

WHAT ARE YOU DOING TO ADVERTISE YOUR ONLINE BUSINESS?

8 Steps to Advertise your Online Business?

DO YOU OWN A WEBSITE?

- Nationwide, **10 to 30% of Retail and Service Sales** are being generated directly from online website markets.*



*According to national survey.

DO YOU USE SOCIAL MEDIA?

- Does your website / mobile app connect to and can be connected to through your **social media services**?
- Are you staying in touch with your followers?



WHO DESIGNED YOUR WEBSITE?



1. You designed it yourself?



2. A close friend or relative made it for you.



3. Use a online premade template?

In other words... **Did a professional...**

DESIGN YOUR WEBSITE?



DO YOU ADVERTISE YOUR WEBSITE?

- Not to be overlooked. Are you advertising your website in the following media?:
 - Print?
 - TV or Radio? Local or national?
 - SEO?
 - Social media?
 - Business cards?



IS YOUR WEBSITE EASY TO REMEMBER?

- Does your **domain name** best describe your business?
- Is it optimized for SEO?
- **Is it easy to remember?**
Can your employees remember it off the top of their head?



DO YOU LIMIT YOUR LINKS?

- Are your links related to your consumers or are you simply doing **free advertising for your suppliers?**
- Your not being paid by your manufacturer's for your advertising.



ARE YOU KEEPING TRACK OF YOUR HITS?

- Using the latest internet tracking tools to **keep track of your hits?**
- How are they trending?
 - ▣ Up? 😊
 - ▣ Down? ☹️



If you're doing all these things, congratulations, keep it up! If you haven't seen results yet, you will.

If you aren't, contact us for a free consultation; we're Idaho Falls-based company with reasonable rates.



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