

Why having a balanced web strategy is the only way to get ahead

When you are developing an online marketing strategy, it is important that you do not put all of your focus on just one aspect of creating your online presence. However, you must also strike a balance between putting all of your time and effort into one type of advertising or development and trying to be so diverse that your resources are spread too thin. Since developing quality content, implementing search engine optimization and creating a social media footprint take time, it is often best to focus on one or two things at a time. Once you have established your objectives and they only need occasional maintenance, you can focus on your next projects.

Developing Quality Content

Before you can begin sending traffic to your website, you need a website that has content on it. Without high quality content, even if you do manage to get visitors to your site, they will leave if there is no reason for them to stay. Therefore, before you begin any online advertising initiatives, you need to ensure that your site is ready for traffic. Since content is what you will be using as the base of your search engine optimization strategy, you are also laying the groundwork for online advertising as you develop it.

Implementing Online Marketing Initiatives

Once you have a sufficient amount of content to make it worthwhile for visitors to come to your site, you should begin looking at launching marketing initiatives. Since you already have some content to use for search engine optimization purposes, you should only have to ensure that HTML and file names are SEO friendly. Additionally, since you have content, you can begin looking into link exchanges and other backlink building practices to boost your traffic and search engine rankings. To help bring in traffic while you are waiting for search engine ranking improvements, you may also want to look into limited amounts of pay-per-click advertising.

Developing a Social Media Presence

After developing quality content and setting up your website, creating a social media presence is probably the most time consuming part of your web strategy. Since Facebook, Twitter, Google+ and Pinterest are all a bit different in the way they work and allow you to gather followers and post items, it may not be a good idea to attempt to tackle them all at once. Instead, it is better to deal with one or two sites at a time, and then branch out to others. If you only have time to participate on social media sites sporadically, it will have little to no effect.

While the idea of getting everything up and running at once when you are marketing a website or business may seem attractive, unless you have a large number of people working together, you are going to run into problems. As mentioned, without having a working website with content, you are wasting your advertising efforts. Additionally, building up a social media footprint is a time consuming project. To ensure that you are able to devote the time and effort into each part of your web development strategy, it is important that you do not attempt to deal with content creation, marketing and social media all at the same time.

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