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## 3 Ways to Get Noticed Online



If you build it, they will come, right? Sort of. You put tons of time and money into a beautiful, well-planned website, expecting the calls or orders to pour in. But while it's kicked your business up a notch, you were hoping for more bang for your buck.

Good news! There are a few easy steps you can take to ramp up your Web traffic, says Melanie Rembrandt, founder of Rembrandt Communications, a PR and SEO firm for small- to mid-sized businesses.



**Review your site** – and have someone from the outside take a look as well. Rembrandt suggests looking for grammatical errors, old dates (don't forget the year change), outdated information and ineffective content. [Microsoft Office Live](#) and [BellaOnline.com](#) provide checklists for your website refresh.

**Revisit your SEO keywords** to make sure they're working for you. [Word Tracker](#), [Google](#) and [Keyword Discovery](#) suggest top terms potential customers search when looking for your company or services. Then, include those keywords in your Web content and press releases. (Plus, review [these site stats](#) to measure overall effectiveness.)

**Comment on conversations, blogs and social media sites** your customers frequent – in addition to your own blog and social media pages. [Sazbean.com](#), [SmallBizTrends.com](#) and [Microsoft Office Live](#) offers tips for finding your target audience online, like searching for questions to answer in your area of expertise and offering insight on well-trafficked industry blogs.

**Bonus PINK Link:** Here are [28 ways](#) to grow your e-mail list.

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