



MARKETING YOUR SITE

So you have a great looking website and the platform to achieve whatever your online goals are, but what is next?

With any website is it important you know what you want to achieve from it. What is your call to action for visitors and potential customers? Are you using this website simply to give you an online presence? Are you trying to get people to visit your website to find out information about your products or services? Or are trying to get people to buy from your online shop?

There are a number of different reasons why people have websites and for the majority it is simple: to drive more business to your company.

People can often fall into the trap of thinking that just because they have a great looking website, this and this alone will create more business overnight. Unfortunately this is not the truth; for your site to be successful it will need to be promoted one way or another.

The type and style of website promotion will vary from business to business and industry to industry, but here you will find some basic tips and advice that can help you to get more visitors to come to your website.

Some of these things you may be doing at the moment, some you should be doing and some that you might not have heard of. Nothing in the guide is new and revolutionary, but these are some of the most important tips and techniques that should be used to drive people to your site.

Remember that if prospective clients cannot find you, they cannot order or buy anything from you.

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SEARCH ENGINE OPTIMISATION

Search engine optimisation is a major and probably the most important part of your web marketing.

There are no guarantees and lots of conflicting information concerning SEO, however if certain criteria or rules are followed together with some effort, you will stand a better chance of gaining a good ranking with the search engines.

*Please use the **it'seeze** SEO Guide as a reference for this section, it will give you further hints and tips as well as elaborate on some of the following points.*

1. Defining The Purpose Of The Website

This ideally should have been done before your site was built, but with the flexibility of the **it'seeze** system it's never too late!

You need to work out what you hope to achieve from having a new website. These goals may vary from driving more targeted traffic, generating leads, enticing people to call, selling a product online or simply introducing the company

The SEO goal may be the combination of some of these goals so it is important to research and know your target market and analyse their online behavior.

This is also a good time to research the search terms that will be used so you can target exact clients.

2. Keyword Research & Selection

This is a critical component of effective SEO in order to drive relevant traffic to your website. It is good practice to research your keywords / phrases to ensure you get the maximum effect from your natural SEO. Try the following techniques:

- Evaluate competitors' websites for an idea of their targeted keywords - this can be found in the source code of their site and in the page content.

You find a website's keywords by either going into the menu bar at of the web browser click 'view' and then 'page source', (this may vary depending on your browser) or there are a number of free SEO analyzing tools such as SEO Quake.

- Add any more keywords deemed to be relevant to your products / services on offer. Useful keyword suggestion tools can be found at:

<http://freekeywords.wordtracker.com/>

<https://adwords.google.com/select/KeywordToolExternal>

- Create new keyword phrases by combining keywords into combinations that may be typed into a search engine (i.e new and used Raleigh mountain bikes). Also include regional search terms that people might use (i.e new and used Raleigh

mountain bikes in Colchester). It is a legal requirement to have your business name and address at the bottom of each page when selling online so that why **it'seeze** makes sure this happens, plus it also helps with your regional SEO.

- Search major search engines for the top keywords being used, find websites already ranking well for those words and study the sites looking for new keywords (as well as ideas potential content layout).
- Refine the keywords- taking into account both the popularity and the competition for the keyword - locate words that are popular but do not have an overwhelming amount of popularity.
- Think also of relevant keywords that have a high likelihood of converting a visitor to a paying customer (i.e televisions and television prices).
- If you can look at any data from past searches that have been referred to your site.

With a refined keyword list containing only the best keywords and phrases these can now be integrated into the content of the site.

3. Keyword Placement

(Please refer to the **it'seeze** SEO guide to see how you can add any of these tags)

Title tag – A carefully constructed Title Tag is extremely important for the website page ranking with the search engines. A crisply worded title tag that includes the most relevant researched keyword / phrases, which also gives a good summary of the web page's content, is far more likely to rank well with the search engines.

Google and other search engines use the content of the Title Tag during the ranking process to analyse the relevance of the web page.



Keyword prominence - The words people are most likely to search for in search engines should appear first in the Title Tag. Be sure to include your business name when filling out the home page Title Tag.

Remember that the more relevant this text is to what people are searching for the more likely they will be to click through!

Others Meta elements – Meta tags are included in the code of your web pages and are included for the search engines benefit, helping them to list the site and index it more accurately. Meta tags therefore need to be optimized for each page, this can easily be done in the **it'seeze** editing system.

