

WEBSITE (Digital Marketing Solutions) TRAFFIC & VISIBILITY

6/2017

One of the first and most important things to do with your **Digital Marketing Solutions (DMS)** website is to make sure people know it exists. We develop your customized high-end website with a professional SEO strategy to drive traffic and boost visibility in your local market! Utilize some of the suggestions below to help bring even more attention to your website.

Increasing Traffic & Visibility:

- Put your Website Address (URL) on:
 - Business cards
 - Brochures and Sales Material
 - Marketing mailers and Booklets
 - Email Signature
- Send offers via MailChimp
 - Consultation Specials
 - Invitations to upcoming Workshops
 - Client Appreciation Events
- Announce your New Website with a “Welcome” eBlast
 - We have a template set up for you in your new MailChimp account
- Promote your local business on the internet by creating free listings on sites such as:
 - Google Places for Business (<http://www.google.com/places>)
 - Yahoo! Local (www.local.yahoo.com)
 - Bing Local Listing Center (<http://www.bing.com/businessportal>)
- Become part of a social media community such as:
 - Facebook – Business Page
 - LinkedIn
 - Twitter
 - Google+

Ask about our social media add-on packages to further increase your online search engine results!

A well-marketed website can:



Support your professional image and
your personalized company brand



Generate new prospects