several of these, and every month we get statistics from directories we who have replicated what they think is important on our site, and reproduce a mini site which gets us extra business, all for free. It's a snowball effect which is generated by links on Google.

Before the internet was available to everyone, the only ways to generate business were through personal contacts, knocking on doors or paid advertising. There used to be a true saying :-'without advertising a remarkable thing happens.....NOTHING!' This is still true today, the only difference is the way you advertise.

## How Can Google Work For You

Lets go back to Google again, open Google.com and type in the phrase you think relevant to your type of business. The first page is the only page you need to look at. At the top of the page you will see 3 or 4 paid adverts for websites, usually the market leaders who are paying a fortune for these adverts. Below these are the listings in the order Google rate them. To the right you will see other paid listings.[Google have a bidding system, where by the more you are prepared to pay for each time someone clicks on your advert the higher you will be on the page.] In most languages people read from left to right, and most people understand that if a company is prepared to pay a lot of money to Google and every other search engine just to get you to click on their advert, the prices that company is charging for its services has to be higher than those who don't, i.e. the organic listings below who are there on merit, not paid adverts. Before we leave Google, try one more thing. Open Google UK and use the same phrase as before, you will come up with different listings. Now try the same phrase and narrow your search down by clarifying a local search area, i.e. the phrase followed by your county, or your city. You can get more local by clicking on Google maps and use the same phrase again.

More people click on the organic listings, than on paid adverts. So with more websites on the net, than people in the world, how do you get noticed?. The things that get you on to page one of Google are links, content, and visitors. Visitors come with the more links you have, and depending on your website content. Most websites, even those in top spot of Google, don't always get there with content, but with links. There are two links that virtually guarantee you top spot on any search engine the first is register with DMOZ. This was the most important and influential human edited directory. Started 11 years ago, if you were listed on it, it would guarantee top billing on all search engines. Unfortunately all submissions are scrutinised by volunteers, who are reputedly experts in your particular business. These experts are some of the original people who were admitted to DMOS, the only problem with DMOZ is they don't talk to you. You can submit to them, but they wont tell you if you have been accepted, they won't tell you if you have been rejected, if you submit twice you are automatically rejected, you can apply to be an editor in your field of expertise, but you won't be accepted. If your site is accepted, you have no control over how they list it, and it can cost you rankings. A post on <http://www.webpronews.com/search/node/dmoz> shows some of the good and bad feelings DMOZ promotes.

**After reading what people say, you might decide against this course of action.**

The second line is to get a ranking from Alexa, they work on the number of visitors to your site, and ignore all sites they consider to have less than 100,000. According to WEB CEO a leading search engine optimiser Alexa is an organization that analyses the world's web traffic. There is a community of people that use Alexa Toolbar, a small utility that gathers information about what websites they visit, how many pages

they view. The information is then transmitted to Alexa and analysed. The quantity of Alexa toolbar users and the number of pages viewed by them are adjusted to approximate number of internet users. Then the popularity of different sites is approximately measured. In terms of the Alexa Traffic Rank, the closer a site gets to the number 1 position, the more traffic a site receives. For example, if you consider Google, its main page has Alexa TR 3. That means that [www.google.com](http://www.google.com) is the third most visited page in the web. If your website is not one that interests the Alexa community you have no chance.

**Again you may decide not to register with Alexa.**

**You may be thinking that the internet is a closed shop, although some avenues appear to be closed, there are other ways to get to the top. These will be discussed in the final post in this series.**

[Article by Vic Farron : staff writer for RFT Express](#)