Description – Include a narrative description of your site that contains a few of your keywords. Remember do not add any keywords in the description that are not in the content of the page.

Each web page description should be unique, utilizing different keywords relevant to the products / services of that page.

Example description as it would appear in an **it'seeze** SEO editing box:

The page description is used in some search engines' result pages:

Devon Design - Graphic Design, Websites, Print, Marketing - Spoton in Torquay offers design and marketing services throughout Devon. Spoton pride ourselves on bringing top quality design services to all businesses throughout Devon and the UK.

We recommend that the description be between 160-200 characters, be aware that Google only displays around the first 60 characters in the search results although it may or may not index more.

Alt Tag - Each image used on the website should include an "alt" attribute. This tag should include a keyword phrase that relates to the image.

Keywords In The Body Text – Site content is the most important aspect of website marketing because it has an effect on both human and synthetic visitors. Fresh, focused and relevant content including your keyword phrases will have a positive effect on both human visitors and search engines. Make sure you are drawing attention and selling your main USP's for your products / services.

Hyperlinks - Link text and link URLs. Good, relevant links result in higher rankings and more traffic, they are a critical component of most search engines' page rank 'weight'. Be sure to include relevant keywords in your links and not just 'click here', by adding keywords in a link you are adding further emphasis to your relevance with search terms. (Read more into relevant links in the next section)

A few important things **it'seeze** takes care of to create a user & search engine friendly site:

User friendliness is an important element of website design and websites also need to be as friendly as possible to search engines.

HTML code - correctly formatted HTML code is important. If there are any errors the search engine spiders will have problems indexing the page content.

Site map - this will make it easier for search engine spiders to index your site and all it's relevant content as links are provided to all pages.

Submission – We submit the website to the main search engines when the site is live.

4. Linking Strategies & Tactics

Inbound links - are those that come from other sites to yours.
Outbound links - are links from your site to another one.
Internal links - are links between pages within your own site.

Inbound links are the most important type of links, as these are viewed as a measure of popularity by the search engines and they are an important indicator of relevance. The more links you have will help you rank higher in search engines.

But don't just go out and try to link with anything out there, Google has a measure called 'PageRank' and this reflects the quality of inbound links. All links are not the same, for example avoid using link farms and linking to websites that use spam, as this will reflect negatively on your website.

Important Linking Tactics

- Offer quality content to encourage other websites to link to yours
- Don't have more than 50 links on a single page and include text on the page.
- Analyse competitive websites and contact those sites that are linking to them and try to get a link to your site as well, or ideally instead of!!
- Link building should take place gradually and naturally to ensure that search engines give credit for the links and don't assume they are artificial links.
- Quality rather than quantity is the most important factor. Websites related to your own topic, product / services, already ranking well in search engines and receiving traffic are far more advantageous than lots of links from a mish mash of random companies.
- Ensure all links, inbound and outbound, include relevant and positive keywords.
- Avoid having more outbound than inbound links.
- If you use image links, ensure you use 'alt' tags to describe the content of the image and what it is linking to. Text links are preferable for search engines.
- Consider reciprocal links with other relevant business / services, but be careful not to guide people onto your site and have them leave straight away to another site via a reciprocal link. Add another page for these types of links so they are not on your main pages.

Submit Your Site To Directories

These are good places to get free and decent inbound links. The most important of all links is that of www.dmoz.org and this is added by **it'seeze** when the site goes live.

Some directories are industry specific so it will be good to get your website registered on these as your link will have more relevance with the search engines.

Also if you are a member of a trade association be sure to get a link in the members directory if they have one.

There are 100s if not 1000s of different directories, some are free and some charge. Do not over exhaust yourself with getting on all the directories you can, stick to the main directories that are well established as many of them will come and go. Unless it is a relevant, well established directory I would not buy any type of listing, stick to the free listings that will help build your PageRank.

Useful Resources & Articles

This can have a great effect in creating an online presence. Consider creating resources or writing articles that potential customers will find useful, but may not directly apply to the sale. For example, how-to articles, tips or tutorials. This type of content page will have a positive effect on page rank with the search engines and also provide a useful resource that many other sites will wish to link to.

Promote Your Business Locally

The majority of people now search for local companies online, enabling them to make an informed decision before taking any further action. With this in mind it is important to promote your business locally, so don't just include regional search terms in your keywords but also register your business with local business listings and directories.

