

## **Websites... What to do With Them?**

**Keep it Fresh and Updated** – Do not keep outdated information or dates on your site. You do not need to update the site every day or even every week, but review the site and remove dates of past events (unless archived), remove ex-employees, discontinued products, or expired coupons. A blog is great if you post regularly – but if you don't post at least once a month, it can make your site look dated.

Keeping it fresh also means updating the look/design of the site at least every couple of years. It might not need a complete overhaul, but a facelift now and then is good.

**Tracking Your Results** – Do you know how many people visit your site each month? How long they stay? What pages they visit? How they even found your site? If not, you should. There are several ways to track this information; Google Analytics is a great option. It is free to set up and use and offers great information to help you to tweak your site and marketing. It also helps you to determine what works and what doesn't. Set up a free account at <http://www.google.com/analytics/>

**Promote It!!** - Having a site that you are not promoting is about as good as a phone number you don't have listed in the phone book. You **MUST** tell people about your website. There are several options:

**Traditional Marketing** – Print, radio, TV, networking, and signs.

**Search Engines** – Optimize your site by including search terms throughout the site and in the META tags. Encase your best terms in "header" tags. Sites should be submitted to search engines every 4 to 6 weeks.

**Review Websites** – Do you know what others are saying about your business? You should find out! There are several sites that people can post good and bad comments/reviews about your business. You should be "claiming" these listings to ensure they are up-to-date and promote your business. Best way to find these sites is to search for "COMPANY NAME Reviews". You will find sites such as Angie's List, Manta, MerchantCircle, and BBB.

**Pay-per-Click Ads** – Offered on Google, Yahoo and Bing. You select search terms, write ads and set a monthly budget. You will be charged every time someone clicks on your ad and visits your site. You can target specific geographical locations by state, city or zip code.

**Link Building** – The more relevant links to your site, the more popular it appears and the better it will rank on search engines. Links from related websites, blogs, articles, press releases, and social media sites all count.

**Email Marketing** – Communicate with clients and potential clients about new products, services and special offers. Create your own list, do not buy one. Sending monthly or quarterly works well. If sending out weekly, make sure the content is fresh and new every time. If you do not send to your list at least every 6 months, you will need to reinvite them to join your list. There are several programs available such as iContact, MailChimp and Constant Contact.

**Social Media Sites** – There are several out there. The most popular is Facebook. Others include LinkedIn, Twitter, Pinterest and Google+. This does not mean you need to utilize all of them. Decide which your clients are using and focus there first. Once that is established, then expand to other sites. These listings will help with search engine ranking.