

Improving Web Site Traffic – Personal Broadcasting System

By Shonda Miles

Free media coverage is a great way to get your name out to the public and build your credibility. Its "free" if you do it yourself without hiring a media agency, but it does require an investment of your time, focus, and effort. There are several tactics you can employ to generate free media coverage.

Paid advertisement may be important, but to the struggling small business, it is all about cheap or free media coverage. That said, paid advertising should still be considered as a feasible and desirable component of your overall online marketing portfolio if you can afford it.

If you choose to implement it, it typically has the potential to be highly effective. It is vital to use your advertising dollars wisely; as you want to ensure that you get the most bang for your buck and make sure that your target audience is receiving as much information about your company as possible.

The Internet gives every individual a place where they can present their own media online. The Internet is a media channel, and you have the power to own your own PBS—Personal Broadcasting System. There are many ways that you can increase the amount of traffic to your Web site and generate more business from your site. You want to drive as many potential customers to your Web site as possible, even if each visitor does not result in a "sale."

Depending on the type of business you operate, your goal may only be to increase Web site traffic. For example, if you are operating a restaurant and your Web site is an online marketing and advertising tool for your restaurant, acquiring an increase in the number of site visitors or page hits is considered a success, as your goal is to drive visitors to your site, which will, hopefully, in turn inspire them to dine at your establishment.

If you are selling products, you can expect many comparison shoppers who are shopping for features, product reviews, or other product descriptive information as they consider purchasing the product.

You should advertise your "press releases," "product promotions," or other information venues in the form of an opt-in form on your Web site. This form should be on the home page, easily found, and should capture each visitor's name and e-mail. Likewise, if you are engaging in face-to-face communications, you should ask for the customer's name, e-mail, and contact information, while starting a conversation that eventually leads to trust and, finally, that first purchase.

The more media exposure you use to direct targeted traffic to your Web site, the more you increase your chances for successfully connecting with prospects who are prepared to buy. Use media exposure to get prospects to your Web site, but then, present your own media via your "PBS" section of your Web site.

Your e-presence isn't just about how good your Web site looks. You want to give your customers a reason to come to your Web site and do business with you instead of giving that

business to your competitors. You need to pull out all the stops and build your e-presence via the media and Internet marketplace by providing quality content, unique experiences, ease and simplicity, savings, superior customer satisfaction, and other advantages.

Building your online business again comes back to earning the respect and trust of your customers with the combination of media, marketing, and relationship skills. There are many ways that you can improve your online marketing success.

Of course, the best way to improve your website is hiring a professional web developer, so it is highly recommended to consider this option in order to save time and money.

About The Author:

Shonda Miles is a small business coach and consultant for Gotta Take Action. She invites you to join the Hot Marketing Tips Newsletter at www.gottatakeaction.com if you are interested in taking your business to the next level as well as increase your profits.

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