

Marketing Lebanese Websites in both Search Engines and Internet

Lebanoned.com

Engineer Marcel KARAM - Web Marketing Expert:

Lebanon Electronic Directory is a high quality Lebanese web directory. It guarantees a high search engine reputation and high Lebanese targeted web traffic for listed websites in order to promote and enhance the sales of products and services.

Lebanon Electronic Directory is the most professional directory in Lebanon according to the following features:

1) High search engine reputation: The Lebanese online market is exposed to an increase in competition among Lebanese firms to attain and maintain the best places in the first page of top search engines: Google, Bing, and Yahoo. The domination of these highly competitive places is mainly fueled by Link Building Campaign if it was done correctly according to these five essential criteria for each link:

Relevancy: To what degree is the page containing the link relevant to it?

Quality: What is the quality of the page that contains the link?

Page reputation: How much page reputation is the link gaining from the page?

Keyword reputation: How much keyword reputation is the link gaining from the page?

Quantity: How many pages with the above four criteria does that link include?



Lebanoned.com offers many quality relevant links with page and keyword reputations for each website.

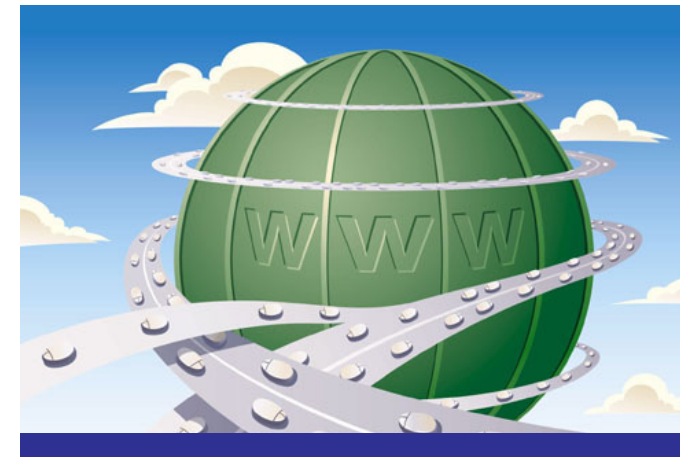
2) Multi deep pages submission: Each page in a website, home or deep page, has its own reputation. Therefore, all the product and service pages should, at least, be linked by quality relevant links with page and keyword reputations to increase their reputations and to enhance their positions in search engines.

Lebanoned.com offers no more than one deep page submission per subcategory; however, it offers multi deep page submission into multi subcategories.

3) High Lebanese targeted traffic: Every Lebanese customer and firm would

like to use a Lebanese web directory to search for a business opportunity.

Lebanoned.com offers a rich user experience by comfortable navigation and design, search by region feature, and fast page loading. In addition, multi deep pages submission will generate high traffic from multi subcategories to listed websites. In conclusion, high Lebanese targeted traffic will enhance the sale of products and services by converting high percentage of visitors into customers.



4) Multi Lebanese regions submission: Many Lebanese firms have multi brunches across Lebanese regions, and it is very helpful sometime for the visitors to search for a business by a region.

Lebanoned.com offers multi Lebanese region submission no matter how many branches the firm has.

5) Targeted online advertisement: Targeted online advertisement is used to target, on the web, future and potential costumers. It will even target a smaller amount of web traffic, which will minimize the cost of the advertisement, but it will generate high percentage web traffic compared to the non-targeted online advertisement.

Lebanoned.com offers a full site advertisement which will be placed on each page on lebanoned website. However, Lebanoned.com offers a



categorical advertisement, which will be placed on the targeted subcategory page. In addition, Lebanoned.com offers a regional advertisement, which will be placed on each subcategory page when the targeted region is selected as the search choice. These three advertisement systems work together in each subcategory page.

6) Big size online advertisement: Big size online advertisement delivers an increase in graphic content which allows advertisers to include their big message into the advertisement. In addition, big size advertisement will generate high percentage web traffic compared to the normal size online advertisement due to the effect of the big size.

Lebanoned.com offers up to 1000 pixels width per banner advertisement and up to 160 pixels width per panel advertisement.