Internet marketing

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Anis Ben Othman

HAAGA-HELIA
University of Applied Sciences

BIT

Authors	Group
Anis Ben Othman	BIT09

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Supervisors
Markku Somerkivi

In order to be successful in today's fast paced, highly competitive marketplace, business managers must have a clear and reliable strategy with the time we are moving from a physical world to a virtual world. As the Internet becomes a more integral part of business and marketing, firms must implement their online approaches with their overall corporate and business strategies. Companies started building up their websites to have a presence in the virtual world and investing on getting their business visible to the customer through search engine marketing.

Let's imagine a new store, selling home goods, opened in the middle of the city but in a small corner that hardly people could locate it, people walk around but they do not see it, there is no advertising or marketing plan to drive traffic to the shop. And imagine another competitor is selling just the same home goods opened out of the town, far from the traffic, buyer need to drive one or two hours to get in there, but this store had made a big marketing plan and built a website that customers could check what is selling before coming, and even they could make online purchases.
Which one will get more visitors? And which one will make more profits according to the traffic he made?

Driving traffic is the real key to business success where the market is moving from the market place to the market space. Internet is a unique mediator it allows anyone to reach out and talk to a potential audience of millions of people. But just the audience is there, it does not mean they will pay to hear what you have to sell, or say unless you start a driving traffic strategy plan to your site.

Driving traffic can be a time and cost-saving supplement to your business, just on the click of your finger. It can give you a 24-hours market presence and allow the business to tap into the global marketplace and reach a much wider audience, quickly measuring the results of the marketing efforts, and having the ability to readily and cost effectively adapt to changes in the marketplace.

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1 Introduction

A consummating desire to build up a 'big virtual documentation system in the sky' by Tim-Bernes Lee[1], resulted in his invention and giving birth to the 'World Wide Web' in 1991 which had redefined the way the information would be treated, the manner in which the commerce would be conducted across the world. The Internet was born for solving a real problem and solving of the real problems has been directing the growth of the Internet marketing until date and would continue to do so in the days to come. As a result, it is not only desirable but also imperative to research this area of subject as whatever insights gained out of it could add to the substantive portion of the literature in a positive manner.

The objective of this research paper is to analyze a range of issues relating to the Internet Marketing, as it is understood in the common and trade parlance. The study would look at the future of the Internet marketing based on how over the past businesses had realigned themselves to integrate with the requirements of an online environment by overcoming the challenges, scaled up their operations to become dominant players across the industries. The importance of the study lies in its efforts to identify the next big things in the space of Internet Marketing. In the process it would explore such concepts as Web 2, enterprise net etc. Briefly, the study would analyze to extent feasible that all that had happened in the past, happening currently and present that shall happen in the future.

1.1 Aims and Objectives of the Study

The Forrester Report on "marketplaces, Boost B2B Trade quoted elsewhere in the study had predicted in 2000 a decade subsequent to the invention of World Wide Web (WWW herein after) had projected that e-commerce business by 2004 would reach to $2.7 trillion. Marketplaces would be a key driving force behind this growth by taking up more than 50% of such growth. The message of the Report was clear. Those SMEs following it up with proper strategies would be the major beneficiaries and if they fail to do so, they may even be driven out of

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[1] Tim Berners-Lee was born in London, England, on 8 June 1955, the son of Conway Berners-Lee and Mary Lee Woods. He attended Sheen Mount primary school, and then went on to Emanuel School in London, from 1969 to 1973. He studied at The Queen's College, Oxford, from 1973 to 1976, where he received a first-class degree in Physics. He is the director of the World Wide Web Consortium (W3C), which oversees the Web's continued development. He is also the founder of the World Wide Web Foundation, and is a senior researcher and holder of the 3Com Founders Chair at the MIT Computer Science and Artificial Intelligence Laboratory (CSAIL) [Wikipedia]

business. The Internet also has to respond to the needs in a proactive manner and those companies, which have an insight of how the future would pan out, would become the leaders. As the subsequent portions of this Paper show that how true this has been in the phenomenal growth of Google which has made other giants as Microsoft to sweat it out to gain a share in this arena for the lack of vision or misjudgement in failing to assess the real potential.

A primary aim and objective of this study is to capture the unprecedented and seemingly infinite opportunities the Internet is offering to both the business firms and end users. It has to be noted in this regard that the rules of the Web are different from the conventional methods in which businesses are conducted. They are not constrained by the rules that have historically restricted the companies from growing across the borders but in the process it has also brought in a variety of problems to be tackled especially on account of the fact that it lacks a central authority which can act as a universal enforcer of rules and regulations.
Further, this Chapter serves the purpose of something similar to a screenshot. While respective Chapters would deal at length with each of the concepts/issues taken up for consideration, some important highlight would be made here so that it would familiarize the readers as to what one can expect out of it.

Internet Marketing is considered primarily a means by which organizations can plan their expansions into the high growing and emerging markets in and around the World. For this, a pre-operative requirement for the trans-national companies is to gain skills in their use of the Internet. A corresponding requirement of course falls in the shoulders of the end-users who also need to be familiar in the basic usage of the Net. Fortunately, the development of technologies have been directed in making such understanding less cumbersome through user friendly techniques and companies as well as consumers could manage a variety of tasks through a series of clicks. The added advantage for the companies is that they can capture the data for not only the current work but also in using it as the basis for projecting the future trends of the business. Above all, Companies and Customers alike got suddenly thrown open into the prospects of building a relationship-based marketing which hither to has not been possible making advertising more a monotonous exercise leaving measurement a time consuming and probability exercise.

If the statement that the hallmark of Internet is choice, it should be backed up by alternative and cost effective mechanisms to exercise such choices. A cursory look at the literature would throw up a multitude of choices available in this regard. 'Syndication', 'E-Hubs', 'Yield Man-

agers', 'Exchangers', 'Choice boards' are all few of such choices available. While the list can be endless, what is more important for the purpose of this study is that all of them try to achieve one common goal, versus, a reduction in the transaction costs. In addition, they try to make the lives of both the companies and end users a lot easier by reducing the paper work.

1.2   The Dynamic Nature of the Internet

At each stage of the development of the Internet, industry specialists and practitioners thought that is the future of the Internet. Thus, when the e-mail marketing was introduced, this was thought to be the future of the Internet Marketing. Then came the Search Engine Marketing (SEM) but sooner followed the Social Media with refinements in the tools as Web 2.0. All these developments have indicated the fallacy in assumptions of thinking a single innovation would stay forever and decide the destiny of Internet Marketing. While this Paper drives the theme that Internet Marketing being dynamic in nature the industry is going to be defined by an ever increasing introduction of new methods, yet underscores the importance of some basic characteristics that would keep such concepts as Search Engine Optimization as something which cannot be replaced. This has been done by examining some prophecies that are being made, from time to time, regarding the future of some of the instruments that have been governing the very business of Internet Marketing. In particular, it would examine the contention of some of the industry believers that over period of time Search Engine Optimisation would be a matter of past and dismisses such a contention for the reasons indicated therein. There are certain other prophesies which hold well. For instance, it is stated with the increasing speed of the net, Search Engines would show results that are more visible. By this, it is meant that it would go beyond the first Search Engine Results per Page (SERP), more personalized and localized results would influence Search Engine Marketing etc. In Chapter Six, some such issues would be discussed specifically with reference to the future of the Internet Marketing.

1.3   Limitations of the Study

The study clearly understands the fact that the past may not tell us everything about the future, but, still has gone ahead with a detailed presentation of it, as it goes along with the views of Christensen and Tedlow (2000) that 'it reveals more than we expect'.
This study does not undertake to validate or disprove any hypothesis. Its purpose is to track the Internet marketing from both a historical and practical points of view and as such concen-

trate on the developmental aspects. Hence though examples of successes of the beneficiaries of Internet Marketing are mentioned, it does not seek to take up the case of any particular industry or business firm to trace the parameters that had defined their success.

Throughout the study, as far as possible, analytical methods have been followed up to describe issues though here and there descriptive statements could not be avoided especially in dealing with definitions of concepts. Theoretical basis for practical application has been taken only with specific reference to particular issues, otherwise, theories are limited to understand a concept, and no attempts have been made to examine their merits and or demerits.
The study is limited by budget and time.

1.4   Structure of the Paper

Chapter one deals with the Introduction to the study. Chapter Two concentrates on Concepts, Principles, and Growth of the Internet Marketing. Chapter Three deals with Search Engine Marketing in its totality, Chapter Four follows it up with specific development of Search Engine Optimization, Chapter Five proceeds with Social Marketing Optimization and Chapter Six completes the Paper with a comprehensive coverage of the issues including a discussion on the sustainability of some of the issues as Search Engine Marketing (SEM) vis-à-vis Social Media Marketing etc. and finally what could be the likely manner in which the Internet Marketing may take a shape in the conceivable future.

