

Web Marketing Checklist

By Jefferey Rondman

- Search Engine Strategies
 - Write a keyword-rich page title.
 - Write a description META tag.
 - Use your important keywords in headers (H1, H2, H3)
 - Place your keywords in the first paragraph of your body content.
 - Include keywords in the ALT attribute of image tags.
 - Use keywords in hyperlinks.
 - Make your navigation system user- and search engine friendly.
 - Create a site map.
 - Develop webpages that focus on each your target keywords.
 - Promote your business online.
 - Promote video, images, and audio content.
- Linking Strategies
 - Submit your wesbite to directories such as DMOZ, Yahoo! and Business(dot)com.
 - Submit your website to geberal and niche directories.
 - Request reciprocal links.
 - Write articles for others to use in websites and newsletters.
 - Issue news releases.
- Social Media Strategies
 - Begin a business blog.
 - Become part of a social media community.
 - Promote your website in forums and discussion groups.
 - Ask visitors to bookmark your website.
- Traditional Strategies
 - Include Your URL on stationery, cards, and literature.
 - Promote using traditional media such as newspapers and yellow pages.
 - Develop a free Service.
- E-Mail Strategies
 - Install a "signature" in your e-mail program
 - Publish an e-mail newsletter.

- Ask for e-mail sign-ups.
- Send reminder e-mails.
- Send offers to your visitors and customers.
- Exchange e-mail mentions with complementary businesses.
- Paid Advertising Strategies
 - Buy a text ad in an e-mail newsletter.
 - Consider an affiliate program.
 - Use Pay Per Click (PPC) advertising.
 - List your products with shopping comparison bots and auction sites.
 - Rent targeted, commercial e-mail lists.