

12 Ways to Promote Your Business & Website For Free



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You are very excited!! You have finally created your own website!! But the trouble is customers aren't knocking on your website door. Why?

The most probable answer is that your customers don't know about your website.

There is no magic Internet fairy who will knock on people's door to announce your website's arrival. The task is up to you. To get your website marketing off the ground you either need to spend time learning and doing it or spend money and get somebody else to do it.

If you are like many small business owners, you have most likely spent the majority of your website budget on creating the site, but have allowed very little money to actually promote it. Don't despair, below are some great ways to promote your website and business for free.

1. Email Marketing

Your first step should be to send an email to your existing clients announcing the arrival of your website.

If you are starting a new business and don't have any customers, send an email to people you know who may be interested in your offer. These could be colleagues you have worked with or even friends who may benefit from your products/services.

Under no circumstance should you EVER send unsolicited email (spam) to people you either don't know or who have not requested to receive your information.

2. Email Signature

Every email you send should have an email "signature." This is text that is automatically attached to the bottom of your email message.

You can include your name, business name, email address, street or postal address, website details, phone number, fax number, company slogan, description of your company and its products/services.

Set up different signatures for different purposes. If you are unsure how to set it up, check out your email program's help index.

3. Search Engines

Currently there are thousands of search engines and directories on the internet. Some of the main ones include: Google, Bing, Yahoo, Ask, AOL, Wow, Web Crawler etc.

To submit your website to the search engines, you can go directly to the search engine's website and add your URL (website address).

Search engines try to list sites that contain good content, so you need keywords and phrases on your pages that best describe your service and products. Once you decide on the keywords, use them in:

- (a) Your website's domain name
- (b) The title of your page
- (c) The heading of your home page
- (d) The first paragraph of your home page
- (e) Meta tags – Keywords, page title, description
- (f) Titles of your graphics

To learn more about optimising your website for search engines, check out [SEO Made Easy - How to optimise your website for search engines](#)

4. Link Exchanges

Find websites whose business complements yours and add their website to your links/resource page. Then contact the company and ask for a reciprocal link.

For example if you are a wedding dress designer, you could contact businesses that sell wedding cakes, jewellery, flowers and also venues, celebrants etc.

5. Feedback and Testimonials

When you come across a great product or service on or off the internet, send an email to the business owner telling him/her how the product/service helped you.

Like you, most business owners appreciate receiving positive feedback and they will most likely feature your testimonial on their website and place a link back to your site!

You may even suggest it to the owner by saying something like “you have my permission to feature this testimonial in your promotional material and/or on your website”.



6. Autoresponders

Autoresponders are messages set to go out automatically. They help you automate campaigns and manage one-to-one communication with your visitors and customers.

Once you set up your email messages, everything gets done automatically.

As soon as a prospect enters their email address into your landing page or webform, the system sends them a series of emails you have set up at a time you designate, eg. immediately, 1 day after subscribing, 1 week after subscribing etc.

Because the vast majority of customers will not buy from you on their first visit to your website, it is extremely important that you have an automated way to follow up with them several times to entice them back.

You can use autoresponders to cross-promote various products and services your business offers.

Check out Mailchimp, GetResponse, Constant Contact, Awebber for more details.

7. Newsgroups

A newsgroup is a message board on the internet where users come to discuss topics of mutual interest.

As a user you can start a thread (topic), post messages and respond to other postings. There are thousands of Newsgroups on every possible subject.

You can use Newsgroups for conducting market surveys, get new clients, promote your site, get answers to your questions and even make friends.

8. Social Networks

More and more people are using social media networks such as Facebook, Twitter, LinkedIn, Pinterest and Instagram + to interact with their family, friends and business associates or clients.

So it is important you get involved on a social network where your potential customers are hanging out.

The more you interact with your customers, the more they will like you and trust you.

Don't sell via social networks. Instead, provide useful tips and industry news and build relationships which, if done correctly, will lead to many future sales.

Search engines also take note of your social network participation and the more they see people are interacting with you, the more they will perceive you as the "go-to" authority on your subject and will reward you with higher rankings.



9. Articles and Guest Blog Posts

Writing articles is an excellent way for you to get free publicity. The publicity you receive by having your article published in a newspaper, magazine or website can be worth thousands of dollars in equivalent advertising space.

Well written articles yield better results than advertisements and earn you respect from customers, who see you as an expert in your field.

The best articles are “tips” or expert pieces. People are looking for guidance and will purchase from the experts who show them how to solve their problems.

10. Media Releases

Having a story written about you and your business will not only bring you lots of new customers, but will also provide you massive credibility.

Stories about you in the media are far more believable, powerful and attractive than any ads you could possibly run. People will trust and respect you instantly.

A media release should provide enough details to be informative, but it should leave out just enough information to be tantalizing that the media person calls you to find out more.

Website marketing doesn't need to be expensive, especially if you are willing to put in the time, effort and creativity.



11. Business and Local Directories

Back in the day we all used White and Yellow Pages to find products and services. These days we all head to Google and other search engines, however, there are still many local directories where you can list your business.

Most of them offer free listing but also allow you to upgrade for more features.

Some of these include:

- truelocal.com.au
- savvysme.com.au
- showmelocal.com
- yellowpages.com.au
- pinkpages.com.au/

12. Google My Business

Getting to the top of organic Google search results takes a lot of work and may take a long time to show results. However, Google My Business allows you to engage with customers on Google for free.

You can post photos and offers, get customers to review your business and when you set up your business profile, you will have access to statistics which show how customers are engaging with your business profile.

Your business profile shows up when customers are searching for your products or services on Google Search and Maps.

Find out more at www.google.com/intl/en_au/business/

I sincerely hope that you have found this information useful and wish you the best of luck in getting your business online.

If you are a woman planning your first website and want to avoid costly blunders or if your current website is not working, then “The Savvy Woman’s Practical Guide to Online Business”, is a must read for you. It is packed with useful information about website design, marketing, social media, legal obligations, time and sanity saving tools and much much more.

<http://www.web4business.com.au/savvy-womans-practical-guide/>

And if you want my help with an Awesome Logo or a Great Website give me a call on 02 9907 7777 or go to www.web4business.com.au to see how I can help you with your business.

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