

SEO is not an appropriate strategy for every website, and other Internet marketing strategies can be more effective, depending on the site operator's goals.

A successful Internet marketing campaign may also depend upon building high quality web pages to engage and persuade, setting up analytic programs to enable site owners to measure results, and improving a site's conversion rate.

Brand identity needs to focus on authentic qualities - real characteristics of the value and brand promise being provided and sustained by organizational and/or production characteristics.