

Promoting your website Part 2:

“When we first started, how many of us set up a website for their business and didn’t know how to market it effectively”?

This question usually results in quite a show of hands at our workshops and seminars whether we are dealing with large or small companies across the region. If you have found the same problem in your business or you are not sure how to get the best from the Internet then we’ve got just the workshop to help you **improve your Knowledge, Skills and Results.**

You Will Learn how to: -

- ✚ Submit your site to search engines and directories for free
 - Google
 - Alltheweb
 - AltaVista
 - Searchenginewatch.com

- ✚ Build links and reciprocal links to your site
 - Using link exchange programmes
 - Reciprocal links
 - Directories, engines and more

- ✚ Gain benefits from Newsletters and Email marketing
 - What are you going to say?
 - Are you selling an idea/lifestyle or a product?

- ✚ Use articles on other sites to promote your website
 - Free publicity for sharing some information

- ✚ Trade over the Internet with our easy to use system
 - Content management system – example pages from CBP

- ✚ Build sales ‘cues’ into every page – so that you can turn browsers into buyers
 - What makes them want to buy rather than browse?



Who should attend?

The programme is aimed at anyone who wants to learn to promote their website and build a viable web presence. We’ll cover the best free and cost effective ways to promote your site and build new markets for your business.

Remember, that however good you are at what you do, there is always another choice and the customer can vote with their feet more easily on the Internet than they would in a person to person scenario. ***If they can’t find you or if your site doesn’t give them ‘added value’, something different they’ll go elsewhere.***

The key to Effective Internet Marketing is “Content - Community – Communication”

If you would like to know more about this programme contact us on

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