

## Just the Facts – Vol.1 – March 2009

### 10 Marketing Tips (Set 1)

- Track the effectiveness of your website keywords and adjust on a regular basis
- Create web advertising campaigns with services such as Google AdWords
- Create a web blog to keep your website content fresh and increase return rate
- Submit Page to Search Engines including Google, MSN, Yahoo and more.
- Install Google Analytics to understand your visitor traffic
- Submit your website to free local and national business directories
- Request link-trading on related sites such as product suppliers
- Include your website address on all stationery, cards and literature
- Promote your website using traditional media
- Capture visitor information such as name and e-mail address, requesting permission to send news and updates