

Ways to Market Your Web Site

By Richard J. Hernandez

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Small businesses should market their Web sites both online and offline using a variety of media and techniques. Below is a summary of the specific types of marketing vehicles you can use to promote your Web site:

WAYS TO MARKET YOUR WEB SITE	
Traditional	Online
<ul style="list-style-type: none">• Newspapers• Magazines• Television• Trade shows• Press Releases• Yellow Pages• Business Cards• Direct Mail	<ul style="list-style-type: none">• Banner ads• Web Links• E-mail• E-Fax• Internet Portals• Internet Yellow Pages• Discussion Groups• Online Chat Groups

Not having a Web site for your business is a sure way to fail. Having a poor Web site means you may not be taken seriously. The same goes for not properly marketing your Web site. Small businesses can use a variety of strategies and techniques to let buying organizations know about their company's capabilities.

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