

'Ask Joanne' about online marketing

By Sybil Blau NEWS-TIMES CORRESPONDENT

Sooner or later, every computer user looking for a particular Web site or business comes up empty.

They've done all the right things, but the information just doesn't appear. Finally, they give up, turn to the telephone and call the company directly.

What happened? Was it their fault?

If their spelling was correct, then all fingers point to the person who designed the site or posted it on the Internet, said Joanne Marcinek, owner of Ask Joanne, a company that designs Web sites and teaches people how to increase their success at online marketing.

"The No. 1 mistake on any Web site is not putting in accurate page titles. Search engines are like giant card catalogues," she explained. "If you don't have the proper title or content, a search engine doesn't correctly index (categorize) the site."

A second mistake business people make when trying to market online, she said, is "putting a Web site up and never asking anybody to link to it. Linking is very important if you want to use the Internet to build your business."

Marcinek, who was raised in Redding, can offer advice about online marketing because she knows a thing or two about computers and the role they play in business.

A self-described "computer geek" who earned a degree in business and management from Eastern Connecticut State University, she began designing Web sites about 10 years ago when she left the corporate world to raise a family.

She credits her husband, John, with encouraging her.

"I think you'd be good at Web sites," she recalled him saying. "Now I'm moving more toward how to market a Web site."

Marcinek, a Newtown resident, is going in that direction because she discovered that some of the sites she designed weren't showing up on search engines.

"That led me to finding out how to get them on search engines," she said.

Through her services, clients learn what she calls the "fundamentals of Internet marketing."

Marcinek, a patient woman with a ready smile, teaches her clients how they can determine if their Web site is well-designed and user-friendly. If needed, she can help improve its design.



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Joanne Marcinek, owner of Ask Joanne, teaches business owners how to make their online marketing efforts reach the most consumers. She is a self-described computer geek.

She also shows them where to post informational articles, the most cost effective ways to do Internet marketing and how to improve overall Internet marketing efforts, including finding how many hits the site has garnered.

"I want to educate people to know what a search engine seeks," she said. "Most people for whom I've done a Web site with the goal of being found are the top 10 on Google for chosen search words."

If you're a business with a Web site or doing business as an online company, Google site ranking doesn't get better than that.

For information about Ask Joanne, Internet Marketing Made Easy, call (203) 364-0222, visit www.AskJoanne.com or e-mail info@askjoanne.com.