

**DIRECT PROMOTION OF YOUR WEBSITE ADDRESS IS AN ESSENTIAL PART OF INTERNET MARKETING**

Some Ideas For Promoting your website address:

- On your Business Window or Shop Banner or car for example
- Business Cards
- Letterhead/Envelopes – u can use a stamp block, stickers or your printer
- A5 Flyers/Leaflets
- many print companies will do approximately 5000 glossy A5 flyers for around £ 99
- Company Documents such as cheques, invoices etc.,
- Make sure you have a Signature on your email messages with your website link
- Record a personal message which mentions your website on your answer machine
- Printing/Newspaper Ads
- Merchandise Bags Company or Personal Cars Employees' Uniforms or name tags
- Company Brochures Free Booklets or Handouts
- Local Community Advertising Portals e.g. shop notice boards
- Give something out free e.g. Pens/Pencils
- Email Newsletters
- Voice-mail Greeting on Your Mobile phone if you use it for business
- Thomson Local Directory Listing – FREE on-line
- Yellow Pages Listing – FREE basic listing on-line
- Other Free Business Directory Listing Websites

**A VARIETY OF PROMOTION AVENUES FOR YOUR WEBSITE IS ALSO ESSENTIAL TO INCREASE HITS**

**SOME INTERNET MARKETING TIPS**

CHECK KEYWORD OPTIMISATION – are all your keywords and phrases and variations of words on your website pages and repeated

MAKE SURE YOU ARE LISTED IN GOOGLE YAHOO & MICROSOFT BING  
these account for over 90% of browser searching

SET UP A FACEBOOK BUSINESS PAGE – FREE

SET UP A TWITTER ACCOUNT – FREE highlight offers or new info with links to your website

SET UP A YOU TUBE CHANNEL - FREE

SET UP A GOOGLE MAPS/PLACES ACCOUNT – do links on your website & Facebook

CONSIDER GOOGLE STREETVIEW LINKS ON YOUR WEBSITE & FACEBOOK

EMAIL MARKETING – send out an email advert with info about your services & links to your website or special offers

SET UP A SPECIALS/PROMO PAGE ON YOUR WEBSITE WHICH IS UPDATED REGULARLY

CONSIDER A SIGN UP FORM ON YOUR WEBSITE IN RETURN FOR A NEWSLETTER OR FREE LEAFLET etc.,

CONSIDER GOOGLE ADWORDS - pay per click sponsored advertising – you can set a daily budget limit

TELL A FRIEND ABOUT US (Discount Cards)

FREE PRESS RELEASES e.g. write a piece for the local newspaper about your company

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