

**Build it and
they will come,
is a myth!**



YOUR WEBSITE HAS NOW BEEN BUILT
AND IT IS READY TO START WORKING
FOR YOU. OVER TO YOU. TIME TO START
DRIVING TRAFFIC TO YOUR SHINY NEW
PROFESSIONAL ONLINE PRESENCE. GO!

Your Website Marketing Guide

Don't leave things to chance, your business deserves more. Proactive marketing is the way to go. Use as many ideas in this guide as possible to give your business a boost by driving visitors to your website so that it can really start earning its keep. Don't ever fall for the Google myth.

Marketing your website:

I blame Kevin Costner.

Seriously. His 1980s film, **Field of Dreams** had the strap line, *"If you build it, they will come"*. When it comes to new websites that is complete and utter tosh!

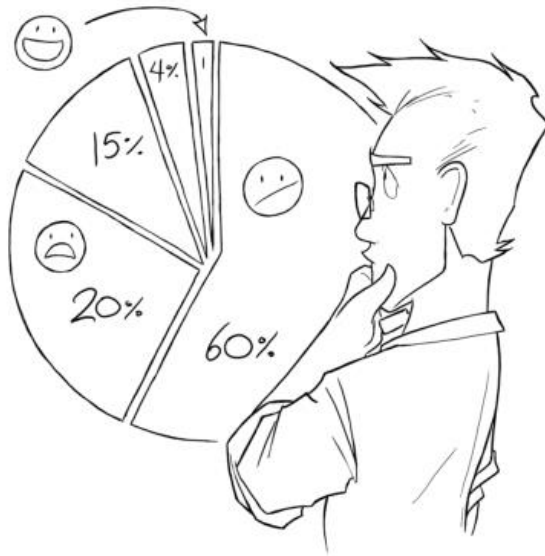
Yet it's that level of thinking that pervades so many local businesses today.

I'd like to suggest an alternative for you: *"When I build it, I will really, really make sure that the world knows about it..."*

Your marketing budget needs a much bigger investment of time and creativity than it does of cash.

Now that your website has been created and launched what do you need to do next? Market it - continuously!

Research shows that you should be investing around 20% of your time – either daily, weekly or monthly in marketing your business. In other words you need to spend quality time working **'on'** your business and not just in it.



You see working in your business will keep you busy, while working on your business will help you grow it.

For any group of businesses, particularly when you look across an entire industry or sector, what you find is that **1%** of the players in that market are crushing it. They're seriously wealthy and unquestionably super successful.

Roughly speaking, there's about **4%** that are doing great and **15%** that are well on their way.

But what we've found is that, typically, **60%** of business owners at any one time are 'getting by' and **20%** are struggling.

Once you accept this analysis it forces you to a very uncomfortable conclusion and that is that most people in your sector really are wrong...about everything because 80% of businesses are either getting by or struggling and that was never the plan was it?

You need to be utilising as many ways as possible to be consistently capturing new clients.

Remember, we also have a growing list of **Trusted Partners** who can help you get your business growing fast –check out our website or contact us directly for details.

Here are some of the key things you can do in order to promote your website and ensure that your clients (and potential clients) can find you:

1. Advertise in local magazines

Think about what your clients might read and actively target those publications – directories like The Works and The Limelight Magazine will get you into tens of thousands of local area homes.

2. Write a press release

What's newsworthy about your business that other people would be interested in?

3. Set up a competition or promotion on your website

What can you offer to generate interest and increase traffic to your website?

4. Build a page on Facebook and Twitter

Connect with people who would use your products or services. An easy way to get your name out there!

5. Build a following on LinkedIn

Easily raise the awareness of your company so that it is seen as a trusted resource for people to engage with. Create a LinkedIn company page that is informative and encourages people to visit your website.

6. Form strategic alliances

Link up with other local companies offering complementary products or services. Who could you align with that works with the same client group that you do?

7. Write articles

Write up articles and current news about your company for publication on your website and in magazines / newspapers. A great way to promote your own business – after all, who knows how well you do what you do better than you?

8. Join local networking groups

Build relationships with other small business owners, after all there is no better recommendation than a personal recommendation, so get out there and get yourself known!

9. Speak at Networking Meetings

Networking meetings and trade conferences along with other local events about your business to raise your profile.

10. Online Directories

Get your website listed on as many online directories as possible. An effective, low cost way to actively promote your business. Get listed with www.Yell.com, www.freeindex.co.uk, www.scooploop.com and www.bingplaces.com for starters. Then check out www.wingnut-websites.com/top-ten-free-business-directories for even more free ideas to drive traffic to your new website.

11. Google AdWords

Google AdWords offers assured, immediate traffic to Web sites against a certain investment, and therefore using this campaign comes with a host of advantages for Web sites and businesses. Speak with a recommended Google AdWords expert for a targeted campaign.

12. Google My Business – As one of the most commonly used websites on the internet, it is very beneficial to be listed with Google Places. When users are searching for services or businesses around your local area, either in the standard search engine or Google Maps, appearing in Google's directory listings can drive a significant amount of traffic to your website.



Remember consistent marketing is crucial in raising awareness for your business.

Check out our Learning Hub for more ideas on marketing your business on our website at www.theamazingwebsite.com/knowledge-centre/

If you have any questions, then just drop us an e-mail or give us a call.

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The Amazing Website Company Ltd



We've had a massive influx of customers at the primarily through our website. We've gone up on the Google search list regarding our competitors when you search for gun shops. It is brilliant news for us and I'm really happy with the results since we've had the website site made.

Chris Walton – The Lincolnshire Gun Shop

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