

I've Built It. Why Aren't They Coming?

You've done your research and developed a site that's easy to navigate and caters to your customers' wants, needs and preferences. It's been three weeks and not one single person has checked out your www.reallyfanstasticwidgets.com site. What's the problem? The problem is that none of your customers know where to find you. Remember that there are already millions of sites with thousands more being added every day. Your site is but one small fish in the incredibly vast ocean of information that is the internet.

Note: If you have paid a web designer to build your site he/she will take care of the following steps. But for the do-it-yourselfer, this list should help you to “**get found**”.

Think Like A Customer

Think about and make a list of what words your customers would use to search on the internet to make a widget purchase. Then try to use these words in your page title.

Look At Competitor Sites

You can go to a competitors site and see what words they have used to help people to find their site. You would do this by: 1) Clicking on view 2) Clicking on source. You will see a section that looks like this: [meta NAME="keywords"]. Write down the words that your competitors are using. A good rule is to view, source on the company that comes up first when you search under your company topic. They must have done something right to come up number one.

Go To The Search Engines

Go to the search engines and submit your site. Try the most popular ones first (Alta Vista, Lycos, Excite, Google, MetaCrawler, HotBot, and Northern Lights. Look for a spot that says: **Add or Submit Your Url**. Once in, follow the instructions closely. This is where you will use your list of key words. Be aware that because of the volume of new urls that are submitted each day, it can take months for your site to actually come up on a search.

Submit Your Page To Yahoo

Yahoo is not a search engine. It is a directory that has a whole group of employees whose jobs it is to edit and scale down URL entries. Although you are allowed to use 200 words, try to use less as this will likely result in your submission being edited less.

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Look For Niche Directories

If you are lucky enough during your research to find a directory that relates directly to your business e.g. widgets, submit your site to it.

Market Your Web Site

- Positioning your site in the search engines and directories is not enough. Following is a list of marketing tips:
- Don't forget to refer to your web address in everything you do.
- Negotiate cross links with other sites. Look for sites that are likely to attract the same types of customers as you. If the other site generates a much larger traffic flow than you, you may have to buy a link.
- Keep refreshing your content. If surfers see the same information time after time, they will stop coming to your site.
- Create a method for your customers to enter e-mail addresses. This will create a database for you to utilize in future marketing initiatives. Be very careful to send out useful and relevant information. Customers will be turned off by junk-mail. In addition ensure clients that their names or e-mail addresses are confidential and will not be sold or given out to other parties.
- Don't forget to refer to your web address in everything you do.

For more information

Internet: www.sellitontheweb.com

<http://www.linkshare.com/>