

## **Website Advice**

A powerful marketing tool? Yes but *you* have to do your bit!

After the initial costs don't expect to sit back and assume everyone is going to see your site. The person who builds your site can only do so much (and this is a lot of work), but *you* need to start advertising yourself.

This will involve adding the site ([www.yoursite.com](http://www.yoursite.com)) to all your paperwork as well as your E-Mails ([joe.blogs@yoursite.com](mailto:joe.blogs@yoursite.com)) don't forget, your paperwork is anything related to your business or yourself (business cards, letters, flyers, invoices, signs, adverts, etc., etc.).

Whenever you get a chance mention it in conversation, tell people the business is on the web, ask people to take a look and ask for their feed back. Always act on feedback (positive or negative).

The more visits your site gets from different people, the higher your ratings get in search engines on the web.

Make sure to keep the site "Live", in other words change the content regularly, this may incur a small fee, but in the overall scheme of things , when you consider the mass audience you could receive, it is more cost effective than most other advertising.

Check the content of your site before releasing it, and get any changes done before hand. Attention to detail is very important, nothing is to small!

Check your E-mails at least every day or more frequently, and answer everyone of them (even negative ones, except spam!).

If you stick to these simple things you will be pleasantly surprised.

Remember it is *your* website.

[www.otiscom.net](http://www.otiscom.net)