

10 Steps to Market Your Business Online ~ Resource List ~



The slides and materials from this presentation are available at:

<http://www.heroweb.com/maximize>

Many of these services require that you set up an account with the provider.

Tools for Developing/Managing Websites (Content Management Systems)

The first three tools listed provide great tools for building websites at a very low cost. The fourth tool is a commercial product developed by HEROweb/MightyMerchant

<http://www.wordpress.com> - Blogging Platform with many add-on features

<http://www.mightymerchant.com> - Ecommerce and Content Management System

<http://www.joomla.org/> - General purpose content management system

<http://www.drupal.org/> - General purpose content management system

Domain Registrars

There are hundreds of website registrars out there. The two listed below are reputable and reliable. Make sure that any domain registrar you select is ICANN-registered.

<http://www.godaddy.com>

<http://www.dotster.com>

Here is an article on selecting a domain name:

<http://www.hero-web.com/domainreg>

Search Engine Optimization (SEO) Resources

SEO is one of the cornerstones of an Internet marketing program. These websites will help get you going with your SEO efforts.

<http://www.seomoz.org>

<http://searchengineland.com>

<http://www.seobook.com>

Local Search - Get Listed

Search Engines are increasingly segmenting out local search results. Take advantage of the local search features available from the major search engines.

<http://google.com/local/add/login>
<http://listings.local.yahoo.com/basic.php>
<https://ssl.bing.com/listings/ListingCenter.aspx>

Tracking Your Results – Google Analytics

1. Create a Google Account if you haven't already done so.
2. Go to <http://analytics.google.com>
3. In the Website Profiles section you will want to Add a Website Profile for each of the domains you want to track.
4. After you add a domain, you will be given some code that is specific to that domain. Copy and paste the code onto each page of your website.

Monitoring Your Reputation – Google Alerts

1. Create a Google Account if you haven't already done so.
2. Go to <http://www.google.com/alerts>
3. Specify a search term for each of your alerts, a reporting frequency, and your delivery email address.

Some more sophisticated tools geared toward social media are available at:

<http://www.trackur.com/>
<http://www.knowem.com/>

Develop Business Connections - LinkedIn

1. Go to <http://www.linkedin.com>
2. Enter the information in the Join LinkedIn Today box.
3. Follow the on-screen instructions for filling out your profile.
4. Include Information on your current and past positions.
5. If you have a website, be sure to include a link to it.
6. Click the People tab to search for business associates who you can link to. You will be surprised how many people you know are already on LinkedIn. Feel free to link to me – “Michael Stearns”