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Tips for promoting your website

Free website promotion strategies

- Submit your site to industry sites and specialized directories
- Request reciprocal links
- Include your URL on stationery, cards, and literature
- Create your own link exchange with sites that are complimentary and non-competitive to your own.
- Do you have friends who have personal websites? If they like your website, ask them to write a mini-review of your website and post it on their site. You might even supply them with a sample keyword rich review they can use.
- Develop a free service
- Issue news releases
- Install a "signature" in your e-mail program (company name, address, phone number, URL, e-mail address, and a one-phrase description of your unique business offering.
- Publish an e-mail newsletter.
- Write articles for others to use in their newsletters
- Send offers to your visitors and customers
- Promote your site in mailing lists and news groups
- Ask visitors to bookmark your site
- Actively participate in news groups and discussion groups. Join forums that are interesting to you, and try to help as much as you can. In every message you post, put your URL after your signature.
- Get more than one domain name for your business. Of course you should get your business name, and/or some catchy short name, like ChiroTX.com. But also get a domain name that includes keywords related to your business or service, like MyStretchCenter.com, or AwesomeRosesDirect.com.
- Put your URL on all other promotional items. Make a t-shirt, or polo shirt, to give out to your best customers, and friends, and be sure it has your web address on it!
- Put your URL in press releases.
- Don't have any press releases yet? You should write one!

Website Press Release Checklist:

- a. Write a press release about your website, and submit it to a press release distribution service.
- b. Add your press release to your site.
- c. Repeat every time you complete a major new addition to your site.





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- Put your URL on the side of any company vehicles that you have. Your employees might even like the idea of a bumper sticker to put on their cars too.
- Put your URL on every page of your catalog or price list. You want to make it as easy to find as your toll free number.
- Explore search engine marketing to get even better search engine traffic.
- Put printable coupons on your website that people can bring in to your store.
- Offer free articles to other sites in exchange for them placing a link in the article back to your website.
- Create your own link exchange with sites that are complimentary and non-competitive to your own.
- Regularly update the coupons, discounts, and special offers on your website.
- Add an online survey to your website to see what kinds of information and additional content your visitors would like.
- Add a questions and answers area, and put in the most common questions that your clients, patients, or visitors ask you.
- Add a "tell-a-friend" feature to your website. This will let your visitors easily spread the word about your great site.
- Place classified advertisements, and include your URL in them.
- Do you have a niche site? Are there certain specialized magazines you'd consider buying an advertisement in? Why not write a review of your website, and submit it to the magazine for publication? They have lots of copy inches to fill, and they are often very happy to receive articles of great interest to their readers. This can give you a lot more space in their magazine than you'd ever be able to afford.

Be Patient - Traffic increases over time. Don't expect miracles to happen overnight. Promotion is a continuous process. You need to continue to update your site, add new articles and resubmit to search engines. Over time you will see your site coming up in search engines, getting better placement and sending you more visitors.





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Paid Advertising Strategies

Who should consider paid website advertisements:

- Organizations with national or international reach (e.g. businesses selling products nationally or internationally)
- Want to increase traffic to your website rapidly
- Want to have website listed on major search engines within a couple days (Free inclusion on search engines may take up to 6 weeks before they show up in search engine)

Purchase Pay Per Click (PPC) ads on [Google AdWords](https://adwords.google.com/select/) (<https://adwords.google.com/select/>). and [Overture](http://www.overture.com) (<http://www.overture.com>)*1 The top ads appear as featured links at the top of search engine results for your keywords in many search engines. Your ranking is determined by how much you've bid for a particular search word compared to other businesses. This can be a cost-effective way to get targeted traffic, since you only pay when someone actually clicks on the link. For lower cost PPC systems you might want to consider [FindWhat](http://www.findwhat.com/) (<http://www.findwhat.com/>)

- **Goggle AdWords:** Pay-per-click service by Goggle. The main advantages are clear: Your site will be listed on the most popular search engine in the world.
- **Overture** is the main paid placement engine on the Web. Overture provides the sponsored links for Yahoo.com, Alta Vista, Lycos, MSN, AOL Europe, Excite and Hotbot, amongst others.
- **FindWhat** is similar to Overture, albeit with a different and smaller distribution network. However, it is still worth considering if your budget will stretch to it. Lesser distribution may also be an advantage, in that it may bring you hight quality traffic at a lower cost. FindWhat supplies listings to Excite, Search.com, WebCrawler and News.com amongst others. However, getting listed with FindWhat is nowhere near as high a priority as getting listed with Overture.

List Your Products with Shopping Comparison Bots and Auction Sites. Shopping bots compare your products and prices to others. Google's new [Froogle](http://www.froogle.com) (www.froogle.com) is **currently free**. Some work on a PPC basis: [mySimon](http://www.mysimon.com) (www.mysimon.com), [BizRate](http://www.bizrate.com) (www.bizrate.com), [PriceGrabber](http://www.pricegrabber.com) (www.pricegrabber.com), and [DealTime](http://www.dealtime.com) (www.dealtime.com). Others expect a commission on the sale and sometimes a listing fee, especially sales systems that host the merchant. These include [eBay](http://www.ebay.com) (www.ebay.com), [Yahoo! Shopping Auctions](http://auctions.shopping.yahoo.com) (<http://auctions.shopping.yahoo.com>), [Amazon zShops, Marketplace, and Auctions](http://zshops.amazon.com) (<http://zshops.amazon.com>), and [Yahoo! Shopping](http://shopping.yahoo.com) (<http://shopping.yahoo.com>). You pay to acquire first-time customers, but hopefully you can sell to them a second, third, and fourth time, too.

Begin an Affiliate Program. Essentially, a retailer's affiliate program pays a commission to other sites whose links to the retailer result in an actual sale. The goal is to build a network of affiliates who have a financial stake in promoting your site. If you're a merchant you, need to (1) determine the commission you are willing to pay (consider it your advertising cost), (2) select a company to set up the technical





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details of your program, and (3) promote your program to get the right kind of affiliates who will link to your site.

Buy a Text Ad in an E-Mail Newsletter. Some of the best buys are small text ads in e-mail newsletters targeted at audiences likely to be interested in your products or services. Many small publishers aren't sophisticated about advertising and offer attractive rates. Banner ads get such a low click-through rate (0.2%) these days that I don't recommend paying much for them. Banner ads typically cost about 50¢ to \$1 per thousand page views.

Courtesy of Web Yodel, LLC
Full-service Website Development
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