

useful to know...

...promoting your website

At Invisible Ink we pride ourselves on producing well designed functional websites. Once created though, you will want your site to be noticed and there are many ways in which you can promote your site. We hope this guide will help steer you through...

Search engine submissions

Search engine submissions are the principal method to promote websites. The process of getting your website listed with search engines, such as Google, Yahoo and MSN, it is sometimes also known as search engine registration.

Getting listed does not guarantee a good ranking but it will mean that the search engine knows your pages exist. This at the very least is your first point of action.

There are many websites offering a free search engine submission service, often as a draw to coax traffic to their own site. Alternatively, they may ask you to carry their logo on your website. Can be worth considering, but make sure that you are submitted to the major search engines; Google, Yahoo, Microsoft Live Search, Ask, AOL, My Web Search. Free submission can be slow, so if you want to be visible more quickly then you could consider paying for someone to complete the process for you.

For more help...

For a free submission try
<http://www.search.theredtoolbox.com/>

Optimisation

Sometimes confused with search engine submission, optimisation has a more

scientific angle on improving your web visibility. This is a very specialist service and there are many companies offering to improve your page position on the main search engines. Success can be difficult if your business is one of many thousand competitors each trying for a page one search engine listing. Optimisation works by use of key words and by resubmitting your site so that it moves up the listings. Some optimisation companies offer a guaranteed listing position, but will not charge you if you don't achieve the position.

For more help...

For more information contact
Searchfirstdirect at
<http://searchfirstdirect.co.uk/contact>

Google AdWords

Google sells sponsored listings which appear above and to the right-hand side of its regular search results, these listings are called Google AdWords.

The cost is levied on a pay per click basis. You will agree to pay a certain amount each time someone clicks on your listing. Each time a prospect visits your website via a GoogleAd, you are charged a set fee. Of course a visitor does not guarantee business, but each visitor will by definition increase awareness of your company website.

If your goal is to build visibility on search engines quickly, then Google AdWords is a valuable option to explore. It can put you in the top results of many major search engines within a short period of time.

Google distributes its paid ads to other partners, with some major sites listed on the Search Engine Results Chart. This exposes

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you to more potential traffic. When developing an AdWords campaign, you could choose to have your ads appear in the Search Network and/or Google's Content Network (AdSense). You also decide to opt-out of either.

It is worthwhile for anyone to open a Google AdWords account and experiment with how paid listings may help drive traffic to a site, or use the service as a keyword research tool. Google's self-service AdWords programme charges a per-click fee, in addition to an activation fee, but there is no minimum monthly spend.

As you continue to participate in paid search advertising, you may find that the editorial or "free" listings generated by your submissions to directories and crawlers are starting to have an effect. While some marketers choose to close their paid search ad spend when this happens, you could decide to continue spending on target terms for which you don't receive a good editorial placement. In a sense you are paying to circumvent the competitive search network.

For more help...

Contact Google AdWords at <http://adwords.google.com/>

Update your stationery/advertisements etc

Perhaps the single most important change you should make is to update your stationery, to include your web address. In fact, this should apply to anything which promotes your company, including car livery, newspaper adverts etc.

For more help...

Call Invisible Ink on 020 8785 5626 or email us at info@invisibleink.co.uk

Email

Promote your website by using the url in your email address. Invisible Ink's web address is www.invisibleink.co.uk, so for email addresses, we use @invisibleink.co.uk This offers continuity and promotes the website url each time we send an email.

Don't forget to add your web address to your email signature. Particularly as we are sending more emails than letters on a day-to-day basis now. When a client, a prospect or even a supplier receives an email from you, they may well decide to visit your website if the link is sitting there waiting to be clicked.

For more help...

Contact your Internet service provider to get maximum use of your e-mail provision. If you have purchased your domain name or web hosting through Invisible Ink, give us a call and we will review your provision.

Email newsletters

A fast growing method of keeping in touch with your client base. A monthly newsletter can help promote your business, share knowledge with your customers and improve your overall standing. Usually, email pages are attached to your website, and themselves can help drive up the traffic to your site.

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For more help...

Invisible Ink can design bespoke email newsletters to match your company and website identity. Call us on **020 8785 5625** for more information, or email us on info@invisibleink.co.uk

Reciprocal links

Why not speak to the webmasters of sites run by your suppliers, or non-competing complimentary sites, and ask for reciprocal links. By doing this, you get to share traffic and build your reputation. Don't however, be tempted to list web addresses which may not reflect well on your company reputation.

For more help...

This one is for you. Draw up a list of suppliers and non-competing sites and get in touch.

Don't forget to update your trade list entries

It is often surprising to find one year on from designing a web site that the client hasn't informed their relevant trade association to amend the web directory information. Easy to forget that you're probably signed up to a number of trade associations. Contact each one with the view to including your new website address on your contact listing.

For more help...

Again, this one is for you. Check your records and get in touch.

Local directories

If you offer a service to a local area, then there are plenty of online local directories which themselves include local business information.

For more help...

Carry out a search on google for directory listings which cover your area. Try www.touchlocal.co.uk, www.upmystreet.com, www.local.co.uk

Write a press release

We'd like to think that you are very proud of the website we have designed for you, so why not draft a press release targeting your relevant trade magazines, or if you provide local services, your local newspaper.

For more help...

If you need help with a press release we have a network of marketing experts who can help you with your campaign.

Yell.co.uk/Thompson directories

Never to be overlooked, these sites offer free and paid options and are commonly used as online yellow pages. However, to include your website link, both sites charge an annual fee. You should also expect a number of enquiries from companies touting for work rather than waiting your services.

For more help...

Visit Yell.co.uk or www.thompsononline.co.uk

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Tell your clients!

It sounds obvious, but every time you speak with a client drop your new website into the conversation.

For more help...

This one's for you! Remember to mention your website...

Desk calendar

Promote your site on a calendar to sit 365 days of the year on your clients desk. Ask Invisible Ink for the design and print costs of a bespoke calendar including your company logo address and website url.

For more help...

Invisible Ink design bespoke calendars. Call us on **020 8785 5626** for a quote.

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