

Two-thirds of PROMOTION is motion.
Unknown Source

Once your web site is up and running, there are a number of simple things that you can do to increase your web sites exposure and promote it further. Here are our top 10 web site promotional tasks to consider doing next:

1 Put your web site on your business card, stationary & literature.

Sound simple – but you would be surprised how many people omit to do this when it comes time to re-order a box of business cards or letterhead. And make sure it's on everyone's card in the company. Basically, any literature that has your phone number on it should be updated with your new web address.

2 Look for and set up set up `Reciprocal Links`

Have other business partners, non competitors mention you on their Web Site in exchange for mention on your own site. This increases your web presence and has the added effect of increasing your standing with search engines – the more times you appear on others sites, the higher priority search engines give you.

3 Put your web site reference on your automatic e-mail signature.

There is no reason that everyone that you send an e-mail to should not be reminded of your web site.

4 Submit your site to all of the free industry & trade e-directories relevant to your business.

Each industry, trade and association has these and many are free. Also, submit to www.dmoz.org This is a hierarchical directory that provides content feeds to all the major search engines. It provides a link to your site from an information hub that Google deems important.

5 Write articles for others to use in their newsletters.

Write articles in your area of expertise and distribute them to colleagues, business partners and associates and editors as free content for their e-mail newsletters or their websites. Just ask that a link to your website and a one-line description of what you offer be included with the article.

6 Reference your web site in your voice mail

i.e – “Hello, you have reached MDH consulting and we cannot take your call right now. Please leave a message at the tone and we will get back to you as soon as possible. We also encourage you to check out our Web Site at www.mywebsite.com.”

7 Develop a “Free” service or enticing offer on your web site.

Depending on your business this may include a free calculator (yielding info on a solution to a particular problem – i.e free mortgage calculator, parts sizing, room decor model), free e-book upon answering a few questions, free assessments and analysis, buy one / get one free e-coupons, and monthly contests with give-aways.

8 Exchange ads with complementary businesses.

Once you have a newsletter up and running, consider exchanging e-mail newsletter ads with complementary businesses to reach new target audiences.

9 Publish your own Newsletter

Publishing a monthly e-mail newsletter ("e-zine") is a great way to keep in touch with your prospects, generate trust, develop brand awareness, and build future business. It also gives you a way to collect e-mail addresses from those who visit your web site.

10 Measure your traffic.

Most hosting companies have free web stats software that measure your web traffic, and view who is visiting and where they are coming from and how they got there. Take advantage of this and examine these stats at least once a month. Then take action by using the data that you have collected and modifying your site to improve it or further focus on, or target clients.

And finally, let everyone that you know about your new web site and ask them for that important feedback!