



## Ten Commandments of Promoting your Website. By Jamshid Javidi

The following steps are equally important and they are not in any specific orders. For the best result all of them should be considered and applied simultaneously.

1. Have your website address on all your advertising and documents (Ads, letterheads, business cards, brochures, bus bench, etc.) A good domain name is easier to remember than a phone number. Make sure your domain name is easy, similar to your existing name and relevant to what you do.
2. Make sure the website content is fresh and refreshing. Remember content is king and the visitor is the queen. Make sure visitors can find what they want quickly and painlessly. Avoid fancy animation and make navigation easy.
3. Make sure you have a link to your website and a synopsis of what you do in all your emails.
4. If possible, ask others in your industry to have a link to your website and vice versa.
5. Purchase more domain names and point them to your main Website.
6. Offer a newsletter or guest book on your site and collect email addresses for your marketing campaigns.
7. Ask friends or clients to critique your website and promote your website by emailing your website address or a page of it to others. This is called viral marketing or buzz marketing (the internet version of "word of mouth.")
8. Check the stats on your site. Find out what pages are visited most and try to apply the same principles to other pages.
9. Compare your site to your competitors on a regular basis. Are they more focused than you are? Do they offer something that you do not? Would you buy from them or use their services?
10. Always check your Meta tags and resubmit your site to the Search engines. There are services that sponsor your site and charges you for sponsorship or click-through. They are worth checking into.