



HeroTechs

Why Call A Geek?
When You Can Call A Hero!

8 Sure Fire Ways to Promote Your Website!

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Your website is up...Great! Now what? Besides using tried SEO to tighten your website up allowing you to maximize the number of people [Google](#), [Yahoo](#), and [Bing/MSN](#) bring to you there is a lot more to be done. Your website is a living breathing virtual you. Every day you work at becoming better at something and your website requires the same level of attention. How can you maximize your marketing to bring you the most potential customers? We have researched the topic and have implemented the following items for people enough to say that these are the most sure fire ways to bring more people to your website. While all of it is simple in theory there are different levels of difficulty with each. Don't be discouraged though because if you learn how to do it once you will be using these tools more and more often, I promise.

Below are the 8 ways to promote your website:

1. **Conventional Uses**
2. **Off Line Promotional Items**
3. **Give Something Away for FREE**
4. **Have an Online Contest**
5. **eMail Newsletter**
6. **Online Advertising**
7. **Social Networks**
8. **Online Video's**

1. **Conventional Uses:**

First rule of thumb is that anywhere your business address and phone number appear is also where your website address should be displayed. That's ALWAYS! Not sometimes.

Examples of such items would be your Business Cards; Envelopes; Memo Pads; Employee Uniforms; eMail signatures and anywhere else potential customers or visitors may see it.

2. Off Line Promotional Items:

Your business is bound to give away something for promotion and why not include your website address? People need to think of your website first and placing it on a promotional item allows people to see your website when you are making a big impression. If on a coffee mug your website is in view of people all day every day. Pens are usually on a desk with a computer, When your website is listed on a pen next to a computer you increase the odds that someone will visit your website.

3. Give Something Away For FREE:

This article is an example of something given away for free to bring traffic to a website. On HeroTechs.biz we place all of our articles and list them as free computer advice. When someone is getting something of value for free they are more likely to go to a website. Coke and Sprite use to have the under the bottle contest and you could only tell if you win by visiting their site and entering in a number. They were giving away winnings, and drawing people to their website at the same time.

4. Have an Online Contest:

Online contests draw customers. You can have an online form to schedule an appointment with your customers and offer a free anything to anybody who schedules their appointment online within a given period of time. Another example is that you can have an online newsletter signup sheet which automatically enters the individual into the contest. If you are an Auto Shop maybe you offer a free inspection or A/C Re-charge to the winner. This also gives you a reason to eMail everybody with the winner and get your brand across once again.

5. eMail Newsletter Marketing:

This is a great way to provide something for free with a hint of marketing. Send your clients important industry specific information via your online eMail newsletter. If you are an accountant perhaps explaining how the changing tax code **will not** affect your clients this tax year. You then have a subject to follow up with a few months later. In your next quarterly newsletter you can explain to your customers that the change **will** affect them the coming year and what they need to know. Your newsletter should only contain part of the information within the newsletter and the rest of the information should be linked back to your site with a link to bring them back to your website. Your Logo and other conventional marketing can be included as well for overall branding purposes.

6. Online Advertising:

What can be said of online Advertising? If used correctly online advertising is a great source of website traffic. HeroTechs regularly posts with the best of them. 516ads.com, craigslist.com, backpage.com, and kijiji.com are just to name a few of the very best online advertising websites we use to post specials we are having. We love to code our advertisements in html so 516ads.com, craigslist and backpage are the true best because they allow us to make web friendly html ads with logos. While kijiji doesn't at this time the value is still the same which is that all of these online advertisers provide the ability to link back to your website bringing the perspective customer from the online advertisement to your website. This in turn brings you one step closer to closing the deal.

7. Online Social Networks:

Sales are made through contacts and you need to work your contacts both in person and online. While there are many online social networking sites there are a few sites used by most people and they include:

- linkedin.com
- facebook.com
- myspace.com
- twitter.com

If you are not on these websites you need to be. Why spend all your time building new contacts when you can spend some of your time working on rebuilding existing contacts and get the most bang for the buck.

8. Online Videos:

With video cameras all around us it has never been easier to make a video. You can use a web cam or your cell phone. You can use software such as [camtasia 6.0](#) to record your screen much like a video camera. Ok, so how do you use these tools to bring traffic to your website?

Using any video camera create a commercial for your business. Be sure to have the final edit represent who you are. If you are a shark law firm there should be people in suits or shots should be inclusive of a court environment. If you run a party store you may wish to make your video more fun. Be sure to provide you website address on video.

With software such as camtasia you can create a slide presentation and using a microphone you can teach something to your audience through an online presentation while camtasia records your voice and your presentation. Be sure to show your website address and say it within the presentation. Once you have the final edit ready simply upload it to youtube.com, Google Videos, or any other video website which allows people to upload their videos. Most sites allow you to place meta terms for search ability so be sure to write your business name, website address, and what the video is about to draw an audience.

The object is to bring traffic to your website which will bring you more potential customers. You want your branding to subliminally enter people's brains enough so that if your service is required the person thinks of you first...at the same time you make it easy for them to find you so they can go to your website. Using these methods HeroTechs has increased the traffic to our own and other people's websites which has generated previously unreached revenue. Should you need assistance with your overall end to end website marketing please **call us today at 1-888-443-7683 X2**. And remember, **"Why Call a Geek? When You Can Call a Hero!"**

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Regards,
-TKM

