



101 Ways to Promote Your Website

by Kevin A. Dean, Internet Business Consultant, WSI

Promoting your website means more than just creating a website and waiting for people to find it. There are billions and billions of pages on the Internet and millions added new every day. That does not mean the task is impossible, but like anything else, it requires a little planning and creativity to carve out your little piece of the internet.

Remember to focus on your customer, not just on what you are selling. Information, fun and fresh ideas will keep your visitors coming back to your site.

Not all of the items listed may pertain to you, but you should be able to think of dozens more after you read through this list. We would love to hear which ideas work for you!

101 Marketing Ideas to Promote Your Website

1. Tell at least one new person a day your URL
2. Maintain a file of your correspondences so you can keep track
3. Carry business cards with your website on it every single day
4. Be sure your email address contains your website
5. Wear a name tag with your website on it and wear it everywhere
6. Join an Internet chat group and post responses or questions
7. Place your website on your product
8. Place it on components of your product
9. Wrap your product in paper with your URL
10. Place your product in a bag with your URL
11. Place your URL on the box your product comes in
12. Place your URL on the tape you protect your product with
13. Place your URL on your invoice for your product
14. Place your URL on your shipping label
15. Establish an advisory team and make it easy for them to publicize your website for you
16. Ask your employees to wear their name tags with the website
17. Attend a marketing seminar and use the elevator speech to mention your website
18. Inform your clients about your website and have them tell others
19. Use your staff meetings to discuss your website
20. Join a professional association and use it in your correspondence
21. Inform your subcontractors about your website
22. Publish an e-newsletter and mention your website



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23. Publish a paper newsletter and mention your website
24. Copy appropriate articles and mail to prospects and clients with your business card and URL
25. Include your website on your envelopes
26. Include your website on your letterhead
27. Hang a banner outside your shop with your URL
28. Make a license plate holder with your URL
29. Place your URL on a vinyl sign on your car
30. Be sure to have your URL clearly stated on your trucks and company vehicles
31. Make your URL memorable and distinctive
32. Create a signature file for your emails
33. Use a professional email template with your website and links prominent
34. Put your website on your faxes
35. Put your website on your checks
36. Put your website on your receipts
37. Put your URL on each business brochure
38. Place your URL on your press releases
39. Place your URL on your articles
40. Circulate articles you like...and mention your URL
41. Advertise on radio with your URL
42. Post your URL prominently in your TV ads
43. Post your URL prominently in your newspaper Ads
44. Host events with your URL on a big banner
45. Use your big banner with your URL at meetings
46. Use your big banner with your URL at sponsored events, fairs, etc
47. Have publicity photos taken with your URL banner prominently visible
48. Post your URL at your trade show booth
49. Wear your URL on your shirts
50. Wear your URL on your jacket
51. Wear your URL on your sweatshirt
52. Give hats out with your URL for Christmas
53. Print your URL on your Christmas / Holiday cards
54. Send thank you's to all of these events....with your URL posted
55. Send birthday cards with your website
56. Get a phone number that matches your website
57. Mention your website in your answering message or waiting recording background
58. Mention your website in your Yellow Pages ads
59. Place your website on your pens, pads and mug give-aways



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60. Make Rolodex cards with your URL on them
61. Put your URL on a bus stop
62. Put your URL on a bus
63. Post your URL on billboards
64. Put your URL on bumper stickers
65. Make your website with a "temporary" tattoo
66. Hand out CD's with presentation, website on the CD
67. All of your CD's need cases with your URL
68. Donate to your favorite charity auction your product and something with your URL
69. Make a neon sign with your URL for your storefront
70. Place classified ads with your URL
71. Include your URL on your building signage
72. Include your URL on your internal building signs
73. Include your URL on communications with your lawyer
74. Include your URL on communications with your accountant
75. Include your URL on communications with your banker
76. Use search engine optimization for your website so your URL will be found in searches
77. Utilize Pay Per Click techniques to post your URL on keyphrases for you
78. Link your website from other websites (exchange links)
79. Trade / buy banner space with your URL
80. Give away free white papers on your site, prominently posting your URL on the documents
81. Offer newsletters in exchange for email addresses on your website
82. Call your clients and ask them to visit your updated website
83. Call your prospects and ask them to check out your website
84. Label your waiting room magazines, "Property of..." with your URL on the label
85. Add other interesting and related URLs for redirection to your website
86. Add mis-spelled versions of your URL and redirect them
87. Promote your business cooperatively with others in informal groups and be sure website URL's are posted
88. Publish announcements of your 100th client (or other milestone) with your website prominent
89. Give awards to vendors, suppliers or clients which display your URL
90. Host a charity event which drives participants to your websites
91. Hand out trophies with your URL on it
92. Join an industry chat group that allows your login to be your URL
93. Broadcast fax your company information and your URL



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94. Rent appropriate email lists for email broadcasts with your URL
95. Exchange services with organizations who will post your URL in publications or websites
96. Announce these partnerships with your email and website prominently placed
97. Give seminars and include your website on all handouts
98. Have give-away's at the seminars with your company name and website
99. Follow up to attendees and visitors at regular intervals and ask them to visit your website
100. Create additional websites that specifically reflect diverse business capabilities that otherwise would not be revealed in a larger site and link them to each other
101. Keep your website information informative, fresh and interesting so people will want to go back

Additional Advice:

- Study your website traffic patterns regularly
- Compare your marketing efforts with the traffic patterns
- Understand where unique visitors may have come from
- Repeat the efforts which create positive response
- Drop the efforts that provide no response or re-deploy with new ideas or new locations
- Document your marketing efforts
- Do not give up. Not everything works for everyone every time
- Changes in one word can change responses dramatically
- Keep your message positive

Call your Internet Business Consultant when you need information, support or want to try out some new ideas to market and grow your business on the Internet.