

Search Engines

Marketing a web site formerly focused on *search engine optimization (SEO)*, writing and coding a site so that it would get good search engine ranking. SEO is still important, but it is becoming increasingly difficult to secure top search engine ranking because of increasing competition, changing standards, and paid search engine ranking. All of Cruxwire Web's clients get solid basic SEO built into their web site. However, there are many other ways for you to market your web site, limited only by your creativity.

If you would like more advanced SEO, there are many companies that offer this. However, be careful to select a reputable, professional company. Some companies may not offer any more than what Cruxwire Web already provides for its customers. If you have any questions about hiring a company for advanced SEO, feel free to contact Cruxwire Web to discuss this. We do not currently have a company we recommend, nor can we guarantee the work of a company you are considering. However, we can offer you an opinion and help you gain an understanding of what Cruxwire Web has done for you so that you don't end up paying for work that has already been done.

Offline Marketing

Incorporate your web site into your existing marketing plan. Think about how you can market your web site, and also think about how you can use your web site to achieve your other marketing goals.

Increasingly, people are visiting web sites they see advertised in print rather than relying solely on search engines. Therefore you should put your web site address anywhere you put your company name. This includes, but is not limited to:

- Letterhead and envelopes
- Brochures
- Newsletters
- Fax cover sheets
- Flyers
- Advertisements
- Business cards
- Email signatures
- Business signs
- Other promotional items such as mugs, pens, magnets, etc.

Here are a few more web site marketing ideas for you. Use them as a starting point and brainstorm more!

- *Add your web site address to your voice mail message.*
- *Exchange links with other related web sites* and get your web site listed on the web sites of professional organizations in your industry. Doing this also helps with search engine optimization and is highly recommended.

- *Participate in online forums as an expert.* Most forums will let you add your web site address to your signature.
- *Write articles* and submit them to article banks and free content provision sites. Mention your web site address.
- *Teach classes or speak to groups,* publishing your web site address on all materials and in your class/event description.
- *Start an opt-in email newsletter.* An email newsletter lets you connect with your business' community regularly in a meaningful way. Every newsletter reminds the client or potential client about your business, and of course your web site address will be published in every newsletter.

An email newsletter is a powerful, inexpensive marketing tool that every business should consider. If you are interested in an email newsletter, Cruxwire Web can help you develop a professional one and manage subscription.

Making Your Web Site Effective

Here are some key points that you should focus on in order to be more successful on the internet and with your web site.

1. Offer The Reader A Compelling Reason To Contact You

Turning a web site visitor into a customer is the most-overlooked aspect of web-based marketing, even on the biggest commercial sites. You want those who visit your web site to buy. The easiest way to accomplish this is to engage them in a two way dialog, so you can market to them on your own terms. Get them to volunteer their name so that you can inform them of specials, product upgrades, events, and new products via e-mail or regular mail. How do you get them to volunteer their name? Offer them something! A free catalog, a free quote, a free analysis, a free reprint of an editorial article—anything your buyers might find of value. Other methods might include weekly drawings for free gifts (T-shirts, free product, etc.), or other promotional giveaways.

2. Make Your Website Useful

Make sure the information your prospects or customers want is available. For example, web sites are ideal ways to disseminate the latest information about your product. You can include specifications, case studies, success stories, white papers, or testimonials. And don't forget to include important contact information like your toll-free ordering line, customer service number, or how to get technical support. Make people want to come back to your web site, make it "sticky". It should be updated continuously, with events and news. Your site should also give them the incentive of coming back (e-mailed newsletter, product specials, contests, etc.).