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Top 10 Offline Website Marketing Tools

By Chris Le Roy

When ever most people think about marketing their website they think about "how can we get more traffic online" and yet they seem to totally disregard the Offline Website Marketing Tools already available free and in most cases they are already using.

I want to set about in this article to give you 10 Offline Website Marketing Tools that are guaranteed to give you traffic. However, one point to note, it will not be easy to track how many people are using these offline website marketing tools unless you ask them. So on your contact page on your website make sure you have a drop down box with these options in their. To often website owners only include online website marketing tools in their "How You Heard About Us" drop down boxes.

So let us get started ...

Offline Tool #1 – Put Your Website Address on Your Business Signs

If you are like my company we have spent thousands of dollars on advertising signs on our business at our location in Townsville Australia but it still amazes me as I visit other places and even countries, that businesses with really effective websites still do not advertise their web address on their signs.

Let me throw a few things at you ... How would you like 37,000 per day to see you! You would do anything to get that sort of traffic wouldn't you? Course you would. Well there are 200 – 300 business on the street where we are located and we have coming past our building everyday 37,000 vehicles, free traffic. Then why wouldn't you as a business owner have your website address plastered all over your business signs. Do you realise that of the 200–300 business less than 10 actually have their website address on their business?

How crazy is that! This is free traffic. Never underestimate drive by traffic, and if you do not believe me then ask yourself a question, "Why do companies like Walmart, Harvey Norman, Coles Myer etc put their stores on main roads?" For the drive by traffic! It doesn't matter whether you only get 100 cars a day or 1 million cars a day, having your website address on your signage means that as people go to work and see the address, they are more likely to have a look at your website as soon as they

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get to work than any other time. If a person has a particular need for your products, studies have shown, they are more likely to first check out your website, than actually come into your store.

Offline Tool #2 – Put Your Website Address On Your Vehicle

Just like the previous offline website marketing tool, this is a no brainer. If you have sign writing on your car for your business, would you forget to put your phone number on the car? Course Not (Mind you I have seen a few cars that have even forgot that) then why would you forget to put your website address on your car. If your business sells products and services via the internet, then you need to tell your customers where to find you.

30% of our car detailing traffic that I own actually comes from our vehicles and within that 30% over 60% of our business is derived from people seeing our cars on the road, then visiting our web address to see our prices and services and then booking their cars in. Never forget your website address on

your vehicle.

Offline Tool #3 – Put Your Website Address in Your Yellow Pages Advertisement and White Pages Advertisement

The world seems to be obsessed with the Yellow Pages. It is truly a phenomenon. We page thousands of dollars to be in the Yellow Pages and the three things we check to make sure are in there are our Address, Telephone number and web address. Most people before they ring you, will in fact check out your website first. If the website address tells me nothing, then I simply move on to the one that has a website address that tells me what I need to know.

Offline Tool #4 – Put Your Website Address on Your Business Cards

Look this one is another one of those no brainers. Everybody in business should have an email address and website address and they should both appear on your business cards prominently. Since a large proportion of business these days is done through email then not having just your email address is costing your business. I know of some businesses that will not communicate with you through anything but email and the phone. They simply refuse to deal with people who have a fax because they want to save money.

Get your website address on your business cards. If you have only just gone and got them printed then go down to your local stationary supply company and buy some small stickers and stick them on the back. Might look tacky but at least your customers will know how to contact you.

Offline Tool #5 – Put Your Website Address on all Media Advertising

When ever you do any advertising at all, whether it is a leaflet drop or billboard advertising in Time Square (Nice if you can afford it) make sure that your website address is on the advertising. When people see your website address they are more likely to visit your site first before coming into your store. Many many important sales are made won or lost long before you ever see the customer and in

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many cases your website could be that deciding factor.

Offline Tool #6 – If you are sponsoring a Charity or Sports Group have your website included next to your name

If you have decided to sponsor a Charity or Charity Day or even a sport group then make sure that the Charity or Sporting group includes your Name and Your Website on their printed material. The human race is really quite bizarre as they are more likely to remember your website address than your telephone number. Just like before, if they see your details at a Charity or Sports function, then they are more likely to go to you than your competitors because you support your community, then make sure that the Charity or sporting group gives the customers a way to find you.

Remember to have your website address on all of their printed material and signage if possible.

Offline Tool #7 – Put Your Website Address on your Uniforms

One of the core reasons we give our staff uniforms is so that they are easily identifiable when they are out and about but more so, the uniforms make my staff walking billboards for my company. Most companies when developing their uniforms will only include their logos. My recommendation to

everyone is to include your website address as well.

Many people have told me they have seen my staff at the shopping centre and seen our web address on their uniforms and that is how they have found us. Some of our biggest customers have come from the website address on their uniforms. This is one of the cheapest and free website marketing tools.

