

Marketing Ideas for a Small Business with a Website

1. Join and update blogs regularly. Include some links and pictures to add interest. Make sure your blog has the right tone. Should you have a fun image or a professional image? REVIEW ALL BLOG SUBMISSIONS. Typos and spelling errors are distracting and make you sound and look unprofessional. Make sure your blog is linked to your website and vice versa.

2. Open social network/media sites.

Twitter, Face Book, YouTube, and Flickr are some of the most important ones.

These sites create a community of people with similar interests. You can stay in touch with the latest trends, quickly update your customers, entice potential customers, learn new things, see others' mistakes, and improve traffic to your website. Look at some of the most successful companies: they all have memberships in multiple social communities for a reason.

3. Create viral content that will spread the word about your business for you. This can be anything that catches people's attention. *Remember to keep the correct tone and to be professional.* People are mean and will call you out and mock you and your business if you are unprepared, lacking facts, give bad information, and/or you produce a cheesy/ lifeless presentation.

The kind of people that are attracted by your business/services are more likely to share it with others that share their/your interests. "How-To" videos, an informational video or presentation, or a local informational data sheet are some examples of viral content. Anything that you would want someone else will want too. These can be made for/tailored to present with media sites such as YouTube. These presentations/videos/information sheets can then be linked to or be embedded into your website.

4. Offer something for "Free". This could be your viral content, a promotional product, or a service.

EVERYBODY LOVES FREE STUFF!

5. Add all new content to your website. Submit something to add to your website's "News Section" so that returning visitors will have something new to see. Update your pictures and/or media content regularly.

6. Write more for your "About" section. This can be anything that would create interest for your website viewers. Consider writing a brief biography, what your interests are, people or companies that influence or inspire you, etc.. More background information allows a better chance for your customers to connect with you and your business.

7. Open a Google Ad Words or similar service account. This will increase your Search Engine Optimization and hopefully bring more traffic to your website. Google offers different services for different price levels.