

Web Site Marketing 101

Just because you build it does not mean they will come. Here are some helpful tips on marketing a web site. These tips will help “start the wheels churning” on even more ideas for your own web site.

- ◆ **Add your Web site address to all the materials that you send out.** Add your email address if you can, too. This includes such things as product brochures, business cards, annual reports, letterhead, envelopes, lobby signs, invoices, statements, promotional products, print advertising, yellow pages, radio ads and television advertising.
- ◆ Register your web site with all the major search engines. Use this web site as a reference to the latest major search engines when registering your site: www.searchenginewatch.com. Be sure to register your site with Yahoo! at www.yahoo.com.
- ◆ **Request that links be made to your site.** If the associations you belong to have web sites, request a link to your web site from your online listing. Set up reciprocal links with strategic partners. Anywhere your name is listed on the web is a potential link opportunity.
- ◆ **Add your web site address to your on-hold message and/or voice mail message.** Let people know that you're on the Web.
- ◆ **Add your web site address to your email signature.** One can automatically set up an email signature to show up below the body of an email message. This should include your company name, phone number, fax number, and a link to your web site address.
- ◆ **Use the domain of your web site in your email address.** Instead of using 'Jane@visi.com' for your email address, use 'Jane@WidgetWorld.com'. Then one will more easily recognize your web site address.
- ◆ **Advertise in electronic newsletters** whose readership may have an affinity for your goods or services. Newsletter readers tend to be loyal to these newsletters and pay attention to sponsor's messages. The rates can be very reasonable.
- ◆ **Mention your web site address** in your 2-minute spiel at networking functions.
- ◆ **Send out a postcard announcing your web site.** A full color picture of your home page on the front would be great!
- ◆ **Purchase banner ads** on sites that cater to your target market.
- ◆ **Send out a press release announcing your web site.**

Now that you've found ways to bring them to your site, how will you make them stay? Better yet, how can you make them return to your web site?

- ◆ **Give something away for FREE.** It may be an informative article or product sample. In exchange for the free item, ask for their name, address, email, etc. You'll start a warm leads mailing list.
- ◆ **Create an online newsletter.** Have an opt-in email mechanism on your web site so people can sign up instantly. Link your newsletter articles to articles on your web site.
- ◆ **Offer ways for visitors to take immediate action.** This would include purchasing certificates, making reservations, and/or purchasing product from your web site. The easier you make it for people to do business with you, the more profitable your web site will be.
- ◆ **Offer coupons on your web site.** They may be printed out or, better yet, if the prospect mentions the online coupon when placing his order, he automatically receives the discount.

Another Tip

You may wonder what web sites have established links to you. Where is some of your traffic coming from? There are many web sites that will link to you without even letting you know. Your site might be found on the "resources" or "other related links" web page of another web site.

To find out who has links to you, go to www.altavista.com. Go to the main page and type in your web site (in the form "link:www.CompanyABC.com"). Alta Vista has the most extensive monitoring of hyperlinks in HTML pages. Within moments it will bring up the results of the sites that are linked to you.

The Bottom Line

All the promotional tips in the world won't help you if your web site isn't designed properly. From the writing aspect to the addition of META tags, a web site needs to be developed properly and with the target audience in mind. A professionally developed site will enhance your image and generate additional revenue for your business.

Design Tech Consulting, Inc. provides full-service technology solutions for today's businesses. Offering business-critical services from computer networking to web site design, Design Tech offers a free initial consultation for all services.