

Congratulations on your new website!

Your website is complete and live on the Internet. So now what? Below are a few suggestions on how you can grow your website to become an effective marketing piece for your business.



Get the word out.

Local promotion is the most immediate and effective way to drive traffic to your website. Include your website on promotional items such as:

- business cards
- brochures
- print advertising such as newspaper or yellow page advertising
- radio or TV commercials
- vehicle signage
- storefront signage
- social media sites



Link Building.

Do you have a Facebook page? Is your business information listed on a Chamber of Commerce website, online city guide or any local directory sites? If so, you'll want to be sure these sites include a link to your website. When others link to you, it not only helps drive traffic to your website, but also shows that your site is a trusted source of information. These two elements can help improve your visibility on search engines such as Google.



Submit your business listing to Google Places.

Once your website is complete, Pinnacle will submit your website to Google, Yahoo and Bing so it can begin getting recognized. It is also recommended that you submit and/or update your business listing on Google Places. Submitting to Google Places is free and will help you show up in the "local pack" of the search results. Submission to Google Places must be done by you, the business owner, as it requires a Google account and verification of your business location and phone number. For more information, visit www.google.com/places.



Keep your website fresh and up-to-date.

To keep your customers informed about your business, update your website with fresh content such as upcoming events, new staff member announcements, new products and services, or special offers. This makes your website a valuable resource for your customers and will help grow usage and customer loyalty.

If you have any questions, please contact our Digital Products Department at **800.343.8086** or **websites@pinnaclepub.com**