

Web Tips – Web Marketing

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Here are ten simple ways to powerfully impact the number of visitors your web site receives:

- Place your domain (site address) on every piece of paper that leaves your company. If you aren't ready to print new stationery and cards, add a clear label with your domain printed on it to each of your pieces.
- Include your domain in every print ad or other advertising media that you use. Print ads can be quite effective in getting more "hits."
- Have your hosting service track the number of hits you receive to each page of your site. Check your hits at least once monthly. This is one way to track the effectiveness of your advertising campaigns. If yours is an e-commerce site, then track the dollars generated by your site at least once monthly. Find out what works (in terms of site marketing) in your particular industry, and do more of it.
- Market specifically to your target audience, so that you get "high quality" hits. These are the customers that are most interested in your product or service, and are most likely to buy from you. Find out where (on the web and otherwise) the people who want your products like to go, and advertise there.
- Get your site registered with as many search engines and link exchange services as you can. Re-register your site monthly. Hint: Have us do this for you, and then you will never forget to do it, without ever having to remember it! We can list your site with many search engines monthly.
- Make sure your site is a quality one! A bad site is worse than no site, as having someone come to your site and leave completely frustrated can be devastating to the achievement of your site's purpose. Your site should be easy to use, attractive, and informative; NOT confusing. If you are embarrassed about your site, have us redesign it. Make yourself easy to do business with. How many clicks does it take for your customers to order your product? In this case, less is more; less clicks equals more dollars!
- Make sure your graphics communicate who you are as a business. More graphics and color does not mean better graphics and color. Choose these with a specific purpose, according to your overall color themes and page layout structures. Always be consistent and on-purpose about the brand image(s) that you are portraying via your site.
- Mention your domain, and invite people to visit your site in your outgoing voicemail messages, and in radio ads.

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

- Exchange links with companies who have the same target audience that you do. This can be a great source of "high quality" hits.
- Know the purpose for your site. What do you want it to do for you? Reinforce your brand image? Sell your product? Get people into your stores? Have people place orders? Inform or educate? Gather data about your site's visitors? Sell advertiser's products so you can sell more ads on your site? Get people to call you for more information? Make sure your designer understands what your business is about, and make sure your design effectively communicates who you are as a business! We can help!

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