

The Internet Doesn't Sleep! 10 Steps to keep your website visible.

*By Marybeth Frugé
Internet Consultant*

Luckily, the Internet doesn't sleep! If you have a Web site, it is out there and visible 24/7. It is not like "if you build it they will come". You need to keep your Web site fresh and interesting in order to keep your visitors coming back for more. Below are some things you can do which don't take much time and cost little or nothing to accomplish.

1. Register your site with the major search engines. You can do this free at Google, Yahoo, MSN, etc. Open your browser search and type in "Suggest URL", or "Suggest Site". This will bring up a whole list of places where you can submit your website. You should submit independently rather than to a so-called listing agent.
2. Review all of the organizations you belong to. Go to their sites. Do they allow Internet links for their members? These are great ways to gain exposure and credibility.
3. Review your website content. Make sure that you are including words and phrases that are focused on what you are trying to "sell". Make sure these words and phrases are used in your website metatags. If you need help with this speak to your webmaster or a website professional.
4. Update your website content each month. It is very important to keep your website current and the content fresh. When visitors return to your site and see nothing new, statistics say they will go on to a competitor site offering similar products, services or information. Mark your calendar, add a tip of the month, special of the month, etc.
5. Collect site visitor and customer information and use it! Set up a system to collect information, Web form, front desk registration, check out question, there are many ways to gather a person's email address. There is no more cost effective form of advertising than an email campaign. It is simple, quick, effective and cheap!
6. Thank your customers. Yes, simple yet effective. Follow up with an email or a note on their invoice saying thank you for their business. Include your Web address in this thank you.
7. It costs way more to acquire a new customer than it does to keep an existing customer. Stay in touch. Send a monthly newsletter or email. Let them know what's going on in your business, restaurant or store. Again, a very affordable way to reach out.
8. Watch your competitors, learn from them and try something new once in a while. Ask your customers what they'd like to see on your Web site.
9. Try writing a press release. A simple notice of a new product or service can easily be submitted to any number of online agencies (try PRWeb or PR Leap). Free classified ads can also be placed, such as Angie's List.
10. Organize a simple email marketing strategy (monthly, weekly, etc.). This lets folks know what you are up to. In response to a recent marketing survey, 52 percent of more than 220 manufacturing company executives consider their Web site to be their most valuable marketing tool.

There you have it; ten easy ways to make your Web site work for you. Consider implementing a couple of these within your Web strategies.

Marybeth Frugé is a Certified Internet Consultant and owns and operates a local affiliate of WSI Internet Consulting and Education, a Toronto –based global network of consultants, developers and production centers providing consultation as well as turn-key Internet business solutions for small and medium sized business. She can be reached at 913-685-8190 or mbfruge@wsiyourwebdesigner.com.