

I can't find your web site!

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WOW! Your web site has just been completed. It looks great, no better than great, super! But how do I let the world know about my web site, you ask? Should I pay a web presence provider to do my marketing or do it myself? Where do I start?

First, let me begin by saying that you've already taken the first step towards building a successful site by recognizing the need to attract hits (people) to your web site. The more hits your web site receives, the better the odds of a sale or new client. Just having a super looking web site doesn't guarantee your success.

Marketing, promotion and advertising your web site is an ongoing challenge. You not only have to continually surf the net to find web sites willing to exchange links with your site, but you'll need to do some conventional marketing too. Print your Uniform Resource Locator (URL) address, and e-mail address on your organizations business cards and stationary. As a matter of fact, it should be on everything and anything that leaves your business.

There are numerous web sites that focus on indexing or datafiling the web. These sites are usually called search engines, or search clients. Some retrieve information from one database while others search many databases at the same time for the information you've requested. With over 500 well known Internet databases, it would be nearly impossible to find them.

Finding and inputting your web site information into these search engines may not be enough to insure that your site is found when a keyword search is requested. In order to take full advantage of the major search engines, which automatically search your web pages HTML code for keywords and special instructions, your pages must contain the proper Meta tags. This simple step will insure your page gets associated with the keywords you select and not what the robot chooses for you.

Beginners can search for the word 'search' in any search engine and retrieve a listing of major search engines and begin the process of inputting your sites information. The basic goal is to input your site into the top 30 search engines. That way the majority of people have a good chance of finding your web site when one of your keywords are searched for in the search engine.

The next important and continuing task is finding new web sites that are in your industry or in your target sales/service market and corresponding with the webmaster or web site administrator to trade links with your site. That means that you have a link to their web site on your site, and they have a link to your site on their web site. This type of relationship is important for two reasons. First of all, the page with reciprocal links to the business that have your link on their site, gives some added functionality to your web

site. Secondly, if the web site that has your link on it does well, (lots of hits) you will immediately benefit by the increased traffic to your site.

The general rule of thumb is: Hire a web presence provider to do a complete job (i.e. design and creation of the pages, and the marketing and promotion of the finished site) for your web site. Do your own marketing if you have the time and skills, or you're not interested in increasing traffic to your web site.

There are many other tools and methods for the marketing, promotion and advertising of web sites that a professional web presence provider has access to. Since distance is meaningless when dealing with the Internet, choose a web presence provider with a proven track record. Also pay attention to how impressive the web presence providers own web site is. This is a sound indicator how successful they are in these skills.

Published 12/95 by: NewsWeb

2004 NOTE:

Dr. Neil Jan Gale possesses over 24 years of B2B, and B2C sales, marketing and customer service experience. Nine years in Internet development working with clients including companies like AT&T/Lucent Technologies, Sun Microsystems, Montgomery Ward, Monsanto, GE Aircraft Engines, and others. Dr. Gale boasts 16 years of executive and senior level management experience within the automobile sales and finance industry. He played a significant role in the successful start-up of 6 companies including 2 he owned himself. Dr. Neil Jan Gale can be reached at 1-800-736-1036 or by e-mail at: DrGale@drgale.com
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