11 Steps to Promoting your web site on the Internet

Think of a web site as a store. Among other items, someone to staff the store is imperative to maximizing success. Teach the staff the new behavior required to interact with customers in cyberspace. The energy spent on designing your web site is commensurate with the results.

1. **Choose a web address that contains the topic of your business.** Do not use a sub topic name.
   Which of these two web addresses would you want: **www.musicman.com** or **www.safari.net/~musicman**

2. **Make the welcome page exciting.** Travelling ticker, contest, animation (without slowing downloading too much) picture, framed links, logos of member industry associations, *HOTLINK* to exchange links page, informational rich text, survey, news story link, Hot Specials link, interesting background. No long scrolling welcome page. Change the site monthly to keep it fresh. Meter leader pages for tracking. All information right in your face on welcome page. **Site should be dynamic, active and interactive!** Doing all of this might hold them once they get there.

3. **Insert well thought out HTML Titles, descriptions and META-Keywords.** This should be done by a pro.

4. **Register the site with as many search engines as possible.** There are over 2,000. About 25 account for most of the business being done in the English speaking world.
   However, up to 500 may be useful for your broadly targeted purpose.

5. **Post a short non commercial sounding notice to Usenet Newsgroups and the commercial networks** of AOL, and Prodigy. For maximum effectiveness re-post every 3 days.

6. **Send a cyber press release through an automated service. (Sent to a min. of 400 news agencies.)**

7. **This is the number 1 long-term traffic builder.**
   Build the web site and the top 1-3 Keywords into sub URLs. List researched, relative web addresses under each new sub URL as separate indexes and register these with the search engines.

8. **Then solicit every web address under that new sub URL for an exchange link.** 25% will place a link to your site on their site and then you will place a link to their site on your site.

9. **Banner placement.** Pay per hit when renting banner space, not on the number of hits their page receives. Though this is not easy you may want to trade banners or another barter deal that lessens your cash outlay.

10. **Put the web address and/or e-mail address on all business cards, letterhead, bags, boxes, trucks, and in and on all ads.** Typing in "http:" is now not needed. "www" must appear to show it is a web address.

11. **Run a promotion on conventional media, pointing to and using the interactivity of your web site.**