This is this good way of creating more inbound links, but it will also make your website more accessible to potential customers, by having your website on more search platforms.

it'seeze to start creating free local business listings, try these to start:

<http://www.google.com/local/add>

<http://listings.local.yahoo.com>

5. Site Navigation & Look

Navigation is a fundamental requirement on websites for the user and search engine spiders. Simple and logical internal linking will result in any visitors using the site more effectively and finding what they are searching for. Search engines spiders will also find it far easier to navigate a well-constructed and coded site and therefore this will help search engine users find your content.

4 Seconds, 4 Clicks!

Try and stick to the 4 second 4 click rule. Studies have proven that your website has 4 seconds to make an impact on the viewer, and, a viewer has to get to where they want to go within 4 clicks, any more then they are likely to move away from your site.

The user of the site has to figure out where they want to go in an instant, make sure there are no hidden drop down menus and moving images everywhere, these things can be frustrating and will be a cause for people to leave your site. Also make sure the text is not too big or small, different formats and the photos are not of a poor

quality. Any of these issues could mean the viewer will leave the site.

You need to have good, clear, precise navigation so you can simply guide the user to where they (and you) want them to be!

JavaScript and Flash navigation buttons can look great for human users but they are not picked up with search engines meaning they will not be able to crawl your site with ease. **it'seeze** uses text based navigation links to ensure search engines can crawl your site and index everything with ease!

If you have a JavaScript or Flash navigation, be sure to add a text base navigation at the bottom of the page to ensure search engines have access to crawl the whole site from your home page.

6. Website Content

Create unique and focused text on a targeted keyword / key phrase for each individual page. You are able to optimize all of your web pages with the **it'seeze** system, but it will be worthwhile spending more time on the keyword focused pages, so take your time to tweak and improve their ranking. This can take time but it will be worth it.

Avoid duplicating content, as this will have a negative effect on your search engine ranking.

It is essential that your brand communicates how you stand out from the crowd and conveys the values that your company encompasses.

Search engines will look at various sections of a website for repeating patterns of keywords and phrases, therefore it is important to achieve the correct keyword density and place your keywords and phrases in all the right places.

A tip is to position your keywords in the first paragraph of your body of content, as search engines expect that the first paragraph will contain the important keywords relevant to that page. But be careful not to over do it or stuff in too many keywords; you are looking at around 2% keywords in the body of text.

A web page of 300 words of focused, interesting and relevant content will rank far better than a page covering a range of general topics in less detail.

If you are struggling, look at competitors in the top positions of search engines, this will give a clearer understanding of the criteria that search engines are searching for.

7. Updating, Tracking & Reporting

It is important to monitor the performance of your website as this is essential in evaluating online marketing and reshaping strategies where necessary.

What to monitor-

- The site's position in the search engines for all the keywords

- Monitor traffic to the site
- Take a look at the keywords being used to find your site's content
- Identify strong and weaker areas and improve weaker areas

Measuring the onsite behavior of your visitors and spiders is essential, not only in gauging the effectiveness of your optimization efforts, but in measuring the effectiveness of your website design in converting those visitors to buyers.

There are a number of free website evaluation tool out there. When your website is up and running it is good to register is with Google Analytics, this will help you review your website's performance with the search engine. It provides useful information on the most popular search terms and most popular pages as well as the pages people leave your site from.

Fine tuning your SEO

Search engine optimization is a long drawn out process. The algorithms used by search engines are continually changing, which makes it almost impossible to keep up with them. The best way to overcome these ever changing goal posts is to build the best site you can, keep it up to date and optimize it using the best methods available to you.

It can be very time consuming and painstaking fine tuning your SEO, for this reason many businesses outsource their SEO. **it'seeze** head office have an SEO package that might be able to help you further, so please feel free to contact us on seo@itseeze.co.uk to discuss any requirements you may have.

SOCIAL MEDIA

The rise of social media in relation to the promotion of businesses and their websites is huge! This area of promotion is far too big to go into each and every detail, but we will cover the key points and areas your business should take into consideration. If this area is of promotion is of interest to you, it will be worth researching it in more detail.

The purpose of social media is to help promote your business by sending direct traffic to your website, producing links and generating awareness.

