

Marketing Your Website

Prepared by Clients website Company

After a website is created and live, that doesn't mean it is in the top 10 of a search engine.

The following are suggestions to help move it in that direction. However, one factor that cannot be manipulated is time. The age of a website indicates reliability, a key factor.

Things to do:

Emails

1. Send out a mass email to three different groups, 1.) Family and friends 2.) Any one who has contacted you about your service/product in the past and 3.) Anyone who you feel should be aware of your site.

The first two groups you should have a list or can create one by skimming through your email accounts. The third group will take more time and possibly money. You can buy lists of potential buyers. Or you can surf the web looking for your buyers. If you are selling horses, look for farms, riding and driving stables, organizations, etc. If you are selling a service such as a lawyer, develop your list of bail bonds, jails, family crisis centers, municipals, and courthouses in the area you want to work.

Use Google

2. Have Google AdSense added to your website. AdSense generates coding that you or your web developer places on your website. You determine ads that would be compatible with your service/product on your website. The up side is that the Google bots will skim your site more often and your site will be pulled up more frequently because it does have the ads on it. In addition should a user click on an ad, you get a few pennies.

3. Pay per click - Google uses Adwords. You create the ad, and how much you are going to spend for each time it is clicked. The higher the amount, the better placement of the ad. It shows up in two places either on a search page, or on another website that has set up AdSense. You do pay for this.

4. Google search is another way to be found by the Google bots. A search box is located on your site, then a user can put in a word and the search will be through your site as well as external. The upside is that you can look at results of the searches to learn what your users are looking for. You may filter out unwanted ads.

I use Google a lot just because Google provides search services to some of the Web's most popular sites, including Amazon, AOL, AT&T Worldnet, EarthLink and the New York Times.

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Printed Material

Ads, banners, magnetic signs, business cards, letterheads, etc. all should have your website on it. Hand out flyers at special events, or talking to vendors at market days, posting flyers in different parts of town. The key is to get the word out so people, who may not need you today, will remember you tomorrow.

Networking

Join, volunteer, share the synergy of the community or organization. Look into the chamber, rotary club, and small business organizations, help out at the community festival. Go to special functions and hand out your business cards!