



OmegaNet News



Where Everybody is a Winner

CAMEO EZ

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Announcing Expanded Promotional Services

Web Site Promotion: Very Important, But Not Automatic

“**H**aving a web site is not ‘Field of Dreams’,” OmegaNet President Toni Ivey says. “If you build it, they won’t automatically come.”

There are more than 300 million sites on the web, so what can you do to get buyers to your web site, induce them to place orders and keep coming back? To answer this need, OmegaNet is introducing some new promotional plans, which include some old successful standbys, as well as some new opportunities.

Advertising is often a mysterious process with questionable results. “Targeting” is a keyword in planning any advertising and promotion campaign. Targeting enables you to reach only those people most likely to respond and ignores everybody else as much as possible. This is especially important for wholesale vendors who do not wish to sell directly to consumers.

SEARCH ENGINES: On the web, people first think of the search engines as a way to get web traffic. One misconception is that your site is automatically available in the search engines from the first day it is open. Actually, your web site must be submitted to the search engines and in some cases must be approved before it is listed. Yahoo.com especially requires a manual submission and may not approve your submission for as much as six months(!). Technically, Yahoo is a directory, not a search engine.

Search engines like Google.com send software programs called “spiders” out on the web to “crawl” web sites and gather data about them. That means that Google.com will eventually find your web site, with or without a manual submission (for more on Google.Com, see the article at support.cameoez.com).

Two optional services that OmegaNet offers to clients are Search Engine Registration (SE) which includes manual

registration in all of the major search engines & directories two times over a 6 wk interval for a total of \$80 (recommended initially and then, at least, once a year) and Search Engine Optimization (SEO) for \$25 /mo. SEO includes monthly site keyword updating and registration in all major search engines and directories. This is a more aggressive approach and is especially valuable for Retail web sites.

RANKING TIPS: Two important factors in achieving a good ranking in the search engines are length of time on the web and the number of other sites which link to yours. So it usually is wise to get other companies to put cross links on and to your site. (Continued on back page.)

These services available for non-OmegaNet clients also.

Got News?

OmegaNet is issuing a call for submissions of any news that its clients have for the GiftsWholesale.Com Newsletter that will go out to the 25,000+ retail stores that have registered on the site. The next issue will be emailed after June 15 with new issues appearing at least once a month.

Clients submitting news that would be relevant to the Retailer can receive a 50% discount on banner, display, or text advertising placed in the same issue.

OmegaNet clients are welcome to submit news items about new product introductions, specials, show appearances, etc. News articles must be short (200 words or less) and may be edited for space or style.

OmegaNet does not guarantee the running of any articles, but will try to run as many as possible.

(Submit articles to gary@omeganetinc.net)

OmegaNet Partners with Synqware for Order Integration

More and more, OmegaNet web site owners are seeking to create a seamless data bridge between their web sites and their back office. Now, with SYNQWARE's XTROVERT module, total data integration is a reality. XTROVERT allows vendors to pull orders directly into their accounting packages and download registrations for follow-up. XTROVERT also integrates with CREDMETRIX, the fastest growing Gift Industry's on-line credit database, to help in assigning terms to new accounts. XTROVERT currently integrates with most major accounting packages: QuickBooks, Peachtree, Oak Street, ACCPAC, MAS-90, EMUN, Rep Time, and BrokerForce and more. For more information, contact Toni Ivey at OmegaNet or Brett Goldberg at SYNQWARE (203 273 0986).

(Promotion: cont. from other side)

WHOLESALE WEB PORTALS: From the beginning of its company's history, OmegaNet has offered its clients

links in the wholesale portals: GiftsWholesale.Com, DecorWholesale.Com, AccessoriesWholesale.Com & ToysWholesale.Com. Some of these portals have been open so long and have so many cross links that they score very high in the search engines. They also give the search engines a reason to improve your ranking because other sites link to yours. A survey conducted last fall indicated that OmegaNet clients with links in the GiftsWholesale.com portal take more orders from **new accounts** than those that are not listed. Banner ads and display ads are also available in all of OmegaNet's portals.

A new promotional program being offered is text ads, banners and display ads in the monthly email newsletter that is sent to the 25,000 retail stores which have registered in GiftsWholesale.Com. OmegaNet wholesale vendors can buy ads one time or contract for three times and get a discount. Vendors can also submit news items for inclusion in the newsletter and get a discount on advertising.

A Promotional Services flyer will be attached to this letter or can be downloaded at support.cameoez.com. You may also contact Toni Ivey (toni@omeganetinc.net) or Gail Tideman (gtideman@omeganetinc.net).



More Manufacturers Doing Retail Sites

Over the past several years, OmegaNet has only had a few manufacturers who also wanted a retail web site, but in the last 12 months the company has observed that more and more manufacturer clients are choosing to have OmegaNet build retail web sites for them. This enables them to sell product in areas where they may not have retailers selling their product line.

OmegaNet clients are choosing to handle their retail sites three different ways.

1) Retail First: A few of our clients actually have their retail site as their main site, so if you go to their sites you can buy retail immediately. Their wholesale customers just need to click a "Retailer Login" or "Wholesale Registration" link to login to the wholesale area, where they will find the manufacturer's products with wholesale prices, minimum orders and place wholesale orders.

2) Retail Minimized: In this approach, the wholesale site is out front, but the client will have a link for consumers to go to their retail site or might have a Store Locator that allows the consumer to search for a store in their area first. If they find there is no store close by, the consumer is then directed to go to the Manufacturer's online store.

3) Retail Disguised: This method requires two completely separate sites with different domain names. The manufacturers who use this approach want to disguise the fact that they even have a retail site, so the design is different from their wholesale web site, the apparent company name is different, and even contact information may be different. Usually there is a link to the Retail site and visa versa for the wholesale buyer.

OmegaNet's retail web site software program has been totally re-written this spring and now offers many new features. These sites usually are priced at \$999 to \$1,599, but manufacturers who are already clients receive a discount price of \$699 to \$1299, depending on new design work required.

The jury is still out on the relative success of these vendor-owned retail sites, but if nothing else, having a retail site may be a way for a manufacturer to test market the viability of selected products in the marketplace directly. Just remember, a retail site is more difficult to advertise and promote so the end consumer can find it. This is the very reason why last year OmegaNet Inc. opened a retail portal at TheShoppePlace.com.

OmegaNet Inc.
P.O. Box 870347 • Stone Mountain, GA 30087
770-482-3012 • (fax) 770-482-2741 • (support) 770-482-9705
OmegaNetInc.Net • CameoEZ.Com • sales@omeganetinc.net • support@cameoez.com