

THE DO'S AND DON'TS OF WEBSITE MARKETING

THE DO'S

- Write your website content with your target audience in mind.
- Provide lots of information on your area of expertise.
- Use lots of text; highlight with images.
- Swap links with people that are like-minded or provide complimentary services.
- List your website with directories that service your industry.
- List with DMOZ.org (open directory)
- Use pay per click advertising to "test" your website for effectiveness.
- Use Flash and Frames sparingly and carefully.
- Make your website easy to use.
- Provide all of your contact details.
- Think of your website as a series of home pages.
- Include your website address in all of your offline marketing.
- Consider Yellow Pages Online.
- Seek the assistance of a professional search engine marketing company.

THE DON'TS

- Use tricks to get your website to rank higher in search engines.
- Register your site with hundreds or thousands of Search Engines.
- Use Content Management systems that don't cater to Search Engine Crawlers.
- Use the same page title on every page of your website.
- Spend all of your marketing budget on Search Engine submission fees.
- Put all of your efforts into just the home page.
- Use picture only navigation links.
- Use large, or too many images on a web page.
- Rely on your web developer to market your website.

- Count hits, count visitors and page views instead.
- Host your website with a service that cannot provide good user statistics.