



Trudy Belanco

Question

How can I market my website?

Answer

Your website can and needs to be marketed both online and offline to drive traffic to your site. Marketing your website offline includes traditional marketing such as putting your website on all your print based marketing materials (business cards, brochures, flyers, posters) as well as having it visible at your location. Participate in writing articles on new products to the market, new technology or how your customer benefits. These can be submitted for release through media sources and included on your website. Always promote

your website and business shamelessly whenever appropriate.

Marketing your website online can include:

- Submitting your website to search engines and directories
 - Cross market your website with other businesses and organizations by having a link to your website on their website and be prepared to reciprocate where relative
 - Advertise through search engines (buy guaranteed search engine listing spots that usually appear on the top right hand side of any search you do)
 - Advertise your website through 3rd parties. You can pay a fee to have banner ads or pop-ups appear on other websites
 - Consider using blogs and social networking sites (www.facebook.com www.myspace.com or www.linkedin.com)
- Business Blogs can be used to discuss and showcase products or services of specific business topics
- Build your website with keywords and search engine optimization in mind
 - Design your website professionally

Get the facts, the technology and Get Started!

A series of four (4) workshops is scheduled to begin March 3rd through 31st geared to assist small businesses on e-business. Ebiz boot camp is a great place to start for small businesses. Each session is broken down into relatable topics with hands on exercises to allow you to implement a strategy in your company. In addition, all participants of the four workshops will receive hands on assistance with the preparation of a plan for their website (new or existing) that will increase their presence to their customers. Check it out at www.businessresourcecentre.ca/ebusiness ONLY 20 seats available! **BL**

tel: 519.756.4269

1 Market Square, Brantford, ON

tbelanco@brantford.ca

www.businessresourcecentre.ca