

## How to market your business through your website

If you're like most small businesses you're trying to figure out how to attract more clients or customers in this down economy. You may have tried many things or just a few but the one thing you'll discover... your website is the most powerful tool you have in your arsenal of marketing weapons. There are a few things you must do to be successful at making a web strategy work to improve your marketing results.

- 1) **Do you talk to your prospects like you understand their problems or do you expect them to figure out if you're a fit?** It's really hard to get people interested in learning more about you if you're talking about what you have to offer. Try switching the approach and talk about your visitor and their problems. Show that you truly understand their issues. You'll find you'll get immediate interest like you've never seen before.
- 2) **Do the search engines know how to find you?** The one thing 90% of business fall short in achieving. Their web design company felt their job was to get you up and on the Internet but stopped short of really getting you discovered. It is an essential component of your website to get traffic other wise no one knows about you.
- 3) **Are you building a list?** Perhaps the most critical ingredient of all. If you don't have a list you don't have a way to bring attention to your company. This should be the underlying purpose of even having a website. You may find that this is the most challenging area because it forces you to find something of interest to give away for free. An article, whitepaper, newsletter, tips and tricks will all be fine but you must put them out there consistently.
- 4) **Are you contacting your prospects giving away free information and sharing good ideas?** Are you a resource for the industry and are you considered an industry expert? Position yourself so you are by writing articles. and sharing information.
- 5) **Do you have a way to communicate special offers?** The best thing you can do for yourself is make people wake up every morning with your business on their minds. Who wouldn't try a new product or service if there were a special motivating incentive to try it?

Need some help making all this come together? Just give me a call for a free consultation.