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## Web Site Marketing Strategies

Here are some tips for marketing your web site effectively:

- **Add your URL to business cards and stationary.** This will increase the exposure of your website to those interested in your business. Make sure that any documents that your business uses also have your web site's URL prominently visible.
- **Use your URL in any advertisements, newsletters, or articles your company is mentioned in.** Doing this will ensure that anyone interested in your product or service will know where to find more information. Also make sure to include your URL in Yellow Page listings.
- **Add your URL to your e-mail signature.** Most popular e-mail programs enable you to add a signature which will appear at the end of every e-mail you send out. Make sure you include your website URL in this so people you contact via e-mail will know where to go to get more information about your products and/or services.
- **Submit your site to popular search engines.** Although Vandelay Enterprises will submit your website to selected popular search engines, we recommend you submit your web site to as many search engines as possible. Most search engines will have a link on their site which says 'Submit a URL'.
- **Submit your site to popular web directories.** You should search the web for directories relating to your product or service and add your site to these directories. For instance, if you sell widgets in Toronto, do a search for 'Toronto widgets' and add your web site to any directory returned by this search. Don't bother with a preferred (non-free) listing unless this directory is very popular in your field. Also, make sure to submit your website to popular general directories such as [Yahoo!](#), the [DMOZ Open Directory Project](#), and [Business.com](#).
- **Consider a premium listing with popular search engines.** Having your web site appear at the top of a user's search will greatly increase traffic to those interested in your product or service. Consider [Google AdWords](#) or [Overture](#) who advertise on many different sites and can geographically match you with interested local customers.