Offline Tool #8 – Put Your Website Address on all of your Business Merchandise

If you are creating merchandise to give to your customers, make sure you include your website address on the merchandise. In fact, it is less intrusive to include your website address on your merchandise than it is to include your telephone number. Let me give you an example. I am sitting in our business writing this article and I looked over at a Stainless steel mug that my brother gave me from Canada. The mug is a merchandise item from Prince George Savings Credit Union. I tried to look up their site and put in the usuals but all I got was spam sites. It was simply too hard for me to find them so I gave up.

I should note that this stainless steel mug takes pride and place on my desk in my office and I use it all the time. If they had their website address on this stainless steel mug then I could have easily looked up their website and maybe set up a bank account or invested some money with them but they have made it too difficult to do so.

If your merchandise is designed to push your name or market you in the workplace, then make sure you make it easy for your customers to find you. Remember, most people will go to your website rather than to call or visit your store first, simply to avoid the heavy sell.

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Offline Tool #9 – Incorporate Your Website Address Into Your Logo

When I work with our SEO clients and their business coaches one of the things we look at is their logo. When I first setup our training and car detailing business, one of the things I did was to incorporate our website address in the logo. The core advantage to this is that where ever our logo is our website address is and it allows people to find an easy way to contact you.

Often when you are sponsoring teams at football games, the only information about you they allow is your logo. This means sometimes that it can be difficult to find you but if you include your website address in your logo, your customers will always have a sure fire way to find you.

Offline Tool #10 – Put Your Website Address On Your Press Releases

When ever you release a press release ensure that you put your website address on it. Many a time, media companies will actually include your website address, in particularly when they post information about your press release on their websites. I have noticed a trend at MSNBC, Ninemsn and CNN to do this. The advantage to you as the website owner is that the link they include in the text will be treated as a high quality link than any other, because most of these three sites have PR rankings of 8 or more which means this will help you in your webpage rankings in the search engines.

The other point to this is that you may find a traffic peak whilst your article is actually visible. For example, as a proud Australian I was heartbroken to hear about the death of Steven Irwin an Australian Icon and Legend and a proud Queenslander like me but when their family did the press releases they included the Wild Life Warriors website address on the press release. Virtually every

single media outlet around the world has posted the website address on their websites which means this website is doing outstandingly well. At least in this tragic circumstance there will be some good come out of it.

To finish off, I want to reiterate the 10 Offline Website Marketing Tools you should be utilising –

Offline Tool #1 – Put Your Website Address on Your Business Signs

Offline Tool #2 – Put Your Website Address On Your Vehicle

Offline Tool #3 – Put Your Website Address in Your Yellow Pages Advertisement and White Pages Advertisement

Offline Tool #4 – Put Your Website Address on Your Business Cards

Offline Tool #5 – Put Your Website Address on all Media Advertising

Offline Tool #6 – If you are sponsoring a Charity or Sports Group have your website included next to your name

Offline Tool #7 – Put Your Website Address on your Uniforms

Offline Tool #8 – Put Your Website Address on all of your Business Merchandise

Offline Tool #9 – Incorporate Your Website Address Into Your Logo

Offline Tool #10 – Put Your Website Address On Your Press Releases

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By Bernard Dozier

Ebiz Internet marketing tools. You may have a great idea for a website with a superior product or service, grand design, content and functionality but if you do not use the right tactics, your site may not attract the all-relevant highly targeted traffic. Getting a lot of traffic into a site has very little to do with the site itself. But with how the Webmaster or site owner advertise it. With hundreds of competing sites, you must use the most effective Internet marketing tools that will truly deliver results.

There are different internet marketing tools that you can use. All these methods and approaches aim at increasing your website traffic. You must find a road for web surfers to find your site. To do this, you must put yourself in the shoes of your prospective visitors and future clients and see the internet through their eyes. Where do they typically go whenever they are looking up something on the web? The answer is the search engine; in fact, the two most popular websites on the net today are both search engines and portals. Thus, you should focus your internet marketing efforts on the search engine.

People will normally search for something using a search engine and click on the top results that these engines give. Therefore, you must use the right internet marketing tools to get a high search engine ranking. To gain a high ranking in search results, you can use several internet marketing tools. Search engine optimization is a collection of methods that are directed at improving the visibility of your site in search engine results. Since a search engine indexes sites by looking at its keyword density, your site's content must have favorable keyword density that is search engine friendly. Content is one of the most powerful internet marketing tools itself. If you have excellent content that is geared towards achieving a high search engine ranking as well as provide information then you can expect a high search engine ranking. However, this is not as easy as it appears. Countless other sites may be using the same internet marketing tools as you do. Thus, you must continuously find new ways of attracting more traffic.

Aside from the traditional marketing techniques such as print ads, billboards, brochures, testimonials, flyers etc. You must use other more effective internet marketing tools to gain more traffic. One of the most popular internet marketing tools today is the use of Pay per Click advertising. In this approach,

you will bid for a particular keyword in a specific search engine. If you have the highest bid then your sites link will be the top result. This internet marketing tool is now being used by thousands of sites. It is also gaining popularity because of its relatively high success rate in attracting high traffic.

Bernie Dozier only writes articles on topics of products that he has use and try

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