

Introduction

This report analyzes the marketing functions of the company Web site for Simpson Industries in terms of three areas: Customer Access, Online Advertising Options, and Web Marketing Strategies.

Customer Access

- Click-Throughs

- Keyword Search

- Direct Access

Online Advertising Options

- Banner Ads

- Affiliate Programs

- E-Mail Marketing

- Advertising Resources

Web Marketing Strategies

- Market Research Options

 - Demographics

 - Psychographics

- Customer Survey Results

Conclusions and Recommendations