

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Make Your Web Site Work More So You Can Work Less

By C.J. Hayden

Make Your Web Site Work More So You Can Work Less

by: **C.J. Hayden**

Do you know how your web site fits into the overall marketing strategy for your business? Do you have a strategy for your web site as a marketing tool? If you're like many entrepreneurs I speak with, you probably don't.

All over the world, small business owners are spending thousands of dollars on building and maintaining web sites without being able to answer one big question: What do you want your web site to do?

Creating a web site without a marketing strategy can be an expensive and time-consuming mistake. Here's an illustration from the more familiar world of paper and postage. Imagine that you hired a graphic designer, printed 5000 four-color tri-fold brochures, and when the boxes arrived, you asked yourself, "Gee, what shall I do with these?"

That scenario may sound a bit embarrassing as it stands, but let's take it further. Suppose the first idea that occurs to you is mailing your new brochure to a list of 500 names you collected by exhibiting at a trade show. But then you realize that you didn't design the brochure as a self-mailer -- all 6 panels are filled with graphics and copy.

To mail your brochure, you will now need 500 envelopes. Of course you want to use the ones printed with your address and logo, but how much do those cost a piece? And do you have 500 in stock? What will be the cost in money or time to get envelopes printed, addressed, and stuffed? How long will all this take? Was any of this in your budget when you had the brochures printed?

The brochure example can tell us much about what goes wrong in creating web sites. Many sites are constructed to be simply electronic brochures. Entrepreneurs often get their sites designed by sending their printed brochure to a web designer, and saying, "Put this on the Web."

Make Your Web Site Work More So You Can Work Less

So here's what is wrong with that. If you want your web site to attract traffic, your web site must be **DESIGNED** to attract traffic.

You have a choice in designing your site and integrating it with your overall marketing strategy. You can choose to make your site an electronic brochure with no consideration of how to attract visitors built into the design. If you do this, it means that you must direct traffic to your site by other means — advertise, promote, exhibit, speak, write, network, prospect, mail, call, etc.

Unfortunately, most small business owners find this out after the fact. They put up the site and then slowly realize that no one is seeing it. So they start spending time and money on banner ads, on-line malls, classifieds, postcards, bulk email, posting articles, exchanging links, and more.

The alternative is to design your site to attract traffic in the first place. If you're going to spend all the time and money to build a web site, doesn't it make more sense to have the site bring you customers

rather than you having to bring customers to the site?

To create a high-traffic web site, it must be search-engine friendly. 85–90% of all web site traffic comes from search engines. When a customer types in a keyword phrase you hope will bring them to you, your site needs to be one of the top 10–30 results shown or that customer will never get to you. To earn top positions in the major search engines, you or your web designer must know the guidelines each engine uses to create its rankings, and mold your site to meet them.

Some of these guidelines relate to the content of your site, and how it is organized. Others have to do with the technical details of how your site is constructed. If you don't want to know these specifics, you'd better hire someone who does. That's the problem with letting just anyone who calls themselves a web designer create a site for you.

Looking at a designer's portfolio of completed sites will tell you only a small part of what you need to know about their abilities. Who wrote the content for those sites? Who designed the page layout and navigation? Where did the graphics come from? And here's the most important question: What did the designer do to make those sites search-engine friendly?

It's a rare person who possesses the four-way combination of design ability, technical expertise, marketing know-how, and search engine savvy to create an attractive, useful web site that will attract traffic **AND** generate paying customers. You know which of these capabilities you already have, and what new skills you're willing to learn. Make sure you hire people who have the rest.

C.J. Hayden is the author of *Get Clients NOW!* Since 1992, C.J. has been teaching business owners and salespeople to make more money with less effort. She is a Master Certified Coach and leads workshops internationally. Read more of her articles at

How To Acquire Free Web Site Promotion

Make Your Web Site Work More So You Can Work Less

By David Riewe

You have finished making your own website. You have introduced your company and presented your products and services. You have added propositions and promos to catch your target audience's attention. You have achieved the dos and don'ts of building a company web site. But why isn't your website a major success?

Maybe you're not planning the key to the best promotion of your web site. Here are some guidelines on how to acquire free web site promotions for your company's success.

If you have started to promote your web site, keep it constant. If you promote your site with persistence, it will catch your audience's attention.

Be patient. Try each method in promotion until you acquire the best, free promotion there is. You have to accept trial and error for your web site to reach the top.

There are many ways for your web site to be seen. Here are some free web site promotions you could try until you find the most effective.

*Free promotions such as search engines and directories would give your web site the deserved traffic you always wanted. Make sure to check your web site's ranking to know whether or not this type of free promotion is right for you.

*Make a deal with other web sites on trading links which could help both web sites. Make sure to use words that could easily interest the audience.

*Find free classified ads that could boost the promotion of your web site. These ads could be seen by other people who you are not targeting for, but may as well be interested in your services.

*Free and low-cost internet banners are spread all through out the World Wide Web. Banners that pop-up at the top of a page or in a separate window would automatically catch your target audience's attention.

If your web site and its free promotion did not work even after accomplishing these methods, analyze your web site. Track down all visitors, advertisements, and transactions. Then locate errors in your web site. Upload new files to your web site continuously for audience to return for new products and services. Monitor your own web site if it's up in the market or down.

Then be ready to try the methods again and surely it will work.

It has always been said that the best things in life are free. Yes they are. And as soon as your free web site promotion proves to the audience its worth, then you'll believe it's true.

Little Known Minnesota Man Making Six Figures Per Year Online, From the Comfort of Home, Reveals

His Top Internet Money–Makers.

Related Content:

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares



This Free E–Book has been brought to you by Natural–Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!