Recently most of businesses are inclined to go online due to many reasons. Online marketing is extremely important for all businesses because it has a huge influence on the way consumers make purchasing decisions. In my point of view, although it is rare that an online business becomes an overnight success, most businesses have become successful by taking a couple of years.

There are many factors that should be considered for success. At first, company should have a website to obtain gain or earn people’s trust, being online also open the business to word of opportunities. it is important reviews and testimonials of the company’s products be accessible to all individuals in order to secure customers trust. secondly, a business must know about rivals in the market and their weakness and strength of their products and services. Third, sites should not only be complicated but also be easy to follow seeing that because if site visitors get confused, they will leave. The last but not least, the most important factor is to boost engagement with the store in the market through social media including Instagram, YouTube and LinkedIn.

in to sum up, there are lot of factors to take into consideration in addition to the factors mentioned above such as organizations, product presentations, shipping times & costs and so forth which all make an online business successful. If an online business hasn’t grown after one or two years, it is probably time to re-evaluate the business model.