

Example of mcbride website term paper

[Business](#), [Company](#)



McBride Website

Linking the Company's Website with other Partners

- Blog Commenting and Links

The company will run a blog on various financial topics; these topics will be selected based on the relevant terms with the highest ranking on search engines. The blog writers will be directed to include links to blogs by other companies that partner with McBride LLC in their articles.

McBride will allow blog comments by readers to be linked to other companies. This will consequently help the company increase its rating on search engines as the algorithm used by these engines can detect such links.

- Resource Links

The inclusion of resource links on various pages of McBride's website, is based on the understanding that the company cannot solely provide all the knowledge and services required by users. It is based on this knowledge that the company will have links to other resourceful websites owned by its business partners. Some of the areas that McBride can identify resource partners in are: Forex and commodity trading, insuring of investments, life coaches, and market analysis.

This approach of linking the company's website with other partners will help ensure that McBride satisfies its clients' needs holistically. This will be achieved through the provision of information that clients may require in order to ensure they enjoy the services provided by McBride.

- Reciprocal Links

McBride will enter into an agreement with other companies to have referral

links on the website of each partner company. These reciprocal links will be essential in increasing McBride website's traffic through tapping into the traffic visiting other related sites. It is necessary to highlight that though this method of sharing links will help in increasing traffic for McBride's website, it will not help the company achieve a higher ranking on search engines (Silver, 2007).

Generating Revenue from the Website

McBride can generate revenue from its website through registering for Google's Adwords program. After signing up for the program, Google will post advertisements on the company's website. The company will generate revenue every time someone clicks on the advertisements' links. This revenue generation program is effective since the company can select where the ads will be placed on their website; also, the company will select the category of ads that Google should post on their website (Treves, 2011). This is essential in ensuring that the ads are related to the products and services that the company offers.

McBride can also generate revenue from their website through introducing a subscription program; here members register to receive weekly newsletters on current issues and investment options in the financial market. The company should ensure that this newsletter is branded as a comprehensive source of information for investors. This will help increase consumer confidence in the product, which will subsequently help increase the amount of subscriptions and revenue respectively.

The company can identify some space on their website to sell as advertising space for banners from other businesses. This revenue generation strategy

can be priced based on the period McBride will allow the banner to be on their site. This strategy is different from the Adwords program since there is no intermediary involved; McBride can communicate with the firm interested in advertising directly and create their own terms.

McBride can sign up for affiliate programs, which will help it generate revenue through commission earned from sales based on referral from the company's website.

The revenue generation methods discussed above would help the company increase its income, which would consequently increase the profit margins.

References

Treves, T. (2011). *The Hidden Treasure in your Website*. New Jersey: Pearson

Silver, D. (2007). *Smart Start-Ups: How Entrepreneurs and Corporations can Profit by starting Online Communities*. New Jersey: Wiley