1.5   Conclusions

This Chapter being introductory one serves the purpose of giving an idea in a capsule of what are being dealt in this Research Paper including some of the limitations, which one has to keep in mind while judging the observations that have been made. It is also important to note that the paper is neutral in nature and any statements that may suggest of leaning to one view or another is only co-incidental and not deliberate.
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2   The Concept, Principles, and Growth of Internet Marketing

The advent of the internet has demonstrated beyond anybody's doubt that if information can be treated as a commodity, then internet is the perfect tool that can be applied to convert it into money and more money. Hence, it is but natural that this medium has engaged the interests of business houses, irrespective of their sizes, to concentrate and exploit it to their advantage. On account of its uniqueness as a medium to promote commerce and marketing, it has equally engaged the attention of substantial body of academic research. According to Teo and Pian, 2003), 'Globalization and the use of information and communication technologies are changing profoundly the way in which business is done and organizations evolve. For students and researchers in the field it becomes imperative to understand the conceptual issues behind it to develop further themes and analysis in the field in order to contribute positively to the gradual growth in the literature both academic in nature and practical in applications. The objective of this Chapter are to deal in depth with such conceptual issues, its treatment in the academic hands, practitioners so that at the end of the Chapter one has a clear understanding of what governs the principles of Internet Marketing. Through understanding of the concept, principles, benefits, and the online marketing techniques would pave the way for an expanded analysis of much more advanced concepts growth in the Internet Marketing and strategies. To start with theoretical definitions would be handled, which would be extended further through an over view of the concurrent and contemporary developments, from which critical factors that has been affecting or may affect the concept would be explored. The Chapter would conclude with a summary of what has been covered in the Chapter including any limitations that could inhibit its future growth.

2.1   Concepts and Principles governing the Internet Marketing

The concepts and other issues pertaining to 'Internet Marketing' can at best be explained by looking at the form of 'business models' that specifically applies to the Web. Internet has become an integral part of a company's marketing strategy and the concept is defined in terms of its functionalities as the growth in the number of users and corresponding numerical growth of commercial websites to cater to the requirements of the end users. The widening nature of the concept from the earlier concentration to the desktops to other appliances as cell phones, PDAs etc indicate the dynamic nature of the principles that govern the concept of Internet Marketing and point towards the fact that it is not amenable to a narrow definition. In a broad sense, Internet Marketing can be defined as yet another creative tool in the hands of the

marketers that aims at brining out an altogether newer experience to the consumers by involving and engaging them from pre-purchasing to post consumption. In other words, Internet Marketing is one of the most challenging yet most interesting creative aspects of modern businesses.

This calls for a critical analysis of the principles and practices that govern the Internet Marketing and the objective of this Chapter is to do exactly that by considering issues like customer scenario analysis and its relevance in practice, various types of business models and their characteristics and implications.

2.2   Customer Scenario Analysis

Under the Internet Marketing, the concept of customer scenario analysis refers to the application of the principles to choosing of a specific customer segment (e.g. design engineers), identification of a goal that has to be fulfilled, (e.g. designing of a mobile phone having features to carryout online activities), visualise a particular situation (e.g. identification of an appropriate power supply module), and sequencing of steps (e.g. start (and) end points with the processes (the parameters that govern the choice of parts, exploration of options etc), holding a series of brain-storming sessions as to how the particular business would streamline this process (e.g.Webench_ i.e. online tools)

2.3   Three Steps Business Model

Academicians specialising in the field have a common consensus in the treatment of portals as special instances of e-business models (, Eisenmann and Pothen, 2000, Mahadevan, 2000). Before achieving maturity, a portal undergoes a series of steps and this is termed as 'lifecycle model'. These steps consist of (a) acquiring new users, (b) turning new users into repeat visitors, and (c) monetizing user traffic. This was subsequently developed into the Portal Management Model (PMM) by Damsgaard (2002). This model had also incorporated Applegate's four mechanisms, namely, (i) enhancing the portal with new features or improving the existing ones, (ii) expanding into new markets or the new offering, (iii) extending into new business models or new businesses and (iv) exit the business. An understanding of this model is important as it serves as a foundation for the Internet Marketing. According to him, horizontal dimension related to how wide the service a portal is offering. Some portals have a narrow horizontal scope, focusing on a specific business. (e.g. health).The second one is vertical

which takes into account variation in the clientele or members. Such vertical dimension could be narrow in scope (e.g. targeted at young soccer players, or pop music) or having a wider but general scope (all music lovers irrespective of age). The third one focuses on geographical dimension by which it is meant the geographical spread of the business is their reference of activity. Some portals operate within a certain part of a city, some within a nation while many operate across nations and continents. This is captured in the table below. The consumers interact with the portal ordinarily through a PC based internet communication to which newer steps are being added (e.g. mobile devices) but that would not be discussed in detail, as that is not the objective of the Paper.

In short, it is a concept that bundles together within itself of all the aspects of the broad context in which a customer does business with a company as an end user. In such a situation, those companies which identified the unmet needs of the customers, are the ones which applied the critical aspect of Internet Marketing to their advantage For instance, the success of EBAY is attributed to its ingenious customer scenario analysis In the Internet Marketing the widespread prevalence of this model in reality can be seen all around. Today, there are number of portals that exist by specialising in a number of specific topics. Webmd (www.webmd.com) can be quoted as an outstanding success in an individual capacity. Amazon's success (www.amazon.com) in the realm of books outsourcing has literally meant the decline if not the death of many physical bookshops. Channels dedicated to genders are not uncommon. Thus, ivillage (www.ivillage.com) could be termed as an exemplary example of a portal dedicated to women's network in Finland, Denmark and Sweden. One can see the successful operations of a number of portals operating within the confines of local language, as Oestrogen (www.oestrogen.dk) or for that matter specialising in healthcare Netdoktor (www.netdoktor.dk) and what is more important is their success in co-existing with international ones also not to forgot mention HABBO hotel as world class teenagers community.

However, very little documented research exists on the theoretical foundations of the portal models. As a result, it is unclear as to whether they experience similar evolutionary patterns or whether a single business model equally applies to both smaller and larger portals; if not what are the common and differing features. However, what is clear is not only the emergence of portals as the common platform in the Internet Marketing business but also of their maturing from mere navigation points when they came into being in the 1990s to end points. This has been made possible due to the pruning that took place consequent to the shocks the industry witnessed from the burst of dotcoms. The ending points have resulted in a closed re-

ferring systems (described as walled gardens). By this, it is meant that users not only start with a particular portal but also stay and this in turn has ensured the healthier growth of portals as was evidenced in the previous paragraphs. This implies that Internet Marketing has come to stay and is set to grow. Nevertheless, it is important to note that this business does face challenges as this model is identified to consist of at least four stages (Besen & Farrell, 1994)[2] and each stage poses a challenge and if it is not resolved properly, it would result in the stagnation (if not the death) of the portals.

Since this paper would deal with the relevance of Internet Marketing in the growth of small businesses, the rest of the part would be devoted to this issue. According to Multhern (1995), 99% of all European companies are small and medium sized (SMEs) and they have been major sources for employment of the people by contributing 66% of the employment between 1986 and 1995. It is equally contended to be true in respect of developing countries although ready data is not available to say that beyond doubt. It is imperative to deal with the impact of internet marketing on them. The rapid use of the internet and other electronic communicator for business purposes, as opined by Liang and Hung (1998)) have necessitated the SMEs to invest in online presence While Internet Marketing has been growing based on the Portal Management theories, it has expanded itself into areas like E-Mail, SMS, affiliate, b2b, Intranet and Extranet Marketing. In a case study pertaining to the innovative usage of Internet on three established SMEs situated in the UK, Matin & Matlay (2003) came to the conclusion that SMEs could gain competitive advantage though the deployment of information communication technology (ICT). However, in order to be successful, they also concluded that the ICT should be embedded within the marketing strategy from the earliest adoption stages to the integration of the Internet with key business functions of the firm. McGowan, et al (2001) conducted a 25 in depth -informal interviews with the chosen participants from entrepreneurial small firms (ESF) on their effective usage of the Internet on Customer relationship management. In order to have a wider spread, the interviewees were chosen from across a spectrum of commercial activities, from manufacturing to serves to retail. The study was done in accordance with a theoretical model relevant to the competence required in their chosen fields. The outcomes confirmed the utility of Internet Marketing in enabling them to perform better and improve the business prospects. In addition they had also identified five more factors which could be relevant in determining the adoption and use of the Internet in the man-

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[2] These four stages are (i) attracting users individually through content quality, (ii) establishing a community from the group of users, (iii) provision of unique service which would lock the users to the portal and (iv) add new services or innovations in order to ensure that users do not abandon the portal.

agement of buyer and seller relationships. They related to Communications, Knowledge, Judgement, and planning. It may be appropriate to mention one more case to validate the importance Internet Marketing to the SMEs. Adam and Deans (2001) carried out an inter-study comparison of the operation of the internet in Australia and New Zeeland and came out with the results that Internet had changed the way they have been conducting their businesses. To be specific, there was a shift on the policy of business houses to navigate more into marketing communications over other on line of transactions as business process outsourcing (BPO) and/or Customer Relationship Management (CRM)

2.4   Conclusion

The issues outlined in this Chapter relate the concept and principles governing the growth of Internet Marketing. An analysis and review of works carried by scholars and practitioners bring out in unmistakable term that Internet Marketing has caught the attention of technical as well as non-technical users in the world besides the fact that it gives them an advantage over the conventional marketing especially when it comes to the question of communications. Communications is seen as a key driver for these firms to grow beyond their borders as even assuming they had the potential to be successful they were not able to exploit it in earlier times in view of the physical investments that need to be made which was a restricting factor of growth.

