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Visit [www.jbergman.net](http://www.jbergman.net) for examples of my work.

Now that your company is on the Internet and has its own Web site, you need to market your site to the world. The first recommendation in marketing your Web site is to make your Web address available on all of your marketing materials. This includes Brochures, Business Cards, Stationary, Invoices, Proposals, and all Company Documentation. Any place your logo, phone number and/or email address appears, your Web address ([www.yourcompany.com](http://www.yourcompany.com)) should appear as well (the http:// is unnecessary).

If your company is focused on online business, adding the .com to your business name can be effective in your marketing efforts. However, there can be an inherit stigma attached to a .com company and if your focus is not primarily the Internet this isn't something that you should do.

As you are building your offline marketing strategies, you also need to utilize the World Wide Web for your marketing agenda. Funds must be redistributed from traditional marketing to provide for a successful Internet strategy.

The first phase of your marketing efforts should be focused on getting your Web site submitted to as many search engines\* as you can. Most will allow you to submit your Web site for free by filling out a simple submission form to categorize your Web site and the type of business you are involved in. However, because there are so many Web sites out there and these search engines are so full, this will never deliver the necessary traffic for a successful Web site.

In addition to this simple submission you should also look into other marketing opportunities on these search engines. Most search engines offer additional programs that allow you to pay for priority in the results. This guarantees that your company will be at the top of the list of results when people search for your keywords\*\*. This can be very expensive in some cases however, this typically is well worth the cost when compared to the traffic/business/sales/profits generated.

*Case Study: A Colorado Army Surplus store had a significant increase in their sales when they paid to be a Yahoo sponsor. This put them at the top of the list when people search for army surplus (and many other items). This created the traffic they needed to prove their value and generate sales. Visit them at [www.armysurplusforless.com](http://www.armysurplusforless.com).*

*\*Search Engine – This is a Web site that allows users to search for other Web sites that are related to the keywords they enter. Example [www.yahoo.com](http://www.yahoo.com).*

*\*\*Keywords – This is a list of 25-50 words or phrases that people would use to describe and/or search for your business. This is something typically embedded in the code of your Web site, but will also be used when submitting your Web site to the Search Engines.*

#### Helpful Links:

[www.yahoo.com](http://www.yahoo.com)

[www.google.com](http://www.google.com)

[www.ask.com](http://www.ask.com)

[www.lycos.com](http://www.lycos.com)

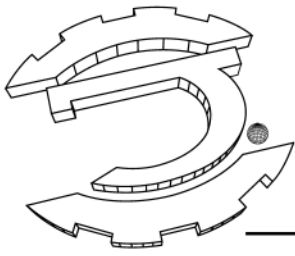
[www.altavista.com](http://www.altavista.com)

[www.looksmart.com](http://www.looksmart.com)

[www.go2online.com](http://www.go2online.com)

[www.iwon.com](http://www.iwon.com)

[www.mama.com](http://www.mama.com)



As a secondary priority in your Internet marketing plan, you should explore the many advertising opportunities on the Internet. These are typically banner advertisements that appear in strategic positions on sites that already generate a large amount of traffic. These advertisements give you a chance to present your business' message to a large market. This is generally less focused, but some search engines will deliver your advertisement to people searching on items related to your business. All of the fore mentioned search engines have a wide variety of advertising opportunities. However, Webzines and other publications that are focused on your industry are also a good place to find advertising opportunities. Some publications offer online and offline advertising packages, giving you effective market saturation at a competitive price. TSG can assist you with the design and development needed for these banner advertisements.

#### Helpful Links:

[www.bizjournals.com](http://www.bizjournals.com)  
[www.time.com](http://www.time.com)  
[www.people.com](http://www.people.com)  
[www.newsweek.com](http://www.newsweek.com)

[www.metacrawler.com](http://www.metacrawler.com)  
[www.yahoo.com](http://www.yahoo.com)  
[www.google.com](http://www.google.com)  
[www.ask.com](http://www.ask.com)  
[www.lycos.com](http://www.lycos.com)

[www.altavista.com](http://www.altavista.com)  
[www.looksmart.com](http://www.looksmart.com)  
[www.go2online.com](http://www.go2online.com)  
[www.iwon.com](http://www.iwon.com)  
[www.mama.com](http://www.mama.com)

Finally, you need to "Look for Every Opportunity"! Try to stay up on industry specific news, and look for potential opportunities to attract the spotlight to your Web site. Many publications have lists reviewing top sites for specific industries, getting on these lists can help generate traffic and may be far simpler than you might think.

Things that will assist in keeping your company in the eyes of your market are:

- a. Have regular press releases discussing events and activities that your company is involved in.
- b. Write articles discussing specific industry issues and the solutions that your company can deliver. Making these available to your market gives you added value and gains confidence from your potential clients.

Another successful strategy is direct marketing through email. There a variety of companies that sell email lists including publications that sell their subscriber's list. A properly designed, written, and focused direct email campaign can result in increased market share, and sales. TSG can help you design, develop and deliver these direct email campaigns.

There are also advertising opportunities on AOL that can prove to be very successful. However, making your Web site available to AOL users should be considered in the initial stages, when developing the site. AOL is considered an isolated environment on the Internet. This creates issues when developing your Web site that need to be confronted early, so that you get the best outcome in the AOL environment.

*Typically, I do not design or develop specifically for the AOL user.*