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## PROMOTING YOUR WEBSITE

Most people think that once they have their website on-line that it automatically means tons of customers. Well, that is an untrue statement.

Sure you might have some people look at your site once you are listed on the search engines, but that is not all it takes. Here are some ways that you can help your business attract more attention on-line and off-line.

**BUSINESS CARDS:** A business card is what represents you. You meet someone in a grocery store-give them a business card, you go out to lunch-leave some business cards on the table; you never know who will sit at the table next.

**NETWORKING:** Join associations affiliated with your industry. Meet potential customers, partners and suppliers. Make certain you give your business card to everyone you meet. Take advantage of speaking opportunities.

**NEWSPAPER ADVERTISING:** Several free and low-cost classified advertising avenues are available on the Web. Make certain that any advertising you do is targeted (the readers are your target market).

**LINK EXCHANGE:** Try to find other sites that are in the same business industry as you and request to exchange a link. This also helps improve your rank on the search engines. Once you have some site names that have agreed to exchange links, just contact us and we will update your website.

**CAR SIGN ADVERTISING:** This is a great way of exposing your business to new people while you are on the road. Signs can be purchased at any sign shop for \$20-\$30.

**WORD OF MOUTH:** Tell everyone you know about your business or products. This way if they run across someone that is looking for your services they can refer you right away. Be sure to give them several business cards.

**CLICK ADVERTISING:** This can be accomplished by signing up with Google or any other major search engine and creating an account that will deduct a certain amount of money per click based on what you agreed to and what your keywords are. For example, if you were a landscape artist and you wanted to advertise the keyphrase: "landscape artists" and you allowed Google to deduct \$.80 for each click then when someone clicks your advertisement (which would show up on the sides of the Google search engine results) you would be charged \$.80 for each click. It can get pretty expensive, but it all depends on what keywords you choose and what your target budget is.