

CHECK LIST

For Promoting Your New Website

Now that you have a professionally-designed website, you'll want to do a few things to promote the site. Below is a check list of things that will help generate traffic.

Search Engines

This one has been done for you. We have registered your site with Google, Yahoo and DMOZ.

Key Words

This one has also been done. We added keywords specifically designed to enhance traffic to your site.

Email Signature

Always include your web address in your email signature and make sure your employees do also.

Signage

Signs have to be simple and quick to read to be effective so your message is limited. By putting your web address on your sign, you give potential customers access to a wealth of information about your business.

Invoices

Add your web address to your invoices and make sure it's bold enough to stand out.

Stationery

Add your web address to your letterhead & business cards.

Print Ads

If you advertise in newspapers, magazines or the yellow pages, make sure your web address is prominently displayed.

Promotional Items

Do you ever give out pens, cups, shirts, etc.? Be sure to include your web address on your next order.

Vehicles

Do you have any company vehicles? Put the web address on the side of the door.

Become A Fan

Be sure to "LIKE" Repair Shop Websites on Facebook so that we can link our followers to your site. Also, look for us on Twitter @RepairShopTimes.

Links

Last but not least – adding links is the most important thing you can do to generate traffic to your site.

Be sure to have local organizations, vendors, suppliers, and trade groups link to your site. Anywhere your company name and phone number appear on the web should have a link to your website. Here are just a few suggestions...

- ASA
- ASE Blue Seal
- BBB
- Chamber of Commerce
- Civic Organizations
- Facebook
- Twitter
- Angie's List
- Ask Patty
- Mitchell
- Tire Companies
- Local Schools or Colleges that you support

WE ALLOW YOU TO PERSONALIZE YOUR WEBSITE

so make sure you separate yourself from the competition by adding as many photos, slide shows and testimonials as your package allows.

Don't Forget to send us a photo of your shop!