

Site Promotion

10 Best Tips

All legitimate businesses in today's digital world are expected to operate an online presence, developing a website with good web design and a clinical web strategy is a step in the right direction.

But in order to positively seize the opportunity presented by advances in E-business, an effective E-marketing strategy must be employed alongside effective Search Engine Optimization.

The Internet provides businesses of all sizes access to masses of information that, if utilised correctly by adopting a clinical E-marketing strategy could prove to be immensely lucrative. Here are the top 10 tips for Site Promotion.

1. Search Engines

The single most effective method of generating traffic to your web site is getting it listed and then getting it ranked highly within the search engines. Whilst effective search-engine-marketing can be a time consuming and relatively costly, much of the submission work may be done yourself free-of-charge and is always worth a go. For guidance visit <http://searchenginewatch.com/webmasters/>

2. Cross-Linking

Inbound links to your site are perceived as 'votes' for your web site by many search engines including Google and Yahoo Search Marketing. The more votes your site has, the higher it will be ranked within these search engines. Actively seek-out web sites that are willing to provide links to your site. These may include specialist industry directories and the web sites of your customers and suppliers. If you run a Blog or contribute to message boards & guestbooks, include your web address at every available opportunity. Be careful not to use blatant 'sales speak' which may result in your entry being deleted or edited.

3. Email Signatures

Add your web address to your e-mail signature and make sure your signature is added to every email you send out. You'll be surprised at how many people click-through the links they read within emails. Most email applications such as Outlook Express and Outlook allow you to automatically add a signature to each email.

4. Publish an E-Zine

If you have something to say on a regular basis, why not publish your own e-zine or e-mail based newsletter? Simple e-zines with low-volumes of subscribers can be run yourself using Outlook Express/Outlook. Not only are they a great way of informing your customers of your services, special offers etc, but they are a proven method of driving traffic to web sites.

5. Business Stationery

It seems obvious, but you'll be surprised at the number of businesses who spend time and money getting their web site up and running and then fail to print their web address on their stationary. To do so is a missed opportunity! So once your web site is live, get it's address (called a URL) printed on just about anything that your company sends out. This not only includes, letterheads, compliment slips, business cards and brochures but also vehicle livery, building/shop signage if you have it and not forgetting any corporate gifts that you give away. Give your site URL equal prominence with your telephone number and don't be afraid to quote it to your customers at every opportunity.

6. Write a Press Release

Write a press release and send it to your local newspapers and trade publications. They're a great free way to get advertising for your business. However, editors are unlikely to print your article on the basis of a "new web site" alone. Instead you'll have to be creative and talk about something that will be of value to the publications readership i.e. is considered newsworthy. Keyclicks are able to offer a press-release writing service if required or you can have a go yourself. For guidance take a look at <http://www.pressbox.co.uk/contpr2.htm>

7. Write to and/or Email Your Customers.

Announce your new web site to your customers in a formal mail-shot or email. Invite them to subscribe to your e-zine (see 4 above) if you plan to run one. A simple technique that has immediate benefits.

8. Write Articles

If you have specialist knowledge or expertise in your field of business, offer to write either a one off or regular article for publication within someone else's e-zine or within a relevant printed publication. Whilst you won't be allowed to actively promote your own web site, you will generally be able to state your site's URL within the sign-off section at the bottom of the article. A 'soft-sell' but one that works.

9. E-mail Auto-Responders

An e-mail auto-responder is an e-mail that is generated by the mail server and sent back to the original sender upon receipt of an email. For example, if you send a technical support request to us at: support@alphadesignsolutions.com you will immediately receive back an email containing further information. Such 'auto-responders' can also be used to inform people about the benefits of visiting your web site.

10. Word of Mouth

If you're involved in the many business-networking groups that are springing up all over the UK, then use the opportunity to verbally tell people about your web site and specific pages within it. Hopefully you will have an easy to remember URL which helps this process. If you haven't, consider registering another. Get some postcard sized hand-outs printed that list your website and business benefits, list your site URL on these cards and give people a reason to visit your site. Hand these out at networking events together with your business cards. If people are interested in what you have to offer, the first thing they will do when they get back to their offices is look up your web site.