

# BBBI

BUSINESS BUILDING IDEAS

## Getting the Most Out of Your Internet Advertising Dollar

There are several ways you can improve the traffic to your company's website. If you don't have a website yet, seriously consider starting one up. A nice website will often be that first good or bad impression for a potential client checking you out. I want to share some small secrets on improving your chances of getting online business.

**Add Your URL to Everything!** By URL, I mean your web address. It's an easy way to promote your business and allow people to get information about you on their own time. Put your web address (ex: [www.site.com](http://www.site.com)) on everything from business cards, flyers, brochures, posters, mailings, to including it on a radio ad. Though many people just scan sites the first few times without making a purchase or following through, it's good that they become familiar with the website and know where to turn to for questions.

**Add Forums.** Having a forum is a great way to help visitors to your website get information they're looking for and answer questions amongst each other. Also, having a frequently asked questions section can cut back on some time spent on the phone or answering questions via email. Otherwise, allow a section of your website for questions and make sure you check them and reply daily.

**Be Interactive.** Think of ways to make your site fun and interactive. For example, a visitor to your site might be curious as to how much certain elements of a trade show will cost. Having a trade show calculator or an estimator would be a great way for visitors to be interactive on your website.



We are a marketing communications company geared toward helping equipment manufacturers grow.

We create new ideas for small and large companies eager to build their business with increased sales of their products and services.

We've been doing this for over 50 years because we believe in the entrepreneurial spirit.

There are always great opportunities to grow.

The question is, always —  
"Are you Ready?"

A handwritten signature in black ink that reads "Harold Wallace". The signature is fluid and cursive, written in a professional style.

Harold Wallace

Call me anytime: 405.834.5836 (cell).



**GALLOWAY WALLACE**

GEARED TO BUILD BUSINESS FOR EQUIPMENT MANUFACTURERS

**No Web Counters.** Many older websites have a web counter on their home page. The counter is there to keep track of how many hits your website has had, but to many it just looks like your bragging. On the other hand, if you don't get many hits it can look bad. Therefore, my advice is to just keep the web counter out of the public picture.

**Google Us.** Submitting your URL to search engines such as Google, Yahoo, or MSN is a must. You can check often to see if your site moves up or down the list. This is an easy way to see what you're doing right when you update or make changes to your website. You can see how your URL moves up and down the list each time to measure.

**META.** META Statements are the words someone might type in when searching for your type of business. When providing META statements, most will allow you up to 25 words. If your business is a tire shop named Joe's Tires in Kansas City, some of your words might include flat tire, Kansas City, tire shops, discounted tires, etc.

**Articles.** Provide a link or section to published articles written on your business whether they were written by a staff-member or newspaper writer. Include press releases, testimonials, and newsletters.

**Add Your Email Link.** No visitor should have to search high and low for a way to contact you via email. Provide a link to your email within plain sight on either the homepage or the contact page.

**Update Often.** Tweaking your website regularly to keep visitors up-to-date on recent changes is necessary. Having a two-year old event posting or an old employee's contact information on your looks slightly unprofessional and is annoying to those wanting to reach the right person or find information.

**If you have any questions or need advice, feel free to send us your questions.**

**Comments are also welcome!**

**Send to:**

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