3 Search Engine Marketing

The advent of the internet has contributed to, in the initial stages, an exponential growth of online marketing, which otherwise is also termed as Search Engine Marketing in two ways. By splitting the data into small packets, it had enabled the utilisation of bandwidth and by proactively associating itself with easier-to-use technologies that in turn brought a significant reduction in the costs of electronic publishing, it paved the way for newer methods of connecting the sellers and buyers. However, the market could not take the exponential growth that got reflected in the dot.com bursts in the early 2000s which wiped away many of them and the market underwent a stage of pruning and self correction. Nevertheless, since then, due to an inherent strength in the concept; not only it recovered back, but also has steadily been growing. The objective of this chapter is to trace the evolution of Search Engine Marketing, consider the principles behind it and an over view of its growth and how businesses have benefited out of it. In order to understand the manner in which the concept of Search Engine Marketing (SEM hereafter) techniques work, it is necessary to understand how the web works. Web pages are of two types, namely, static and dynamic and it consists of two elements, the 'visible' and the 'invisible'. The static web pages are created manually by a web designer, after which he/she posts it to a web server which are made available to anyone who cares to visit the websites of which it is a part. The changes to the website naturally have to be made manually. In contrast, dynamic web pages are created by a computer using a script (the common ones are Java or CGI).This script acts as an intermediary between the user requesting or submitting information on a static web page (known as the 'front-end') and a data base (the corresponding term is 'back-end') which supplies or processes the information and in the process slots the results into a blank web page template and presents the logger with a dynamically generated web page and this is diagrammatically presented. The subtle difference between the two is that while the former presents to the visitor generic information the later provides unique information customised to the user's specific requirements. The statistic (visible web) is available to everyone, and can be indexed by all search engines which is also called by the researchers as 'publicly indexable world-wide web'. As a natural corollary, invisible web is excluded from indexing and to accomplish it uses the robots exclusion Meta tags. The table below captures the fundamental features and the utilities/restrictions of either of them.

Table 2

Static Web Pages	Dynamic Web Pages
Manually produced	Computer generated
Generic contents	Customized information
Majority indexable	Out of the purview of indexation

The implication of the above analysis is that despite the increasing tendency of users to access information via the web rather than on it, still the 'visible web' contributes significantly to the growth of human knowledge, as much of such information is still not available in traditional databases.

3.1   Relationship between Portal and Search Engines

In the earlier Chapter, the development of the Portal Management Theory was discussed and the application of it to the early evolution of Search Engines (Service providers) is discussed below. Portals as websites coexist with each other for pivotal position (stated in common parlance 'page ranking') as the starting points for the internet user's experience. The portals from their infancy stage gradually grew from sometime 1994 onwards into basically three types of internet companies, namely, (i) internet service/ access providers,(ii) Search sites and (iii) Browser providers The first category was represented by America Online (AOL),Compu Serve (until it was acquired by AOL), the second primarily Yahoo and to a lesser extent others some of which went burst in the Dot.com or were acquired by the other major player and hence not included here) and the third one was represented by Netscape and Microsoft). They by and large confined themselves to their respective areas with an added complimentarily of using the strength of each one in exploiting the advantages. However, the major mistake committed by them related to drifting away from developing the core service of a search engine for which they had to pay heavily as that would be seen in the course of the Paper.
The neglect of the giants in focusing on the core functions proved to be beneficial to those who concentrated on exploiting the niche opportunities to create newer and much more innovative yet commercially feasible search engines which resulted in the birth of a whole range of search engines. They can broadly be classified into six categories, namely, (i) Meta Search, (ii) Popularity driven, (iii) Natural language, (iv) Link analysis, (v) Newsgroups and (vi) Subject specific. Each of one of them is discussed in a succinct manner with relevance to marketing. Meta search engines enable simultaneous service of search across several search engines and web directories. At the time of the birth of this concept, two such engines, namely, Dog pile

and Mamma dominated. Dog pile had the capability to search fourteen different engines and directories. It, however, did not have the capability to eliminate duplicates. (Any user would have seen even today this problem is not sorted out even by giants like Google).It was a candidate for acquisition and this eventually happened when it was acquired by search engine GO2 at a whooping price but to go into the details of that is not the objective of this Paper. Mamma had a limited capability of searching seven engines but had a merit over the other as in the process it could de-duplicate and record results according to its own internal relevant algorithm determined by a set of ranking algorithm.

(ii) Popularity driven analytical engines:

Prior to the breakthrough in this field, web directories were created manually. Thus when the Direct Hit was launched in 1998, it represented radical departure from this and christened this methodology as 'the third way'. It returned the searchers of the users by identifying the websites which have been popular according to the number of previous visits each one of them had received and thus the search results were directly linked to the popularity of a website in catering to the specific requirement of the users and hence considered to be superior. For a lay person, this may sound great, but, for those who have a certain amount of understanding of the way search engines work, the fact that there are numerous methods to manipulate the popularity would become evident. For example, Direct Hit claimed to overcome this manipulation by creating an additional feature termed as 'hidden gems'. It is possible while a website could be loaded with rich feature yet it may not appear unless or otherwise the user is tenancies enough to dig deep. This may even need 100 clicks and when such type of searches get repeated such websites would automatically get a boost in the ranking and when on such sites where the users have not clicked the 'hidden gem', they would slide down in ranking and relegated to the grouping of not very popular. Direct Hit caught the eyes of giants at that time as AOL; Netscape had obtained licensing rights from it.

(iii) Natural Language:

A number of drawbacks were observed in the in the methods of searches for which the above technologies did not provide answers. For instance, in technical terms, they did not take into account the syntactical relationships between the search terms and other vocabulary within their index. By searching for literal extract, they failed to consider semantics. They also ig-

nored such words 'as', 'or', 'not' which were repeatedly used by a common user who may not be very refined to search methods.

'Ask Jeeves', when introduced with a claim to overcome these limitations, it was considered to be the answer for a catering to the then and future requirements of the web users. Though one more search engine by name 'Electric Monk' had also come into being during the same period, it would not be discussed here because of its becoming defunct no sooner it came into existence. The initial euphoria that Alta Vista created did not last long; nevertheless, it did represent an important innovation as it is considered to be the first natural language search engine by making an attempt to match a user's query against a huge data base of about seven million template questions and, if still, it considers the users enquiry has not been satisfactorily answered, it would present them with the nearest alternatives giving them the choice of clicking the most appropriate hit which they consider to satisfy their requirement. It also had an added advantage of conducting a Meta search across such engines as Alta Vista, Lycos and Yahoo and its utility was supposed to be higher with Alta Vista acquiring the licensing rights from Yahoo to carry out the searches in its own engine. This search engine, however, was the target of the criticism in the hands of Artificial Intelligence experts on its claims on the natural language capabilities. It was also subjected to satirical comments for resembling to literally conforming to the character of Jeeves, the butler in one of the PG Woodhouse novels in its quest to gain inheritance to the term ' natural language'.

(iv) Link analytics:

Link based analytics was considered to be a further refinement to the human language problems listed above by developing methodologies that would identify authoritative sources of topic-specific information that would be satisfy quality and relevance. Search engines developed on these criteria did this by examining the relationship between the pages and the hyperlinks that weave the web together. Link analytics is claimed to be the biggest break in the search engine marketing and for not nothing 'Google' is considered to be an outstanding success of this technology which perhaps has defined the reverse growth of computing that is from analysis to operation system. This can be seen from the struggle which a giant like Microsoft is undergoing with its efforts to gain a market share in this area consistently not meeting with success and at times bombing. Google has adopted the conventional system mentioned earlier of following the popularity driven category of search engines except the fact that because of the superior technology it has in its page ranking (named after one of the inventors

Larry Page) it has acquired a tremendous critical mass in defining the Search Engine business development and its future. To mention only one of the several superiorities, while even in Yahoo where the page ranking is determined by the human interfaced editorial judgment, a critical factor that decides the page ranking of a website, Google does this on an automated basis. By virtue of the human limitations, the utility of such sites become less effective when it comes to analysing larger indexed websites, not only, Google claims to overcome this limitation but also contend that in the process it produces better results.

In a sagging environment when the initial innovations quickly disappeared with the same speed with which they were introduced, the advent of Google gave a fresh breather of life to the Search Engine Marketing. Its predominance can be vouched by the fact that even the efforts of a giant like IBM has not made a holistic progress as its projects like 'clever' is subject to specific as Science in this case and an alternative to Google at least for the present appears to be distant possibility.

(v) Newsgroups:

The advents of News Groups need mentioning not only because it can be treated as an alternative to web based research but because of the reason that they distinctly differ in their approach to searches. While web search concentrates on the provision of human knowledge in an explicit manner by being a repository of such knowledge, Newsgroups do this through a process of collective knowledge by affording an opportunity to share experiences, interests, and opinions besides knowledge. Thus if web is considered to provide explicit knowledge to the users, Newsgroups do this by a process of implicit knowledge. The critical factor to be noted from the present and future points of Search Engine developments is that by being uniquely complimentary, without being pushed by competition which compromise the quality, both the areas could can grow on a horizontal basis.

There are currently a huge number of newsgroups, listing and discussing them is beyond the scope of this Paper and hence it would satisfy itself by mentioning that they are organised in a tree like structure and the focus of them is to cater to topic specific knowledge. (e.g. Comp, Sci, Talk, and News etc).

