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## 5 Myths About Online Marketing

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### Myth #1:

Just having a website means instant visitors.

On the Internet, the old adage, "build it and they will come" does not apply. You can't just slap a site online and expect people to be able to find it on their own. You have to promote it and keep promoting it. Make use of the various methods of online advertising. If you are strapped for cash, you can get some successful online advertising for free or low-cost.

### Myth #2:

The flashier the site, the better.

A lot of people are still using older browsers or slower connections, which means flashy might just be turning them away. Plus, if not done right, a flashy site can sometimes look gaudy or tacky. When in doubt, keep the bells and whistles away from your site, or at least limit them.

### Myth #3:

You have to pay to get serious customers.

There are still quite a few good free marketing mediums out there, from online classifieds to signature lines. Try them before you start dishing out your cash and you just might be surprised.

### Myth #4:

Once your site is online, it's finished.

Websites are never finished. In order to get visitors to your site and keep them there, you need to update or add to your site's content. Keep it interesting and informative and watch your visitor's keep coming back.

### Myth #5:

Hits = Visits

A hit is any request for a file or graphic, so if your page has several graphics on it, then this number can be misleading. One visit could easily result in 5 or more hits according to your counter.

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Desktop Dilemma's is a Virtual Assistant Company that specializes in administrative tasks and various computer-type jobs from their home office. For more information about the company, please visit them online at <http://www.desktopdilemmas.com> or email them at [web@desktopdilemmas.com](mailto:web@desktopdilemmas.com).

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