

Using the web to promote your business

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Some Myths

Some Facts in Black & White

- Nearly 50% of small businesses still do not have a website in the UK
- Consumers spent £38 billion online in 2009
- Online advertising overtook television in September 2009
- Average broadband user spends 30 hours per week online

**How can the web build
recognition
and sales for your business?**

**How much should I invest in
my website?**

How to drive traffic to your site and 'optimise' your website

What search engines like

- Authority (the most obvious choice for them)
- Domain String (e.g. Name.domain.com)
- Age
- Useful content
- Unique content
- No 'gaming'
- Quick page-load speeds
- Regularly refreshed content
- Reciprocal links to authoritative sites

What customers like

- They like to be able to refer you to others
- They like offers (and free stuff!)
- They like to give feedback
- They like to consume content
- They like to be surprised
- They like local
- They like personal
- They like to choose all of the above!

Summary

- Use the web to find out what people are saying
- Get a place you can own
- Spend time thinking about what you want to say
- Use as many free resources as is manageable
- Link them all together in one place to get link love
- Keep your content fresh and refreshed
- Build your community
- Question the experts –things constantly change

Useful Resources

A starter for 10

- <http://www.loudmouthman.com/2008/10/26/you-should-fire-your-web-agency-when/>-things to ask a web design agency before you hire them
- <http://posterous.com> –Free easy-to-use blogging platform
- <http://getbusinessonline.co.uk> –Free website
- <http://twitter.com> –free micro-blogging message network –140 characters, globally!
- <http://www.slideshare.net/hasseily/seo-on-a-budget-SEO> on a Budget
- <http://clapperton.tel> –Author of ‘This is Social Media’
- <http://sethgodin.typepad.com/> -Excellent blog from online (and offline) marketing guru
- <http://gapingvoid.com> –Building a global microbrand
- <http://telnic.org> –an online presence you own without hosting or development costs