

## Marketing your business website successfully



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## **Marketing your website**

Nowadays, having a website has become an essential part of every company's marketing strategy, as more and more people use the internet on a daily basis to research and possibly buy products online. Once you have created your business website, you need to market it so people know about it. In marketing your website there are a few steps you need to follow, which I am going to outline in this article.

## **Enter your websites into directories and search engines**

Once your site is ready, the first step to make it become visible is submitting it to directories and search engines. A directory (i.e. Yahoo directory) divides the websites into categories and subcategories. The person looking for a website in this way is looking for a specific service and will browse the directory, almost in the same way as browsing the yellow pages.

Directories are often edited by humans, who will take a look at your site and decide if it is good enough and relevant to a certain category.

The other main research tools are search engines (i.e. Yahoo or Google). Users browse them when they are looking for very specific information and the links they find can lead to any page on your site. In the case of search engines, there are no humans who check your site for relevance; the whole process is made by specific software, which crawl web sites searching for relevant text. Most [SEO techniques](#) are aimed at enhancing a site's relevance assessed in this way.

## **Optimise your website for search engine purposes**

Submitting your website to search engine is not enough. You also need to make sure that it is visible in the first page of results. For this to happen, you need to optimise your site.

There are many ways to optimise a site and this is a field that is continuously changing because the technologies involved change rapidly. The help of a good SEO specialist (who keeps him/her self always up to date with new developments) will be invaluable in helping your site achieve high visibility. Some SEO tips include: creating a rich and informative text with a lot of keywords, links exchange, frequently update the content of your site.

## **Other web marketing tools**

Another way to market your website and position it high in the search engines results, is Pay Per Click. Both Yahoo and Google provide this tool, which consists in bidding a certain

amount of money for each keyword. If you bid for a certain keyword, your site will come up on the side of the page, once the user types the keyword in. If the viewer decides to click on your advertised link, the search engine will charge you money. PPC also provides you with countless statistics on every aspect of the visits your website receives (i.e. what percentage of visitors left your site after visiting a certain page; the most popular keywords and much more), thus PPC can be a very useful tool to develop a marketing strategy for your site.

### **Other web site marketing tips**

We have seen how important it is to have a good content, rich of relevant text and information, for search engines to consider listing your site. Now, the content is also very important to keep the visitors browsing your site and end up buying your products or services.

- The site's content must be interesting and relevant.
- Avoid 'under construction' pages or inactive links; keep your website tidy, or the site and your company will look unprofessional.
- Make sure that your contact details are always visible and clear on every page.
- Word of mouth is important in getting your site known. In cyberspace, blogs, forums, chat groups and RSS are equivalents of social gatherings where people exchange ideas. Use these tools to your advantage to promote your site.
- Ads on 'traditional media' such as papers, magazines, TV, radio etc can also help make not only your products, but also your website known.

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Valeria Lo Iacono also writes for [the world of belly dance and dancing](#), the oriental dance website.