(vi) Subject-Specific Search Engines

Subject specific engines serve the needs of highly specialised researchers who would like to access information related to various businesses, commercial establishments but as these search needs cater to a niche category they charge for them thus, they become a source for twin revenues, namely, from hosting advertisements and charging fees from the end users. The fact that they attract corporate visitors makes them unique in getting higher fees when compared with individual end users. Some of the leading content providers in their respective categories are www.wiki-law.org/great.html for UK based legal resources, www.Lexisnexis.com a US based website, opensource.mit.edu/online_papers.php, health re-lated websites as www.netdoctor.co/uk, www.eurspa.com (alternate health), www.iste.org (an international society for Technology in Education), www.ieee.org, research knowledge provid-ers as www.sagepublications.com, www.scientificcommons.org and the list can continue but for space constraints.

Since the focus of this Paper has been more on the textual contents search providers, it does not deal at length about the multi-media and image providers but this does not by any means imply that they are of lesser importance. The explosion in Audio and Video segment and en-tertainment being one of favourite requirements of the consumers (as evidenced by movie/music downloads) and transmissions of family relationships as photo sharing indicate the immense potential that exists in these engines. It can also be predicted for that the cur-rent domination of web as a search engine would undergo a subtle change considering the fact that human beings understand visual contents much faster than written contents and corre-sponding in the improvement of internet technologies there would be a significant advantage for the engines which are currently focusing on this segment.

3.2 Application of Search Engine Marketing as a Business Tool

With the internet becoming a medium for informed buying decisions for the consumers, search engines have acquired a status of critical marketing tool. It is often said and appropri-ately also that with the net technologies providing cutting edges, resulting in a one-to-one market relationship, and the beginning in the building of customer relationship begins with referral visits. This necessitates the search engines must be fine tuned for search engine index-ing and compete in the space using such techniques as paid inclusion, sponsored links, paid listings etc. Success is determined by click-through rates, customer leads, general sales further refined by competitor benchmarking, brand awareness and perception.

Search Engines and Directories despite following different methods of working, yet have one thing in common, that their search tools complement each other. For a frequent visitor to the net, this would be obvious from the way the major search engines operate. For instance, Yahoo utilises the strength of Google by complimenting its directory results with Google and Google exploits the Open Directory Project to the advantage of search.

The companies are willing to pay for besides being included in the search engines and directories, for performance also and as a result the search results include paid listings with the ad copy promoting companies providing services or selling products that corresponds to the users search terms. Search Engines also cross-syndicate listings from other companies, refine them by applying their own filters before presenting it to the visitors. This helps such search engines which do not own any search technology but still to gain from search engine marketing. Search Engine Optimisation is a marketing strategy that needs to be dealt on its own merit which would be done in the subsequent chapter. Suffice to mention SEO contains a number of steps as key word research, writing for the web, URL submission etc. through which the websites would attempt to improve their respective rankings. Hence, this section restricts itself to discussing the concept of 'sponsored searching'

Paid for performance:

Paid for performance has come out of its earlier stigma attached to it as a crude and questionable method of exploiting the hapless visitors to one of a sophisticated and genuine ways of making money out of search engine marketing. It has grown to be a $2 billion market and still offering the promise to grow further. The paid for listings market has been the key driver in driving its growth.

Paid inclusion and Paid listings:

They are short text advertisements within search results screens with links to the advertiser's site and the name of the game is keywords Advertisers compete with each other through leveraging their bids by sponsoring selected key words and the costs are incurred on a per-click basis. To that extent, it is cost effective and more efficient as advertisers pay only for such visitors who have in fact clicked on their listing s in order gain entry into their websites and such advertisers who have bid enough to sponsor a specific key word, there is no costs involved for their listings to appear on the search results screen. It is further useful to such companies who have wide ranging contents which cannot be confined to just few key words and finally it has an advantage over paid listings in its facility to control costs and budget bet-

ter paid listings though had been in existence since 2000 has really taken off only from the later part of 2006 or so and it involves a company paying a search engine for its right to submit its site directly to the search engine's data base which makes it possible for it to be available more quickly to the end users. By doing so, a company eliminates the time lag that occurs with the free URL submissions which can take considerable time from the time of submission to the inclusion in the index. The search spiders would return and re-index the contents on its site more frequently, say, once in 36 hours.

On the contrary, the limitations of paid inclusions are that it does not guarantee higher referrals for the expenditure incurred as search engine algorithms do not distinguish between free and paid inclusions. Because of the scope for manipulation though the employment of human editors who catalogue the submissions made by the companies, Google does not offer paid inclusions.

Paid for placements:

This concept was initiated by the Search Engine named Overture by offering pay-for-placement in search engines and its popularity currently can be found in the Google's ad words which began in 2000. More would be discussed in the SEO chapter and hence it may be appropriate to mention here that such type of tools are a great boost to advertisers as they are amenable to measurability in terms of cost effectiveness, accountability and hence the costs and benefits can be carefully weighed while taking a decision. The revenue in this mode is earned when a visitor to a site clicks through to an advertiser's site. The revenue is shared with the distribution partners.

This field is characterised by intense competition with Google occupying a market leader position in setting the prices. It has been following on the one hand a generous distribution revenue ratio (80%) with its distribution partners and on the other hand prescribing a lower minimum bid for advertisers (at about five cents per key word) resulting in squeezing of the margins and compelling the competitors to revise their prices.

3.3 Conclusions

This Chapter can be concluded with the following observations. Search Engine marketing had in its initial developments shown alternate trends of growth and decline but got the boost

ever since the birth of Google. This has resulted in the industry maturing with the initial stars as Ask Jeeves/Alta Vista etc getting shadowed due to their inability to whither the storms. And Microsoft paying heavily in terms of not being able to grab a major portion of the market due to the earlier neglect not focusing in this market and Yahoo falling somewhere in between Microsoft and Google. Technological innovations have also been a prominent feature of this industry and the attendant requirement of huge investment outlays have made it impossible for smaller player to get into the field. With Google becoming more and more aware that search is central to maintaining its leadership position in the field, Microsoft vying to grab a share from it and Yahoo's independent position not assured, no one can predict precisely the growth of this industry. Yet, it can be said the beneficial effect of this refinement and competition would eventually prove advantageous to the end users.

4 Search Engine Optimisation

Search Engine Optimisation is considered more of an art than science. If this is true, then it automatically implies that it is amenable to manipulations which can both be positive and negative. Before determining advertising options, the search engine providers would explore the alternatives available to improve their rankings on search engines and directories via the on site optimisation and while carrying out such an exercise since it is possible for some of them to employ questionable methods. If SEO is a pure science, this is not possible. As a result, search engine optimisation (SEO herein after) is considered manipulative and for the same reason it is considered as an art, leaving alone the value judgment. The objective of this Chapter is to explore the concept in detail, describe the components consisting of it, and discuss their implications for the businesses without getting into the controversy as to whether it is a science or art.

4.1 Definition of Search Engine Optimisation

It was seen in the earlier chapters that the Internet had revolutionised and still continues to do so the way the businesses market their product and services, the manner in which the consumers use them to derive a maximum satisfaction of their surfing experiences and search engines have been acting as a key driver in ushering in such changes. Starting in the early stages with Hotbot, Lycos, Excite etc , followed up Alta Vista and currently Yahoo and Google , they have redefined the word 'findability' by making it to mean as the art of locating relevant documents, images and media interests. By being omnipresent, they have generated huge interest among the business, the consumers, and the researchers. This in turn had led to innovations and refinements and Search Engine Optimisation is nothing but one such innovative technique, which has refined the field by incorporating cutting technologies.

Academicians and Scientists have always strived to define terms and concepts in a crisp manner but in their quest to do so; they end up in churning out terms, which are dry and contrived. In other words, by concentrating on the letter, the spirit more often than not is missed. By striving not to fall into such pitfalls, Search Engine Optimization can be defined as a process in which the 'key words', 'phrase' or 'question' is central to a search and the end user is able to get what he/she wants without an undue need for navigation. By carrying out

'semantic processing' of both the query and the content, the optimisation throws out answers which one prior to the search never knew such an answers in reality existed.

The definition part can be concluded by observing that if something is amenable to search, it can be optimised. The leader of leaders in search engine, the Google defines it as 'review of site content or structure, technical advice on website, development, (e.g. hosting, redirection, error pages), use of java script, content, development, management of online business development through campaigns, keywords research, SEO training expertise in specific markets and geographies'.

4.2 On Page optimisation

On Page Optimisation is an important component of SEO to which Yahoo and MSN accord considerable weightage in their algorithms. It has been important to Google to a lesser extent because of the importance given by it to the anchor text in the back link. Inspite of this, Google also would attach importance in to a well-optimised page, as it would outperform the one, which is poorly optimised. The sub-components of an on-page SEO consists of title tag, the headline tag, the body text, and the Meta tags.

(i) The title tag:

This sub component occupies a chief position in the on page optimisation, since search engines attach greatest importance to it. The title tag should be drawn very carefully to reflect the importance of the chosen key word as the contents that would consist of the body text etc, as they all have to be in consistence of what is expected to be conveyed. Consumers would trust a product if it fulfils or at least nearly fulfils its promises, i.e., the gap between principle and practice should not vary disproportionately. The key word should seamlessly flow through from the title tag to the concluding portion, which all would be carefully analysed by Search Engine providers before placing in the search engines.