Search engines like the use of social media as all of the content will be relevant to the industry / business and it enables people to interact with one another on a common ground. So not only do you get natural links but also natural content, which is produced by real people that share the same interests.

If it is carried out by yourself it is a very low cost with high returns - in fact, the only cost is that of your time. Plus the benefits can be huge as you gain many links and generate valuable awareness for your business and website.

There are 3 main areas of social media you should be aware of. They are:

1. Blogging
2. Social Networking Sites
3. Forums

A useful reference on this topic is [The Importance of Social Media Marketing](http://www.doshdosh.com/the-importance-of-social-media-marketing/), (<http://www.doshdosh.com/the-importance-of-social-media-marketing/>)

1. Blogging

This is a great way to build up a company reputation and show people you are an expert in your field. If you really know what you are talking about people will pay attention and before you know it you will have a dedicated following of readers who hang on your every word! These people are also far more likely to buy from you.

If you are able to offer fantastic content and regular industry comment, people are likely to link to it. Find reasons to talk about your company products / services and make links to areas of your own website.

2. Social Networking Sites

Networking sites such as [Facebook](#), [Linkedin](#) and [Twitter](#) are some of the best online communities; these as well as social book marking sites like [Delicious](#), [Stumbleupon](#) and [Digg](#) can produce astounding results.

If you are lucky enough to have one of your blog articles go 'viral' on one of these sites you should brace yourself for a surge of new website visitors and possibly some high quality inbound links.

These types of sites enable users to share with one another information about websites, news items, or articles that they like (or equally don't like). Search engines are constantly crawling these social networking sites looking for links to new and relevant information. You want people to be talking about you and linking to your site, this is where you will see the real benefits!

Do not join an online community only to spam them into talking about your business; you need to make genuine contributions to topics that will benefit others. Like in any social environment you must listen and then comment.

Whilst you are looking to get started, open a Twitter and / or Facebook account. Once you have done this become a fan of **it'seeze** with Facebook (<http://www.facebook.com>) or follow **it'seeze** on [twitter](http://twitter.com/itseezewebistes) (<http://twitter.com/itseezewebistes>).

3. Forums

This is now an 'old' version of social media but also very effective, there are thousands of various forums on the Internet where groups of specialists can get together to discuss and share ideas on various topics of interest.

Try to avoid the spam forums but instead concentrate on specialist areas relating to your area of business. You can use <http://groups.google.com> to find appropriate groups.

Again with the social networking communities do not join a forum to spam them about your business; you need to contribute serious content and ideas to the discussion, showing your specialist area of expertise. Simply add your e-mail and website address in your signature and let people naturally build trust in you, visit your site and then do business with you.

4. Viral Marketing

Although this is not directly associated with social networking, it is a very effective way of promotion if you can pull it off! Viral marketing can greatly enhance your brand image, it involves generating a buzz with something that is cute / funny / bizarre / fascinating that viewers will pass around via e-mail or social networking sites, thousands and thousands of times, so it propels people to your site.

Viral marketing is a very difficult to achieve and if you would like to pursue this please read more into it.

Here is a good article about viral marketing with examples of some of the greats. <http://www.baekdal.com/articles/branding/viral-marketing-tricks/>

E-MAIL STRATEGIES

1. Email Campaigns To Existing Customers

Don't dismiss the importance e-mail campaigns, if done in the correct manner they can be very effective in helping build up your brand image and direct people to your website. Avoid sending spam, unsolicited bulk e-mails to people you do not know. (Sending this type of mail will also violate **it'seezes** terms and conditions)

If you have no experience in e-mail campaigns or would like to start, I would recommend you speak to your local **it'seeze** consultant who will be able to advise you on the best service available to you.

When constructing an e-mail campaign consider the following points:

- **Plan Your E-mail** – Who is your target audience? What are your objectives?
- **Personalise & Be Relevant** – Know who you are sending your mail to.
- **Great Subject Line** – This should be catchy so people will open the e-mail.
- **Great Design** – Make sure you include your logo, have the e-mail available in HTML and text, don't cram in too much text, you want to hook them into your website.
- **Landing Page** – Make sure you direct people to a relevant landing page to the topic of your e-mail.

There are further guidance notes and resources available online to ensure you get the most out of your e-mail campaign. There is also legal legislations you need to take into consideration, such as the ability for people to unsubscribe.

