



SitePlusMarketing.com

Website Marketing (And Optimization)

By Levada Pendry
© 2006

Table of Contents

Common Problems.....	2
Traffic.....	2
Gathering Email Addresses.....	2
Marketing	3

Contact

Golden West Publishing
PO Box 994094
Redding, CA 96099-4094

530-515-4930

levada.pendry@gmail.com

Legal Stuff

This Ebook is given as is, without warranty of any kind, either expressed or implied, respecting the contents of this Ebook, including but not limited to implied warranties for quality, performance, results, or fitness for any particular purpose.

Nothing in this Ebook is to be construed as legal advice.

Golden West Publishing, its dealers, resellers, or distributors shall not be liable to the purchaser or any other person or entity with respect to any liability, loss, or damage caused or alleged to have been caused directly or indirectly by this Ebook.



Common Problems

You have a website already created, **but is it just sitting there looking pretty and not doing your business a bit of good?**

This is a very common problem! There are 3 areas that I have identified that need to be addressed to conquer this challenge to your business:

- Traffic
- Gathering email addresses of visitors/potential customers
- Marketing to those visitors

Please note that some actions you can take actually address more than one area at once.

Traffic

How many visitors are coming to your website? If there are not many coming, then you need help in getting their attention on the web, and getting them to visit you. I can help you with:

- Website optimization of keywords and meta tags (this lets the search engines know who you are and what you are about.
- Get your website URL in many places on the web (gets you higher search engine ranking), this is also under Marketing.
- Submit your website to the major Search Engines, Google, Yahoo and MSN.
- Create a “sitemap” for Google to use to search your site

Gathering Email Addresses

The reality is, *you have to give something to get something!* If your visitors want what you are offering, they will give you their email address. You have to offer something of real value, and depending on your business, it could be:

- An Ebook
- A White Paper (how-to or informational report about something in your industry)
- Sign-up for a contest, give-away, one time promotion, etc.
- A Newsletter

I can help you design and implement any of these options.

Why would you want to do this?



To gain a **valuable** list that you can market to over and over again.



Marketing

Think of your marketing as time invested (to return as income!). Some suggested things are easy to implement and take little time, and others are more time intensive. You are a busy entrepreneur, and time management is important. Only you can decide how much of your valuable time can be allotted to marketing. As you read the following items, I will let you know how time intensive each is.

Marketing methods:

- **Blog** (web + log = blog). A blog can be attached to your website. It is up to you how much time you want to put into this. It can be updated daily, or infrequently. This is an excellent way to market because you can notify your “target market” of exactly what you want them to know. Are you having a special sale? A new product/service launch? A blog can also (because of your linked URL), get you noticed better by the search engines, and thus get you a better ranking. I recommend using WordPress. It is a free program that is very easy to use, and has available a huge assortment of templates to choose from. I can help you install this on your website.
- **A Newsletter**. This is very time intensive, and you need some writing skills. It is an excellent way to touch your “target market” of subscribers over and over. You will need to offer them solid information on your topic, but at the same time, you can offer them special prices or sales, etc. I have years of experience writing newsletters, if you would like to hire me to write it for you.
- **Free Places to Advertise**. There are some free places to advertise your website (and of course your business). I can advise you on some common ones, and how to make an ad to run there. Very short labor time involved.
- **Articles**. You are an “expert” on your business! Articles on your subject can be written and submitted to Article Directories. They are then picked up and distributed across the Internet in Ezines, websites, etc. Why does this help you? In the “signature” bottom line of each article is a short section all about YOU. Your website and what you do. It brings people to you who might never have found you in other ways. Not a writer? I can help with editing your article, or ghost writing the whole thing for you, and submitting to the Article Directories.

Whether you use my services or not, the best way to utilize your precious time in effective marketing, is to make a plan (a simple plan is best). Then every day, or at least weekly, do some marketing. Feast or famine does not work well here. *Steady efforts will win the prize of more customers, and more income.*

Give me a call today. I will do a free assessment of your website and marketing options, and help you design a workable marketing plan for your website.