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## Marketing Your Website

Rumor has it your business has a new website. Your business invested a lot of time and money into this project and now your brand new image is up and running on the internet. Flocks of people are calling you because they found you on the web. Business is busy even during the down season. You just received an award for best website of the year.

Is this happening to you?

Most likely your answer to that question is no and so is most businesses out there. So why isn't this happening to you? The answer is easy, marketing! The biggest misunderstanding about the internet is that you create a website for your business and it magically appears in search engines and little gnomes will tell people your website exists! Think about it...how many times have you accomplished something in your life and instantly received recognition for it? Sometimes it needs to be brought to peoples' attention that someone has succeeded and they should want to do business with you. Here are a few simple marketing tricks that will start you on the path to receive that recognition:

- 1) Start with your current clients  
There is no better audience to introduce your new website to than people that already do business with you. Send a letter to your current customers inviting them to visit your new website. You can offer them a special bonus like a sweepstakes or discount if they refer a friend and mention the letter.
- 2) Make sure your new website has metatags  
It probably sounds like I'm speaking a different language right now. Metatags are keywords that are in the coding of your website that helps search engines index your site properly. Going back to the beginning of this article, metatags are the little gnomes that let the search engines know your website exists.
- 3) Send out a press release to organizations your company belongs to  
Often many organizations will offer a newsletter that will announce member news. This is great exposure for your company to other local businesses or to other businesses in your industry.
- 4) Submit your company information and website address to directories  
Sometimes this can be a little time consuming, but it's another free way to get your business name out there. Often these directories will offer a basic listing for free and then try to up-sell you to a more glamorous listing with more bells and whistles. To save you money, try the basic listing and see what the results are.

- 5) Change all business communications to include the website address  
You have no idea how many companies do not do this because it will “save them money.” It won’t. Promoting your website on business stationary, phone messages, and email footers just build extra exposure for your company and it’s convenient for prospective clients.

These are a few easy and inexpensive ways to promote your website. If you feel your website needs to be promoted on a larger scale, contact a reputable marketing firm and discuss your options.