

DISPATCHES

News from The Bureau

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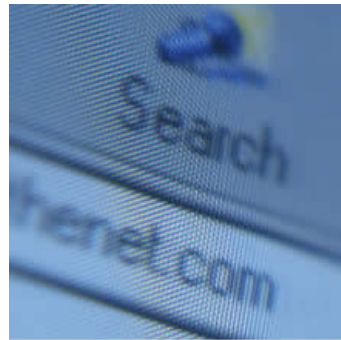
Promoting Your Web Presence

Now routinely used to search and buy online, business owners are realising that the Web has quickly become a key market place, requiring its own very specific marketing strategies. Marketing is probably the most overlooked element to the publishing of a new Web-site, but when added can make all the difference..

If you have not yet decided on a Website Marketing strategy you might like to consider the options discussed below. These include some basic yet important marketing techniques as well as some more elaborate promotional programmes. None is expensive; the challenge is knowing how to best promote your particular site, since each one warrants its own strategy.

The basic techniques that should be included in your strategy are:

- Page Title Tag review and update
- Page Description Tag review and update
- Page Key Words Tag review and update
- Text content review and update
- One-off paid search engine submissions
- Site link development



Every site should have a page title tag. These are visible and appear across the top of your browser screen. They have become the tag that the search engines, particularly Google, pay most attention to. They should be short and succinct. They should include a small number of the words that best describe the page with the most important appearing first. If your site's page title tags have not been updated for 6 months or more it would be well worth having them reviewed and re-published.

Your page description tag and key word tags are also important and should be updated from time-to-time as this will help to "refresh" your listing at the search engines. Search engines like sites that change and expand.

Google and others now pay more attention to sites that have links TO them, and the more the better. If your site has a lot of links to it from other sites this suggests a degree of importance, interest and credibility that Google in particular will give often give a higher score to.

The Bureau offers clients it **Link Submission** service to help build-up links to your site. We will submit a site to 500 plus sites from which we guarantee at least 100 new links, although this is usually more. We will send you the sites to which yours has been submitted and after a month or two you can check online how well your links are growing. This is a good little service that will help your site listing at the search engines.

There are no magic answers, and strategies that work for one site may not work for another. However, every promotional strategy will need to include a variety of common feature, used to varying degrees.

We are always very happy to provide more information and prices on any of our services. Please do not hesitate to call or email for these

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