

# Marc Ostrofsky

## Quotes

*People, Marketing, Internet, Navigation, Numbers, Names, Opportunity, Making  
Money, Entrepreneur, Traffic, Buying, World, Driving, Use, New Business,  
Purpose, Eye, Form, Way, Want*

Domain names and websites are Internet real estate.

~Marc Ostrofsky

Relevance is a search engine's holy grail. People want results that are closely connected to their queries.

~Marc Ostrofsky

Everyone knows what search engines are. But relatively few know how to use them effectively.

~Marc Ostrofsky

Number one, you can sell before you buy. I call it reverse e-commerce. You take a picture, you list it for sale, you sell it, you collect the revenue, then you go buy it and send it to the customer.

~Marc Ostrofsky

Many people bypass search engines altogether and still find what they're looking for online. These Internet surfers are using direct navigation.

~Marc Ostrofsky

There's chaos out there and chaos means opportunity.

~Marc Ostrofsky

Opportunities present themselves every day - to everyone. You just have to be alert and ready to act.

~Marc Ostrofsky

Direct navigation traffic is by far the most highly targeted form of web traffic available.

~Marc Ostrofsky

Corporations invest in sophisticated CRM, or Customer Relationship Management, programs to effectively oversee their relationship with

their customers at every point during the buying process.

~Marc Ostrofsky

The purpose of driving traffic to your online business is to get customers. Once a prospect lands on your site, you still have to convert that prospect into a buyer.

~Marc Ostrofsky

Over many generations, fortunes in the business world were made through buying and selling products in physical stores. Internet fortunes have been made buying and selling products online.

~Marc Ostrofsky

Traditional local media are adding local search capabilities to their sites so they can share in the local search traffic and ad revenues in the local markets they serve.

~Marc Ostrofsky

I have 5 teenage daughters, and I learned the hard way - it's difficult to talk to any person under the age of 25 without the presence of a cell phone.

~Marc Ostrofsky

There are hundreds of ways to make money using the Internet.

~Marc Ostrofsky

The Internet produces new business models and also reinvents traditional business models.

~Marc Ostrofsky

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