The title tag should be kept between 60 and 90 characters in length. This can be discerned by a sample analysis what is being followed by Google. It displays about 65 characters of the title and consequently it is essential for the keyword to be placed at the beginning of the title. It is also important to close the tag with notations >.

b) Meta description:

There is considerable amount of difference of opinion among the practitioners in the industry of the real utility of Meta description. Meta description is a short reusable piece of computer source code that is put inside the ,<Head> (</Head>Section of web page) In computer parlance it is called as 'snippet' and normally finds its place after the Title tag and before the Meta keywords tag. When the syntax is formed, it resembles as the one mentioned herein under. <META BANE="Description" CONTENT="the descriptive sentence or two are placed here and enclosed with ">. In practice, irrespective of the fact the marketers use or not use the key words in Meta tags, it would in no way affect the page ranks of SEOs. If that were the case, why this concept is given so much of importance?

The answer is it does matter because the manner in which the search engines are used. Thus, for instance the owners of the search engine may directly type in the name of the search engine to see where their site is ranked whereas the end users may do it from what they want to derive from it for their searching purposes. Google differs from Yahoo on the manner they use the Meta tags. In other words, each search engine has its own criteria in the manner the usage of Meta tags and in ranking the websites. Thus, though too much time need not be devoted on the Meta tags, yet a minimal but careful attention to it would help the listings in the Search Engine Results per Page (SERPS), which is bound to get the marketer a higher number of clicks and better value for the ad money spent.

(c) Meta-Keywords:

Again, the question is does Meta-key words play a critical role in deciding the ranking of a site by the Search Engines. The answer appears to be both yes and no. Yes because, in the earlier days, when SEO was evolving Meta-keywords did play a role on a web site's position within the Search Engine Results Pages (SERP),but, over a period of time its importance has been sidelined because of the changing valuations the search engines started to take place on these tags. As a result, there is no universal answer and the importance is a relative one and largely is dependent on which search engine a marketer is targeting.

It has also be noted in order to grab the attention at the top of the listing, webmasters started to over-use these tags, which resulted in spamming and search engines started rather to penalise the sites than encouraging them. For example, for a long time (and even now) the word 'sex' has been so abused in the Meta-key words with the sole objective of bringing the visitors to the site without having any relevance to the contents, it resulted in the search engines to gradually ignore the importance of it for determining the ranking of the sites and in fact Google has stopped it using it quite some time ago. Though Yahoo still uses it yet places very

little importance to it. If at all one-advice well-meaning experts in the field give, it is dropping up of this in the construction of the websites.

d) Type of Meta tags:

Type of Meta tags have more a role to play in the manner in which the Meta tags should be built to derive maximum advantages rather than the concept itself. In other words, it is used to define the rules. Some of them are discussed below:

Lower case should be used for element and attribute names. This is because XHTML documents have to use lower case for all HTML elements and attribute names for the reason that SML is case sensitive.

Empty elements should have either an end tag or the start tag must end with />. In respect of non-empty elements, end tags are required.

All attribute values must be quoted irrespective of the fact whether it appears to be numeric or otherwise.

There are a plethora of Meta-tags discussed in the literature as the description tag, the keyword tag, the robot tags, the content type tag, the language tag, the Google-specific Meta tags etc.,

What is of relevance for the purpose of this Paper is that they have an indirect relevance to SEO as they are a means of providing structured information about the documents that could be picked up by wide ranging technologies which search engines use. It is more relevant in the context of providing the clarity.

e) Alt Tags:

It is necessary to devote an equal attention to both human visitors and search spiders in the creation of effective page element in order to obtain the best out of every page element and this is accomplished with the application of ALT. A clear understanding of where, when and how to deploy them are needed to increase both the usability level and promotional possibility of the sites. The specific purpose of ALT is to describe images. Its attribute is designed as an alternative text description for images. ALT gets loaded before the images in the major browsers of image and in text based browsers as Lynx.

The main benefits of ALT is that it enhances the browsing experience of visitors who have special requirements(disabilities), increases the keyword density score and relevancy for the targeted keywords and provide value added information to the visitors with descriptive link titles. Without ALT images would not be displayed (many a visitor would find a warning that

this browser may not support images or images are not displayed). In other words, ALT is an element linked to the browser and via providing a comfortable experience to the visitors they influence the ranking of the websites and this explains the reasons as to why browsers vie with one another to get into screens of the computers.

f) HTML Code:

The writing of a correct HTML code is a sine quo non for getting listed in any search engine. Search Engines do not have the capability to decipher HTML errors and consequently cannot catalog or index a site that has HTML errors and the effect of this is the Site would not get listed any where leave alone the ranking.

Search Engines can be equated with a lowest form of browser, say, an equivalent of version two or three. They cannot read flash, DHTML, JavaScript etc, and they would fail to crawl, index and extract the contents if the HTML code is broken. Besides, they score a page with relevant terms in key HTML which are titles, descriptions, visible texts, ALT, image tags to mention a few. When any one of them is not found, the chances are that the spiders would leave the site without reading the content of the page. It is essential to know and keep in mind the golden rule that Search Engines would not do the job of browsing and they are not as forgiving as an internet explorer is when the codes are written wrongly and flouting these rules would surely mean the death of the site.

4.3   Off Page optimisation

Professionals agree on the fact that in essence optimisation takes place off the page as Search Engine leader Google followed by others laid the importance of sites based on Links from External Sites. Perhaps the reason for this could be found in the fact that it is not amenable to manipulation which is not the case with on page optimisation. Besides, this, off page SEO criteria is obtained from sources other than the website.

Online PR in the form off page SEO would immensely contribute to the search engine ranking as online PR through link building is directly and positively correlated to high search engine ranking and hence SEO. This confers long-term benefits to the owners of such sites. The term authority is used in the SEO, because of an ever increasing tendency of the sites ending up in the SERPs, is based on authority which in turn implies that the ranking is not solely established on what is contained in one's web pages but it is derived from a multitude of

factors as inbound, outbound links. Besides, with how many websites of authority one's website is affiliated with is also taken into consideration.

Off page, SEO means encouraging syndication and socializing of site contents and links by providing news, media, and RSS feeds. The core principle on which off page SEO operates is that if the credit is given by someone else than the site itself, the credibility factor gets boosted which encourages more and more visitors to the site and Social Book marking services (as Stumble upon, Digg etc) precisely does that via building up the authority .
A well thought out off page SEO strategy results in establishing a virtuous circle of profile which leads to authority and success is the consequential outcome based on a range of quality off page SEO practices as internet marketing, peer-to-peer promotion, advertising, and link building.

4.4   Search Engines, SEO, and Business Growth

If E-commerce can be described as a global engine that would drive the world wide business in a macro environment, Search Engines and ever increasing Search Optimisation could be treated as micro tools and techniques that aid such a growth. As early as in 2000, the Forrester Report had predicted that e-Commerce would reach in value terms to $2.7 trillion Dollars in just a period of four years from then. However, considering the fact the dot.com bursts in 2000 had put in substantial breaks in achieving such a target, yet, symbolically, it represented the manner in which the future growth of commerce would take place and it had only stressed the imperative need of the business firms irrespective of their sizes to embrace the internet marketing.

Through a series of inter-connected models, as data interchange, Hypertext Mark-up Language (HTML) the expanded technologies of the internet, namely, Word Wide Web (www) and value added networks, of which Search Engines are an integral part, they have created an infinite number of opportunities both to the business houses and their customers.
The theoretical foundation of 'Disruptive Technologies' playing a significant role in the rapid evolvement of Internet Marketing was laid by Christensen and Bower, (1995), according to whom 'a disruptive technology enables innovative companies to create new business models that alter the economics of their industry. It started in retailing in the development of departmental stores, with the mail order catalogue business following it up and ever since the internet came into being from the early 1990s, it has revolutionized the way businesses have undergone a change. It is not as if that internet has conferred only advantages and devoid of

demerits. However, when one compares carefully the pros and cons, the advantages outweigh the disadvantages, as but for it, an improved efficiency in the exchange of information, good and services at lower transactional costs would not have been possible. It has been a boon especially for the smaller business firm to move out of spatial restrictions by making themselves present on a global scale without being threatened by recurring costs on overheads in other countries.

The introduction of newer technologies more important in an affordable manner, as Electronic Data Interchange (EDI), Electronic funds Transfer (EFT) and of course, E-mails have all provided the platforms for the growth and sustenance of business transactions. As opined by Huttunen, (2000), 'E-business models are all the business models using the internet as a means of information delivery. This has converted the traditional marketing which was product based into relationship marketing where the emphasis is not only on the product but also the human face which ultimately uses such products.

The search engines made it possible to make the business firms to be visible to the end users and allowed them to interact with unlimited number of customer by enabling them to compare instantly with products, the prices, the differentiation and making a departure from the hither to followed convention of following a hidden persuader technique to open information basis. No longer, the customer had to fear that they would become victims to subtle messages and what ever they way want lay in black and white in front of them. This has been transformed into what has been described by Henriott (1999) and Slywotzky (2000) as more satisfied customer. While it had helped in creating a fostering relationship with the seller and buyer, yet, it had also afforded an opportunity to the buyer to punish the seller if he/she attempts at unethical practices. This is because a single posting in social forums like Twitter gets across millions of users instantly which only can seal the death of the business of such businesses which do not practice fair business. This represents a shift of power from seller to the buyer.

