



## WAYS TO PROMOTE YOUR WEB SITE

### **For the developer**

1. *Write a Page Title*
2. *Write a Description META Tag.*
3. *Include Your Keywords in Header Tags H1, H2, H3.*
4. *Make Sure Your Keywords Are in the First Paragraph of Your Body Text.*
5. *Make Your Navigation System Search Engine Friendly.*
6. *Develop Several Pages Focused on Particular Keywords.*
7. *Submit Webpage URL to Search Engines.*
8. *Fine-tune with search engine positioning.*
9. *Submit Your Site to Key Directories.*
10. *Submit Your Site to Industry Sites and Specialized Directories.*
11. *Request Reciprocal Links.*

### **For the Client**

12. *Write Articles for Others to Use in their Newsletters.*
13. *Include Your web address on Stationery, Cards, and Literature.*
14. *Promote using traditional media.*
15. *Develop a Free Service.*
16. *Issue News Releases.*
17. *Install a "Signature" in your E-Mail Program to help potential customers get in touch with you.*
18. *Publish an E-Mail Newsletter or ezine.*
19. *Send Offers to Your Visitors and Customers.*
20. *Rent targeted e-mail lists.*
21. *Promote Your Site in Mailing Lists and News Groups.*
22. *Announce a Contest.*
23. *Ask Visitors to Bookmark Your Site.*
24. *Exchange Ads with Complementary Businesses.*
25. *Devise Viral Marketing Promotion Techniques.*
26. *Buy a Text Ad in an E-Mail Newsletter.*
27. *Begin an Affiliate Program.*

COMPLIMENTS OF WILSON WEB SERVICE