

## Business is wasted with its website

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More and more Vietnamese businesses are interested in e-commerce. Photo: PM

According to the evaluation of e-commerce experts, currently, many businesses of all sizes in Vietnam with certain knowledge about e-commerce are promoting the investment in building websites to advance. Online transactions, brand promotion, market expansion.

However, a worrying fact is that after a website is built and put into operation (with a small cost), many businesses often . 'cavalier' put in that expectation as the website will transmit. download information to target customers, promote brand and image and promote business activities more strongly.

*'In fact, not all businesses can easily achieve the desired goal by just' floating 'the operation of the website on the Internet, not aware that it is in the context of competing businesses. As hard as it is now, it is necessary to have an effective marketing strategy for the website ', said Vietnam Chamber of Commerce and Industry (VCCI) representative.*

With practical experience of nearly 10 years in the field of consulting and designing e-commerce website, Mr. Bui Tuan Nam - Director of ADC Vietnam Company also pointed out other limitations: Not to mention the issue of marketing, but even the 'health' of many websites of domestic enterprises is not good. For example, many information on the web is not appropriate, little information or information has not yet conveyed the message to customers, making customers capture very little information.

In addition, there are some other reasons related to technology selection factors that make the website work slowly, unstable and make it easy for readers to ignore when waiting for the display to take too long.

Therefore, Mr. Bui Tuan Nam said that in the current context, businesses should also refer to the types of website promotion to improve their marketing ability and enhance the competitiveness in the market. For example, through the Google search engine, the most used Internet users today are SEO (Search Engine Optimization, search engine optimization) or SEM (Search Engine Marketing, for extensive web promotion to search engines).

*'Using web promotion services with keywords can ensure businesses' websites are present in the first top 10 pages. However, the issue depends on the level of competition of the keyword, as well as the adjustment of SEO that the time to achieve high rankings will be fast or slow, "* Mr. Nam said, also recommending businesses: Each types have different advantages, so businesses that intend to seek web promotion services need to have clear information before registering to use the service in order to avoid waste when participating in advertising, that is to thoroughly understand the terms, editorial principles of search engines, choose the right keywords .

According to the latest statistics of the General Statistics Office (Ministry of Planning and Investment), by the end of September 2011, the number of Internet users in Vietnam has reached 31.7 million people. And according to the experts of e-commerce, Vietnam currently has over 90% of internet users regularly use search tools such as Google to learn information related to work and entertainment. , shopping...

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