Werbach of the Harvard Business School in an article written in 1999 had stated unequivocally that internet is overthrowing the old rules and putting in their place new rules. However, what did this in reality mean? The meaning of this could be found in the subsequent development of syndication as a concept and a tool to change the ways the business have to resort to restructure themselves. Internet has compelled them to enter into syndication networks for good as they could redefine the products, relationships, and core capabilities. Whether it is

syndication that would change the internet or the internet that would change syndication, the ultimate effect is considered to be the same. It would enable business firms and individuals to retain control over their online presence while at the same time no t losing the benefits scale and scope of transactions such online presence offers. Syndication in effect cuts across the language of content, commerce, and computing. One can never find such advantages all bundled in one basket.
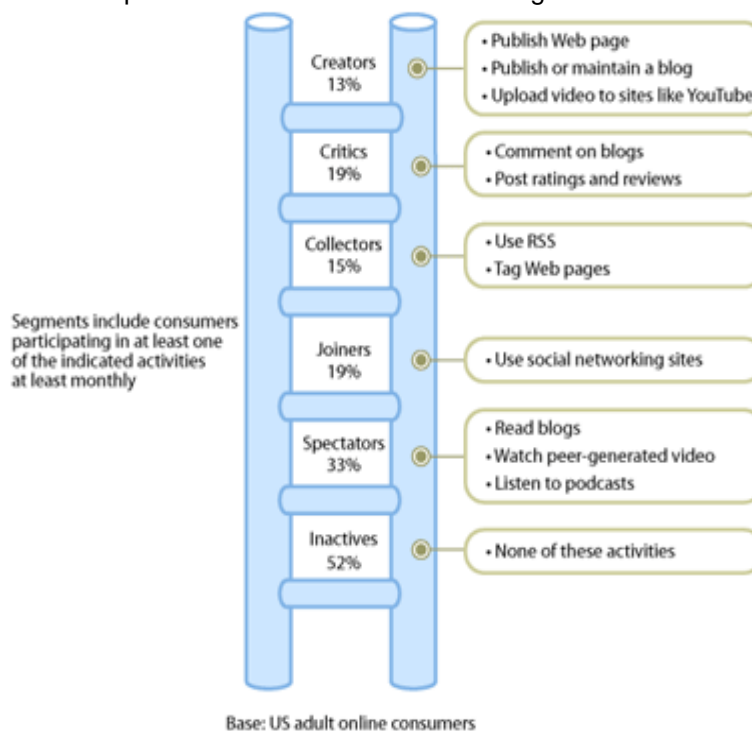
In the context of Search Engine Optimisation which has been discussed extensively in this Chapter, it may be worth mentioning the coining of a concept, namely, E-Hubs as developed by Kaplan & Swahney (2000). Without going into details, it can be stated that by enabling efficient and profitable customerisation, it would enable the companies to source, ' what they want and when they want' and the customers to decide at' what price they want to buy'. This concept enables a series of supply chain processes being created one leading to another until the chain is completed that too in the most optimal and efficient manner. Search Engines and Optimisation strive to make it possible to achieve the completion of such a chain at least theoretically in an optimal manner.

5 Social Media Optimization

5.1 Definition

Social Media Optimization as a concept aims at implementing changes to a site in order to enable its linking to a higher level of visibility in social media searches on customs search engines (as Twitter, Technorati) and on an increasing scale gets included in relevant posts on blogs , pod casts and or vlogs. It is defined as an optimization strategy containing within itself a list of technologies, applications to promote the digital marketing goals of corporate and uses the blogs, face book pages, RSS, etc as the instruments to achieve such an objective. Charlene Li in his capacity as a Principal Analyst at Forrester Research has conceptualised it as a ladder containing six steps classified according to social computing behaviour.[3]

[3]: "The Participation Ladder" in Social Networking of US adult online consumers in Q4 2006:

Creators 13%	• Publish Web page • Publish or maintain a blog • Upload video to sites like YouTube
Critics 19%	• Comment on blogs • Post ratings and reviews
Collectors 15%	• Use RSS • Tag Web pages
Joiners 19%	• Use social networking sites
Spectators 33%	• Read blogs • Watch peer-generated video • Listen to podcasts
Inactives 52%	• None of these activities

Segments include consumers participating in at least one of the indicated activities at least monthly

Base: US adult online consumers

Source: Forrester's NACTAS Q4 2006 Devices & Access Online Survey

42057   Source: Forrester Research, Inc.

This ladder created by Charlen Li of Forrester Institute is based on the participative behaviour of the consumers in the last quarter of 2006 and the criteria for participation was in a manner that they should have participated in such an online activity at least once in a month. This analytical diagrammatic representation of the concept has significant practical utility as it helps the social media optimization experts to prioritise their strategies and devise measure to encourage the users to 'climb up' by accelerating their participation levels in a gradual manner.

This analytical diagrammatic representation of the concept has significant practical utility as it helps the social media optimization experts to prioritise their strategies and devise measure to encourage the users to 'climb up' by accelerating their participation levels in a gradual manner. It fundamentally understands the differential that governs the human behaviour in the sense that not everyone is either cut out or inclined to start right at the entry level itself as creators. It also symbolically explains the difficulties that have been faced by the social networking sites in getting more eyeballs as none of the human beings having a normal behaviour would jump up with both the feet into them.

This tool is an important determinant of two factors in the context of Social Marketing Optimisations. Firstly, people are categorized into different groups and not segmented. This implies one person may belong to more than one type of activity, say, for instance, as an active participant in an area of his/her specialisation (say Finance or Marketing) but may be a just spectator in another are (say climate change) thus his/her having more than one blog provide an opportunity for the marketers to focus in that area that interests the consumer in the ladder and secondly such a behaviour is dynamic(not static) and it is the dynamism that affords the opportunity for the corporate in influencing to move them up and down in the ladder. An example of this in the current context can be taken from the aggressive effort of Yahoo co with respect to India which it considers it as a ladder and trying to move the participants upwards in the ladder. In other words, it wants to optimise the social media opportunities by leveraging the knowledge and exposure of a higher number of populations to internet by giving a human face to it. In essence, social media optimisation deals with both spectators and creators as potential and actual target groups for them and optimisation gets achieved when spectators become creators and creators do not get dropped into spectator on a permanent basis.

5.2   An Overview

The dynamic nature of technology has resulted in the internet constantly evolving and creating new rules for corporate to find newer and newer methods of doing business with their consumers, clients and partners. As a result the last few years has seen 'the new applications and services being developed and offered in order to catch with changing information society and such terms as Social Media (and Web2) have emerged as the definitions for second generation of web based services and communities that emphasize online collaboration, net working and user created content (Eikelman et al, 2008). The Strategy Analytics Report (2007) projects that by 2012 'social media' users would exceed 1 billion on account of the explosive rates in which

such 'social networks' (as Twitter, Face book, Wiki only to name a few) have been growing capitalising from the positive reaction from the consumers in their ever increasing interests to participate in an interactive technology environment. If one needs an evidence of this, it can be found in the enormous capital outlays made by giants like Microsoft and Google. For instance, Microsoft and Google have been reported to have invested over US$240 and 900 millions in Face book and My Space respectively. The unmistakable signal for corporate is the critical importance of developing new communication strategies that would define the future business developments.

Yet in analysing the trends in the growth of this field, currently limited literary evidences are available, perhaps, reflecting the fact that the field is an evolving one and still enough room is left for it to grow before maturing. While endeavouring a 'literature survey' it is also seen that most of developments deal with the US markets. Nevertheless, it does not in any way undermine the role it has been and would be playing in setting the standards for such future communication strategy. While on the subject, it is worth noting the comments of Constantinides & Fountain (2008) that 'in order to enable Social Media Properties (SMP) to integrate into corporate commercial strategy , these areas must be subjected to a greater rigour of research , for instance, to determine the relationship and effects of Web 2.0 applications to traditional mediums, to verify the utility of this communication strategy in different environments in influencing the attitudes of the consumers and the level of involvement which in turn decides the investments in sustaining their interests.. Taking into account the above limitation and appreciating the importance, this overview makes a further attempt to obtain as a clear a picture as possible in the field.

This section, hence, would focus on the evolvement of three themes, namely, (a) changing media landscape, (b) Social Media (and Web 2.0 tools) and (c) Web 2.0 citizens.
(a) Changing media landscape:
Prior to the advent of internet, the communication was dominated by Telephone, Radio and TV and with the ushering of this medium, it has set a new norm to the way communication could be adopted and manipulated. Evidencing this, Newman (1991) had predicted that internet 'would alter the meaning of geographic distance, allow an explosive growth in the volumes accompanied with an accelerating speed of communications in an interactive environment and permit methods to integrate it with the internet which previously has been separate and overlapping. Towards this, people involved in the filed have highlighted three features of Internet, namely, 'disintermediation (elimination of intermediaries) by enabling direct commu-

nication across spatial , socio-metric distance (removal of the barrier of temporality and ocu-lay (ability to communicate with images), As reflected in the views of Hermeking (2006) the global spread of information and communication technology (ICT) can be regarded as an in-dicator of the post-modern era of globalisation that has facilitated the intensive worldwide exchange of goods, services, and other non-physical resources as knowledge had resulted in the emergence of an efficient channel for advertising, marketing of not only goods and ser-vices but also information. In other words information acquired the status of a commodity capable of being traded which hither to has not been even thought of as a possibility.