2. Signatures

Be sure to add an e-mail signature on every e-mail you send out. This will help people get in touch with you. Include your name, business name and address, phone number and the all important website address.

3. E-Newsletters

This can be one of the most effective promotion techniques (with regard to e-mails), if done correctly and sent to the correct target audience. It will require time and commitment to produce, the level of this will depend on how frequently you want to send out a newsletter, for example weekly, monthly, bi monthly etc.

It is a great way to keep in touch with your customers and potential customers, it generates trust, builds up brand awareness and future business. The type of newsletter you produce can vary, depending on what you think your audience might

appreciate, so it could be a newsletter, industry news, tip sheet, special offers or just a seasonal greeting.

4. E-Mail Sign Ups

Be sure to ask people to sign up to newsletters from your company. The **it'seeze** system enables you to build custom forms so you can capture information, but you will have to work hard at this. Entice people to sign up with special offers or free whitepapers / e-books.

As well as their e-mail address ask for their name so future e-mail correspondence will be personalised.

Your own customers and website visitors that have signed up to be contacted will be the most productive list to sell to. Send them special offers, vouchers, updates, newsletters etc. This will lead to more website visits and in turn business. But remember not to constantly bombard them e-mails!

TRADITIONAL MARKETING

Although this section does not directly involve online marketing, it still plays a vital role in building your brand image and directing people to your website.

1. Print Advertising

If you have found print advertising has worked for you in the past don't discontinue just because you have a brand new sparkly **it'seeze** website. But what you should do is include your website address in any advertising you do from now on!

Any print advertising taken out by your company should now contain your e-mail address; if a potential customer has seen a print advert they will more often than not still go online and search for more information, so it is very important you make your URL visible. Also, remember if you are offering a promotion in your advert be sure potential customers can find it on your website. With print advertising you should aim to capture their attention and then direct them to your website.

As well as print advertising, include your website address on any promotional stationery your business produces such as letter heads, business cards, brochures, mail shots etc.

2. Networking

This is a useful tool to help promote your business, but it will not work for everyone. It is important to create a lasting first impression on the people you meet, as they will expand your business opportunities. You should always try and keep in touch with contacts you have developed, you never know when you will get a referral.

It is also important to help people in your network, this will bring you goodwill and people will put you at the top of the list if they are able to reciprocate your help.

Build up a network of people from various industries and backgrounds as this will give you greater business opportunities and more exposure. Networking will also help build up your contact list, which in turn will expand your sales base.

3. PR

This can be a very beneficial area of promotion, especially for local business as you can create awareness in a natural way that builds confidence in the local community. There are many ways you will be able to get some type of press coverage in your local publications, this may vary from charity events, special promotions / contests, help in the local community, new product or service, new website, success stories etc.

It is hard to measure your ROI with PR but it is useful method of building awareness in your local community and should not be dismissed.

N.B. I have not mentioned TV and Radio advertising, but remember if you are using it, mention your website!!

PAID ONLINE ADVERTISING

All of the areas we have spoke about so far regarding online promotion have been 'free'; that is, in respect to parting with money, the only cost has been that of your time and effort. If you want to grow your web presence and business at a more rapid rate then there comes a point when you will have to pay for increased traffic.

There are a number of different options available to you when it comes to advertising online. The good thing about paid online advertising as opposed to print advertising is that you can easily monitor your ROI. A little tip: instead of going out all guns blazing and blowing half of your advertising budget, it is well worth carrying out some small tests to determine the response and see what will work best for you and your business.

1. PPC – Pay Per Click

This can be a cost effective way of online advertising as you only pay money when people have clicked through to your website (although you have no guarantee of closing sales), you are also targeting people who have actively searched for something relating to your business, so you are half way there to selling your product / service.

It is very important to monitor and review how effective this type of advertising is working. You can edit and adapt your advert and **it'seeze** website anytime to improve its performance and increase the click through rate.

