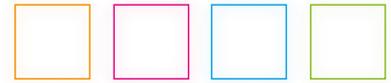




FREE MARKETING GUIDES

Promoting Your Website



Promoting Your Website

Having a website does not mean to say people are going to find it. If people know your site exists it is a great way for you to communicate with existing customers and attract new customers.

1) Why do I need a website?

Although the benefits of a website may seem obvious– it provides access to a wider customer base etc. In order to reap the benefits you need to ask yourself:-

- What is the objective of my website?
 - Is it to provide information?
 - Capture customer details?
 - Sell products on-line?

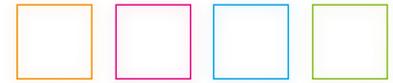
The more specific your objective the easier it will be to develop a website that works for your business.

2) First impressions

Make sure your site portrays the right image – remember it may be the first impression people have of your business. If the first impression is bad, your visitor will not navigate past your home page yet alone consider buying your products or using your services! With today's technology you can have a professional looking website at a reasonable cost. Our Pulse 'Select' Website packages are an example of cost effective solutions.

3) Consistent Branding

When your website is designed you should ensure that it fits in with your existing branding. Think how bad it looks when your company's promotional literature looks really professional but your website does not support this.



4) Tell existing customers about your website

Don't assume that your customers will automatically know that you have a new website. If you have a database of past clients it should be your first priority to contact them to let them know about it. Remember it is easier to keep an existing customer than trying to find a new one.

5) Include your website address on everything

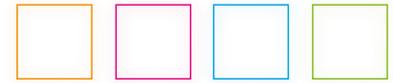
Your website address (URL) should be on all your material, offline advertising is one of the easiest ways to get people to your site. Include your website everywhere for example business cards, compliment slips, letterheads, portfolios, receipts, vehicles and in your email signature etc. Write to existing customers to tell them about your site, include your website on all invoices and tell customers to visit the website to find out about your new product or receive a discount off their next purchase.

6) Keywords

Your website pages will appear higher in search engines if the search engine is confident about the services you provide. Strategically place keywords into your website and boost your ratings in search engines. Think of keywords that your customer would type into a search engine to find your products or services. Do not incorporate keywords just because they are highly searched - they must be specific to your business. If they are not specific you will be ranked with people who are not in your market and therefore it will be harder for your target customer to find you.

7) Submit your website to search engines

Search engines are the most common way people look for information online. Search engines find your site automatically, however it can take between one and six months for them to place you in their search engine rankings. As well as submitting your web address to search engines you should consider offline marketing.



8) Link to other sites

Approaching other websites and requesting a link to yours is an effective way to direct customers to your site whilst also boosting your rankings in search engines. The more incoming links from other sites you have the more you will move up in search engine rankings. Only request links from sites that are related to your business and that you aren't directly in competition with.

9) Update your website

Update your website regularly to ensure your visitors return. The following: regular news, articles, reports, how - to guides, competitions, special offers, useful links will all give people a reason to return to your site. For example, if you are an accountant why not provide '5 top tips on how to reduce your tax bill' all you ask in return is that your customers provide their email address. You can then keep in regular contact.

10) Try a newsletter

If you collect customer email addresses make sure you use them! If people express an interest in your company by supplying their email address you should keep in touch to make them aware of your services. You could try sending a regular newsletter or e-shot containing useful information or promotional offers. The more people are aware of your services the more likely they are to contact you when they have a need for your service.

11) On-line advertising

Depending on your business it might be worth trying pay per click advertising. Set yourself a budget and measure the effectiveness of this method to ensure that you don't waste your money. Remember all good marketing relies on what methods work for your business.

If you require further help promoting your website or would like to discuss our website packages contact us to arrange a FREE Marketing Review.

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Contact us for more information:

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