In a Report on the Internet Consumption, (Soumukil, 2008), it is estimated that 21% of the world's population are not internet savvy, but, there is inter-country disparity. The majority of the users (73.1%) live in the USA, followed by Australia (57.0%) and Europe (47.7%). From the foregoing analysis, it emerges that no other technological innovation has caught the imagi-nation of the users the way Internet has done and traditional communicators in the print me-dia have been vying with one another to make their presence in the online media.

 (b) Social Media & Web tools:
World Wide Web (www) presents an altogether different environment, both as a medium and market again when compared with the traditional channels of communication. As opined by (Rayport & Svikola, 1994), it has created a market space –a 'virtual realm', as they describe it, where products and service exist in the form of digital information that could be transmitted through information-based channel. It has afforded a mutually beneficial opportunity to both the companies and consumers to interact in a proactive manner in the exchange of goods, services, and information. Liu and Shrum (2002) saw in the emergence of internet new mod-els of interactivity in user-to –user and/ or user-to-message. This has resulted in communica-tion becoming more and more personal though it is taking place in a computer-mediated envi-ronment giving a hard time for traditional soft skills trainers which has been their traditional forte.

The emergence of more and more sophisticated but yet user friendly web tools have created and enlarged the scope for a mass interactive dialogue between the companies and end users. They have facilitated the integration, on an universal footing, of audio, video and electronic text communications and in the process reduced the divide between the interpersonal and mass communication and between public and private communication (Neuman, 2003). The effect of this is seen in the shift from 'one-firm to many consumers' to 'many-to-many' mod-

els which has enabled a two way communication flow which in no way is possible in any other media at least in the present times. By offering the facility of mass customisation and personalisation, the messages sent through the internet have become more focused on targets and consequently become more effective.

To summarise, Social Media and Web tools have changed the style of communication by enabling instant giving, receiving and responding by endeavouring to create a feeling of warmth ness in such exchanges and transformed the ability to control both the pace and presentation of product information . In short, Social Media and Web tools have afforded an opportunity to look at the marketing concepts in an altogether new perspective from a tradition one of 'hidden persuaders' to awareness which generates the interest and that kindles the desire and prompts the action (known as AIDA framework).

The emergence of Social Media as an independent concept had shifted the centre of attraction from the media factor to the social factor, which is marketing is all about building a relationship with the audience through a process of continuous dialogue and conversion of efforts into results. When one looks at the type of communication that transpires among the users of Social Networks, one cannot escape arriving at a decision that today people are more open (this paper does not go into the value judgement of whether it is good or bad), bare it all whether it is family relationships, finances to mention just two)

5.3   © Web 2.0 Citizens

This has given the scope for the birth of a new class of people who have been associated with the term coined above. By this, scholars and practitioners in the field drive the point that this class of citizens have facilitated through a computer-human interaction a human-to-human face by wisely utilising the benefits conferred by the emerging technologies. This has brought about significant changes in the way companies handle the contents. The earlier methods of pushing them through e-mails, has been relegated to the background with the providers starting a process of dialogue with the end users in order   to create a long lasting impression about their companies, the products and the philosophy, Thus , by redefining the way Social Media can be exploited , there has emerged a new class of citizens who can appreciate such values by blogging, commenting or expressing through online polls (Armano, 2008). Their interactive process has enabled the marketers to capture the differing personal characteristics of these citizens and categorise them according to such characteristics to refine their marketing strategies. A new range of new marketing techniques as 'behavioural marketing' (Mead-

ows-Klue, 2008), 'micro interaction marketing'/ permission-unconventional marketing' (Godin, 1999) etc have emerged.

These citizens are not just individuals as along with them a new class of social citizenship has come into being which are reflected in the explosive growth of social networking sites. Thus, whether it is twitter, or face book or that matter lesser known ones like ning.com are all examples of social citizenships and by enabling power makers from taking individual decision to consultative and collaborative decisions by connecting to people across all walks of life. The earlier Presidents in the USA never had such an opportunity to make a whole lot of impression on a wide range of people, from the youth to the senior citizens as the current US President Obama had made in making known of his potential and capabilities to lead a country through such a media. At a personal level these citizens have been asserting their rights (eg seeking justice for and empowerment of women) without the fear of oppression and prosecution.

In short these citizens through first-person voices have brought about a sea change to ethical issues like norms in governance, defining and constantly refining disclosure norms that are required in corporate and public walks of life. In the process, they have also created a new meaning to corporate governance, brought to open political and social decidedness. The end result is seen in the exercise of all around caution by political leaders, bureaucrats or for that matter even judiciary which even today is treated as a 'holy cow' in many a countries in the name of judicial independence.

The foregoing Chapters of the Paper had comprehensively and analytically narrated the Social Media Optimization (SMO) as an independent, emerging and influential concept which has acquired a status of a major constituent of the technology platform. It is not as if that SMO is flawless and is devoid of demerits. Anything new lurks with itself hidden harms but the fault could not be primarily attributed to the development of the system but the way it gets exploited to their own advantages by the   perverted nature of some human minds. Not even a single day goes without one hearing of the scams, the victims of what is commonly termed as the 'Nigerian Scams' but it is the same advancement in technology that have been exposing them in a faster manner than the pace they have been occurring.

Thus, it would be in order to conclude this chapter by stating that SMO is neither an un-mixed blessing nor an ab-horrable curse. When one approaches it with a neutral mind even a

cursory glance of the whole range of good things that it has brought on many of the facets of human life, the unmistakable conclusion would be clear-that the advantages far outweigh the harmful ones.

6 A Comparative Analysis of Concepts of Technology, the Past, Present and Future of Internet Marketing

6.1 Introduction

This Chapter contains three elements. It briefly recaptures the historical development of the Internet Marketing and to that, extent there could be some repetition of what has been stated in the previous Chapters. Nevertheless, that has been kept to the minimum and the objective of referring to them is to pin point the evolution of some important concepts as Search Engine Marketing (SEM), Search Engine Optimization (SEO), and Social Media Optimization (SMO) and make a comparative discussion of them. This would help in firmly rooting the Paper to the status of Internet Marketing and making an analytical attempt to envisage its future developments. In doing so, it follows the theoretical principles laid down under the' Grounded Theory'. It would not go into detail about the theory except to mention its relevance very briefly and proceed to the application aspects.

Grounded Theory with reference to technology is primarily applied to investigate information systems development tools which in turn facilitate information systems analysis that improve productivity. According to Hendderson & Cooprider (1990) 'tools that may improve productivity are those that use automation to affect the timing, cost, and quality of products and services delivered by the information systems functions. Traditional research on information system has focused more on the tools themselves and not on the use of the tools from a business firm's point of view. In other words, tools may have immense features, but they would remain only in the realm of theory if effective ways and means have not been developed to make them practically useful. Only an exploration on the use of tools would make this possible and the research should focus on this if the fruits of technological innovations are to be reaped in the field of Internet Marketing. In the same manner, a comparative analysis of some of the important tools as mentioned above, in the context of grounded theory, would explain how more business effective tools have taken over the other ones which may or may not have theoretical advantages but devoid of practical utility. .Finally such an analysis would also respond to the need for broader research methods in information systems as postulated by a number of scholars in the field. To summarise, grounded theory advances a qualitative approach to the generation of theories from observation without sacrificing either flexibility or

rigor. The final product is an explanation of categories, their properties, and relationship between them which finally culminates into a body of knowledge that is rooted in facts. By the time, this Chapter is concluded by applying these principles one would have a body of knowledge in the Internet Marketing based on such tools as SEM, SEO etc. (Kaplan & Duchon, 1988, Lee & Kim, 1992).

6.2   A Discussion on the terms SEM, SEO, and SMO

At the very outset, it has to be noted that there is a considerable amount of divergence of opinion among the industry practitioners of what each of the term means and consensus on the fact that such an exercise of cutting them too fine would be futile. Labels are only tools to accomplish certain outcomes. They should neither need to be nor should be confined to regimentation and if such a thing were done it would cause more harm than good for the very concept in its growing and maturing. .This part of the paper would keep this limitations in mind and accordingly the objective would be not to repeat or finding out mutually exclusive rationale for such usage of term. In other words, this discussion on various concepts would be to achieve more a functional clarity rather than text book definitions.

The term Search Engine Marketing is treated as a 'moniker' implying that none known its origin. It is supposed to contain some ingredients of SEO, a little of Paid Per Click (PPC) with some additives of SMO thrown in to add flavour. What needs to be clarified in this regard is that more often than not Search Engine Marketing is used in an interchangeable manner with PPC whereas in reality they are not the same. If a weak origin could be traced, the term was first proposed by an Industry Journalist, Danny Sullivan, in 2001. In doing so, he perhaps wanted it to convey a meaning that it bundled within itself commercial activities associated with performing SEO, managing the Search Engines including submission to directories, developing on line marketing strategies. Somehow the term with the sticky label of' moniker' got attached to it within the industry as an all pervasive term to imply the whole of the internet marketing whereas in reality it is not so. Over a period, it also managed to claim legitimacy for being used in an interchangeable manner with paid search. To conclude, SEM at best can be treated as an arm of Internet Marketing and PPC one of many Internet marketing channels. Search Engine Optimization (SEO) on the other hand has developed as a specialty subject demanding focus and attention on its own right. It can neither be used in an interchangeable manner nor can be merged with any other process pertaining to Internet Marketing. Hence SEO is amenable to research and would fall into the domain of 'grounded theory' in the sense

the more the data we have the better the emerging tools it would generate, because of the fact that it contains within itself elements for research and tactics to increase the volume and quality of traffic to a website from search engines. From its earlier avatars it has now matured into a holistic concept as it is applied to any Internet channel. 'Key word' seems to be ruling the roost if one were to look at its applications in anything that is searched for, from social media profiles to online marketing.