The screenshot shows a Google search for 'PPC'. The search bar contains 'PPC' and the search button is visible. Below the search bar, there are radio buttons for 'the web' (selected) and 'pages from the UK'. The search results are displayed below, with a header indicating 'Results 1 - 10 of about 53,300,000 for PPC. (0.23 seconds)'. The results are divided into 'Sponsored Links' and 'Organic Results'. The sponsored links include 'PPC Management - £499p/m', 'Smart PPC Strategies', and 'PPC Marketing for SMEs'. The organic results include 'PPC Worldwide – the leading global provider of employee assistance ...', 'Pay per click - Wikipedia, the free encyclopedia', 'Google PPC Advertising', 'Pay per Click', and 'Greenlight PPC Management'. An orange box highlights the sponsored links and the 'Pay per Click' result, with an arrow pointing from the text below to the 'Pay per Click' result.

This is how PPC adverts appear in Google searches.

To find out more information on PPC visit Google [AdWords](http://adwords.google.co.uk/) (<http://adwords.google.co.uk/>).

2. E-Mail Marketing Broadcasting

If you buy a space on someone else's e-mail newsletter it can sometimes be the best buy, as you can pick up great rates that are targeted to audiences who are likely to be interested in your products or services and have requested info to be sent to them.

You might even be able to send your own e-mail to the targeted list of subscribers, this is more expensive but will produce better results.

Perfect for one-off blasts to a targeted audience and are designed to quickly pull in new customers

Another option here is to buy a data list from a data company, if you do this you need to be careful of the various regulations in place by the government and from the company you are purchasing the list from. Couple areas of caution; unsolicited e-mails will often be regarded as spam from the e-mail account holder, (that is why you should always make sure you have a text format available, this and other spam filters should be checked before a mail shot is sent out). Be careful if you are going to buy a data list as they can be expensive.

3. Banner Advertising

Banner advertising is the rectangular adverts you see on websites normally at the top of the screen and / or on the right and left of the screen.

The screenshot shows a website page for a concert event. The main content area is titled "JLS at Escot Park with Heart" and includes a photo of the band JLS. To the left of the main content is a sidebar with navigation links: Events, Pictures, News, Traffic and Travel, Race for Life, and Heart Angels. Below the navigation is a large vertical banner for Xbox LIVE with the text "Connect and share with friends on Xbox LIVE." To the right of the main content is a "Recently Played" section with a list of songs and a "Last 10 songs played" section. Below the "Recently Played" section is a "Related links" section with three links: "Buy your tickets here", "Directions to Escot Park", and "Visit the official JLS website here". At the bottom of the page, there are several smaller advertisements: "EUROPLAS THE HOME IMPROVEMENT SPECIALISTS", "Watch Batteries Only £3.95 Fitted! Quality jewellery repairs, and you can sell your gold with us. Call us on 01803 550 397.", "Aerosaurus Balloon Flights From Only £99! We provide Hot Air Balloon Flights across the South West with over 20 years experience", and "Ready to communicate".

Banner advertising seems to be fading out with click through rates down to 0.20% for the average banners and 0.50% for rich media banners, according to Eyeblaster Analytics Bulletin for March 2009. That is a terrible ratio, but companies still use banner adverts as part of their marketing mix and will continue to do so, banner advertising is becoming more sophisticated.

Although the click through rate is not good banners help raise awareness and can attract the right target audience if you advertise on websites that share a common ground with your companies products / services on offer.

4. 3rd Party Websites

If you are running an online store you may wish to consider using 3rd party websites, such as e-bay, Amazon etc. These will give your business extra exposure on online, create brand awareness and a source of great links to your site.

TO CONCLUDE

By no means does this cover all of the possible ways in which you can further market your website, but it will give you the starting block to begin. You will need to spend time and research in more detail any of the areas I have spoke about, if you feel it will work for your business and fit in with your marketing plans.

Remember to use the web analytics tools available with the **it'seeze** system and also Google Analytics. You can gain valuable answers and solve many problems by using these web analytic tools, such as where your visitors are coming from, where they are exiting from, what search terms are being used, how they are responding to the site, what external links are being used etc.

I wish you every success!

TOPIC IDEAS FOR YOUR MARKETING:

To get your juices flowing, below is a list of subjects that might be news worthy. You may wish to talk about these areas if you decide to use any of the marketing techniques mentioned.

- New website
- Special offers
- Employing new staff
- Stocking new products
- Offering new services
- Gained a prestigious client
- Involved in a local / government scheme
- Supporting charities (locally and nationally)
- Seasonal wishes
- Special events, either attending or hosting
- Company awards
- Helping with improvements of your local community
- Work experience of local pupils
- Sporting achievements / sponsor teams
- Moving premises
- History of the business