

Web Tips – Domain Placement

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To help your web site reach its maximum visibility, include your domain (web address) in the appropriate places from the following lists:

Business Correspondence

- Business cards
- Stationery and envelopes
- Invoices and statements
- Marketing / sales letters
- Everyone's e-mail automatic signature file and business card file
- E-mail announcements
- Outgoing voicemail messages and on-hold messages
- Facility signs
- On your postage meter so it prints on every envelope
- Inkpad stamps that go on outgoing paperwork
- CDs, diskettes, and zips that leave your company

Marketing Materials

- Flyers
- Magazine, radio, movie theatre and TV ads
- Displays at tradeshow, conferences, and networking meetings
- Gift certificates and printed coupons
- eNewsletters
- Local and free newspapers
- Billboards
- Ads in industry / professional group newsletters and magazines
- Post on local business and community bulletin boards
- Press releases
- Fax campaigns
- Postcard campaigns
- Posters
- Banner ads on other web sites
- Displays in distributor's stores
- Articles published or submitted for publication by your company
- Brochures
- Storefront counter-tops

We appreciate having the opportunity to contribute to the success of your business!

Promotional Materials

- Bumper stickers
- Calendars
- Caps and hats
- Company automobiles
- Company t-shirts and jackets
- Holiday gifts
- Key chains
- License plate frames
- Magnets
- Mouse pads
- Pens

Reciprocal Links

- Business associates and partners' web sites
- Clients' web sites
- Web sites that serve the same target market, but not your direct competitors

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