By way of conclusion, it can be said that while SEO has come to stay on its own, yet, it is seen more as a process of research rather than a marketing concept. May be it would be driving the Internet marketing industry from behind rather than in the forefront.

The emergence of Social Marketing Optimization has generated a fresh round of debate from those involved in the field with some even suggesting that this could become a viable alternative to SEO. While none can deny the freedom of the specialists to create; and sustain such type of debates especially in the context of the fact that social media sites have been rapidly altering the web marketing, yet, a careful analysis of the nature of ways they function, one can confidently say that such a possibility is ruled out. For one thing SEO needs extensive and continual building up of content, and another thing the SMO for its growth is very much dependant on SEO to make their web presence. Any serious player in the Internet marketing industry would pose this question to which the SMO to this date does not have an answer. The question posed is if an SMO (say Face book) would like to belong to Search Marketing category, where the 'search box' is and where the visitors are typing the queries. The point that is being driven in this regard is search is an altogether different than contextual inter up marketing. What all can be said in fairness to the growth of SMO is that it adds value to the search engines through 'link-backs' to the websites thus generating both referral traffic and credibility. Internet Marketing could benefit considerably if the synergies between the two are harnessed and coordinated.

6.2: A discussion on the likely future trends of Internet Marketing:

A major objective of this Paper is to present an analysis of the likely future trends of the growth of Internet Marketing and its impact on Small business firms. This would be discussed with reference to (a) as an area which at present only few businesses have capitalized and how it is imperative for others to follow suit, (b) the tools which Search Engines would have to refine or innovate to make the difference, keeping in mind the grounded theory.

6.2.1. Lead generation:

A careful analysis of the current trends in the Internet Marketing in relation to small businesses would reveal two things, namely, the immense potential 'lead generation' holds for the future of the small businesses and its current neglect as evidenced by its usage only by few firms which incidentally have been phenomenally successful. Google is all about lead generation via the ad words, but, by no imagination it would fall under the category of small business segment; but, even a cursory glance of some of the business turnover of small firms currently concentrating in lead generation would throw open the mind boggling success of some of them. For instance, Open Table, which specializes in restaurant reservations, is by and large a lead generation company whose current market capitalization is estimated at US$600 million. Again, consider the case of Hub spot, a small but successful firm that concentrates on agency/services/web analytics hybrids. Its unique product is an 'Inbound Marketing Software' which aims at assisting the small and medium sized businesses (SMEs) to get found on the Internet and convert them into leads. Using the services of this company is advantageous to many a marketers basically because, it is web-based (and) consequently does not need any IT staff and its user friendly inter face makes it easier for a marketing person to operate and dispenses away the requirement of a technical person. Its face is seen in leading publications as Wall Street Journal (WSJ), PC Magazine and other publications as Marketing Profs and hence the marketers are assured of maximum visibility.

The shift towards lead generation is acting as a major disruptor of the media industry. The traditional strengths of the media companies in awareness and branding are getting relegated to the background with advertisers shifting to lead generation. In this context, it is just not desirable, but imperative for the media companies to focus on generating leads for their clients if they are not to go out of business.

There is some merit in the contention of the participants in the Internet Marketing industry that there is nothing new in this trend as it is only a modified version of direct marketing techniques that were in use not so long ago, but, such arguments miss one vital point. Direct Marketing never had the cost and time advantages which the Internet is offering. Secondly, it was never interactive and there was no way for the advertisers to have timely feedback to incorporate changes based on the preferences of the consumers. There have been so many innovations as B2B, B2C which could not have been even dreamt of in the traditional advertising. The shift towards lead generation is nothing but a beginning and one of the main recom-

mendations of this Paper it is better for such SMEs which have so far not concentrated on this element for growth is to wake up and grow or get knocked out.

6.2.2. Promising future of Social Media

There is a growing awareness on the part of SMEs of the importance of Social Media in the coming years to come and which is evident from some statistics presented here under which is from different sources. Aggregated views of several surveys indicate that the marketers are planning to increase their usage of online marketing in the following manner during 2010.

75% would increase their usage of social media.

51% are estimated to increase the deployment of SEO methods

As against the above growing numbers, only 49% are expected to increase their spends on direct marketing and another 48% on other methods not related to either of online or direct marketing channels.

What is again of importance is that 60% of those surveyed say that they would focus their major attention on lead generation.

6.2.4: Grounded Theory and generation of tools:

This leads to the next objective of the Paper to authenticate the refinement of existing and/or birth of newer tools to justify business growth of Internet Marketing. The use of analytical tools is becoming a key driver for SMEs to improve their performance. This is seen in the development of analytical software and the growing reach and data intensiveness of the Internet. Analytical tools like:

A/B testing,

SalesForce.com's CRM tools

7   Conclusion

It would be most appropriate to deal with some critical issues that relate to the future of the Internet Marketing. A most often misunderstood concept in the online marketing is Search Engine Optimization. It is often used in a manner to imply as though that is the responsibility of the marketers to optimize their sites. As a result a whole range of consultants, or so called experts have come into being who claim their job is to create websites which would contain a magic wand of optimization properties which would enable their sites getting placed preceding the competitors. The truth of the matter is that the marketers do not optimize and it is on the other hand the job of Search Engines to do that.

In the near future, Search Engines would also go for 'Visual Algorithm Update' which would use the snapshot image of the page to manipulate information. When the artificial intelligence using the OCR technology becomes fully functional to extract the texts, it would result in the elimination of considerable amount of tasks that are at present done for optimizing a site for the Search Engines.

Search Engines' user friendliness as already pointed would considerably improve along with the increases in the speed of the Internet. A visible impact of this would be seen in what is termed as 'Search-As-You-Type' is introduced. This is believed to impact the multi-lingual users also as they would be suggested with English key words for the same 'multilingual phrases' and this is expected to be particularly beneficial to the businesses where English is the primary language used for the business transactions. Yet beneficial news for the customers may be that they no longer may need to carry out tedious searches to make purchases. A consumer can submit a query to any of the Search Engines, leave the task to them, attend in the meanwhile to any other job and within minutes if not seconds,, he/she would be presented with a customized report with well-researched information on all the fundamental aspects of what one is seeking to buy including their positive and negative aspects.

With the advancement in the technology, it may not be necessary for the user to be online always to cater to their needs as methods are being developed to carry out further analysis offline with whatever fundamental statistics that have been collected on line. This is especially likely to be so in the category of personalized searches. Through creation of personal affiliations.

The menace of duplicate contents and varied contents with the same theme would be pushed to extinction though in a gradual manner. Towards this end, Google has recently updated the Duplicate content Filter and it would be of immense relief especially to researchers including the students who currently get vexatious over the throwing in duplicate or repetitive contents page after page.

It is reported that Google and Yahoo are working on introducing a new concept, namely, 'Trust Rank' which if successful would be stronger than Page Rank (Page Rank is not likely to be replaced) but the effect of this is the reduction in the rate of spamming. This would be done by adding some additional factors as low bounce rate, high visitors' rate, etc into the automated portion and one major relief from a user's point of view is the likely reduction of

the spamming of the mail boxes. Sites would have to exercise restraint in this regard if they were to keep the Trust Rank high.

By far the most important and critical development that may redefine the Internet Marketing is the likely advent of a new hybrid means of communication that would be made possible by the the Social Media and Mobile Platforms. A careful distinction in this regard being made by the industry watchers needs a special mention. The future is in the development of 'Handheld Devices' and this is not the same as mobile phones. It is predicted that mobile phone operators would eventually become chiefly providers of Internet Service (ISP), not, in the conventional sense, but wireless mode, as the way WIfi , WIMax and blue tooth have been evolving. This can be evidenced from the manner in which the leaders in the mobile phone industry are trying to redefine their identities. For instance, Nokia deliberately engaged in an exercise of removing the mobile identity in their manufactured sets by calling their N-Series Sets as 'Multimedia Devices' and E-Series set as 'Communicators'.

Days are not far away when people would be offered only free talk time for which the revenues may be generated from the marketers. With dime a dozen readers software being developed on a day to day basis, news reading may become an online activity rather than a coffee time activity.

However, would mails eventually fade away and finally become extinct? Already a trend is seen among the personal users of this medium by switching over to social media sites rather than e-mail providers. However, the consensus among the industry practitioners is that though mails would lose the predominance of bulk marketing status because of the stricter spamming laws and the lesser usage of it, yet it may evolve into a much more practical tool offering for businesses especially in b2b communications.

One can conclude this Paper with a piece of good news for small business firms which have been one of the central objectives of it. The Web Cluster and Widgets may prove to be revenue earners for small firms as they may find niche marketing opportunities from them. Currently, the users of Widgets or Web clusters are not counted as visitors to the site. Despite this, the large amount of use of them in external sites can mean more revenues for them. However, a rider has to be appended to this. There is a danger lurking as in order to mask the reputation for push marketing, many of them may misuse it.

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