

# Secrets of Promoting Your Business Online



**By Lisa Sims**  
**CEO, The IT Mechanic**

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The IT Mechanic  
PO Box 486  
Conyers, GA 30012  
[www.theitmechanic.com](http://www.theitmechanic.com)  
800-810-1532 toll free

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# Preface

Thank you for requesting your FREE copy of the “Secrets of Promoting Your Business Online.”

I know that the information in this guide will help you appreciate the power of the Internet and what it can do to promote your business. This guide is not meant to be a comprehensive guide to Internet promotion but provide a brief introduction into what the Internet can do for your business. As you read this guide, take an assessment of the current state of your business and determine where you would like be. During your assessment, feel free to give us a call (800-810-1532) or email me at [lisa@theitmechanic.com](mailto:lisa@theitmechanic.com) if I can assist you in any way. With that said, let’s discover the “Secrets of Promoting Your Business Online.”

Here’s to your success,  
Lisa S. Sims, President/CEO  
The IT Mechanic  
Helping Businesses Grow and Promote Their Businesses 24/7 With Technology  
[www.theitmechanic.com](http://www.theitmechanic.com)

# Secrets of Promoting Your Business Online

**W**orld Wide Web. Information Superhighway. The Net. Whatever you call it, the Internet is the fastest growing medium consumers use to buy products and services. According to the latest Internet statistics, there are approximately 232 million Internet users in North America and growing daily. With all these people surfing the Internet, isn't it time you promote your business online? In this guide, we will address why your business should be online and a few resources to use to promote your business.

## Why should your business be online?

If your business is not on the Internet, I have one question for you: *What are you waiting for?* Do you realize that you are missing out on opportunities to promote your business to your target audience? Traditional marketing techniques such as newspaper or magazine ads or direct mail are effective at generating leads but a combination of traditional marketing techniques and Internet marketing techniques can boost your business's sales. Here are some other reasons why your business should be online:

- ❖ **Expectations** – In today's marketplace, consumers expect every business to have a website. Oftentimes, they will visit your website before contacting you to learn more about your business. Depending on how well organized and useful your website and its

content are, it can help form a good initial first impression of your business in the minds of potential customers.

- ❖ **Cost-effective marketing.** Compared to other forms of traditional marketing, promoting your business online can be very cost-effective and generate a positive return on investment. Making the initial investment for a website pays for itself (if used correctly) by the amount of traffic that it generates in terms of unique website visitors, store traffic (if you have a brick and mortar business), phone calls, etc. For instance, you can use your website to announce new products or services, company news, contests, etc. to complement other forms of marketing that you use.
- ❖ **24/7 Availability.** Even though your business has business hours, the Internet does not. With the Internet, you can promote your business 24 hours, 7 days-a-week, 365 days a year to anyone interested in your product or service. Unlike advertisements that must be run repeatedly to establish your company's "image", your website is always available.
- ❖ **Targeted marketing.** Many visitors to your website will know your website address from seeing it on business cards, promotional items, or ads but many will arrive at your website from search engines. Search engines such as Google and Yahoo! are used to find specific information on the Internet based on keywords. Keywords are specific words that people type into search engines to search for products or services. For instance, someone searching for furniture outlets may enter "Georgia furniture outlets" into a search engine to narrow the results. By incorporating specific keywords for your product or service within your web pages, you can increase your chances of appearing within search engine results.

**Note: Search engine marketing and optimization is an involved process that is beyond the scope of this guide. If you are interested in optimizing your website for search engines, call us at 800-810-1532 toll free and let us help.**

## **How can you promote your business online?**

If your business does not have a website, it is time to get one. You cannot afford to continue to operate your business without one. If you already have a website, when was the last time it was updated? If it has been more than a year, it is time to refresh it. Also, if you already have a website, you need to look for ways to promote your business in your local area on the Internet. Once you are successful at promoting your business locally, expand your geographical reach. There are numerous online resources (free and various pricing) that can assist you but here are just a few resources to get you started:

- ❖ Yellow Pages Online ([www.yellowpages.com](http://www.yellowpages.com)) – Believe it or not, people still use the Yellow Pages to search for businesses. The Yellow Pages exists in both print and web form. Oftentimes, people that use the Yellow Pages are ready to buy. Why not make your business available and easy to do business with? Sign up for your free Yellow Pages Online listing to increase your business's exposure.
- ❖ Kudzu.com ([www.kudzu.com](http://www.kudzu.com)) – Kudzu.com is an online directory that allows you to list information about your business and consumers to search for businesses and write reviews about their experiences with businesses. Not only is this a valuable resource for your business but it is also FREE! This is a good way to build word of mouth marketing for your business.

- ❖ Yahoo! Local (<http://local.yahoo.com>) - Yahoo! Local is another online directory that allows people to search for local businesses in their area. Likewise, it is FREE! Once again, you cannot score a sale if you are not in the game.

These are just a few tools that you can use to promote your business online. If you are interested in more ways to promote your business, check out our latest tipsheet entitled “10 Ways To Use Technology To Grow & Promote Your Business” at <http://www.theitmechanic.com/tipsheets> for more information. I hope this information has been helpful and motivates you to start promoting your business online today! If you have enjoyed the information presented in this guide, send us an email at [info@theitmechanic.com](mailto:info@theitmechanic.com) with your feedback.

*Lisa Sims is the President of The IT Mechanic, a technology consulting company that helps businesses grow and promote their businesses 24/7 with technology. She is also the Founder of The Business Professionals Network ([www.bpronetwork.com](http://www.bpronetwork.com)), an organization formed to empower small businesses with resources for success along with networking opportunities.*