



Market Your Web Site 15 NO COST & LOW COST WAYS

THESE ARE AN ABSOLUTE MUST:

- 1) **Announce your site:** Include a hotlink in emails or a picture (screenshot) of your home page on printed announcements.
 - Press Release
 - Broadcast Email
 - Flyers
 - Web Postcard
- 2) Always list your web address on your **company sales materials**.
 - Business Cards
 - Letterhead
 - Brochures
 - Product / Service Flyers

COMMONLY OVER-LOOKED:

- 3) Use your **domain email NOT your ISP's email address**. (you@yourdomain.com NOT you@aol.com). Your email address also advertises your web site!!
- 4) Add your web address to your **email signature**.
- 5) Include your web address on your **voicemail system** or answering machine. Mention the address and particular points of interest during your greeting.
- 6) Add your web address to these commonly over-looked items:
 - Envelopes
 - Invoices
 - Catalogs
 - Proposals
 - Estimates
 - Product Packaging
- 7) List your web site in **ANY advertising** that you do: print, radio, and television.
- 8) Make sure your web address is on any **promotional items** you give out.
- 9) Ensure your web address is prominent on your **fax cover sheets**.

THESE ALSO BUILD PROFESSIONAL IMAGE & RECOGNITION

- 10) Use related **online forums**, message boards, listservs or discussion groups to let potential customers know about your site.
- 11) **Trade links** with industry sites, related sites or sites of common interest to your audience.
- 12) Host your own **discussion group**, bulletin board, workshop or other online gathering.
- 13) When networking or introducing yourself, **mention your web site** as a way for others to learn more about your business and/or stay in touch with you.
- 14) Provide **Helpful Tools** on your web site and promote them-it builds traffic and value.
- 15) **Write Articles** and make them available- it builds traffic and demonstrates expertise.

MORE FREE TOOLS AT SYSTEMSAVVY.COM