

# Make your website it earn its keep.

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## 5 Easy Ways to Use the Internet to Grow Your Business

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*Here are some easy ways to get your business name in front of more potential clients.*

All of the tips below involve an investment of time, which can be in short supply for most business owners, but the investment will pay off handsomely.

One of the most common strategies marketing gurus will tell you to start using to benefit your business is to “position yourself as the expert.” Figure out what you do best, and make that your niche. Sure, on a day to day basis you may have to do far more tasks than just that one specialty, but if you can be first in a particular field, your clients will remember your name.

Keep this in mind as you work through the tips on this list.

1. **Update your website.** Search engines like fresh content. They check for the publish date of the pages they have in their database before deciding whether or not to re-index your site.
2. **Make sure your content focuses on your clients' needs, not on your business.** Read over your site from your client's point of view. Keep in mind the first principle of marketing “What's in it for me?”

Most of what they need to know about your business should be on a page called "About Us" or "Our Company". The rest of your website should revolve around what your clients (and potential clients) are looking for - information. Provide your clients with quality content that demonstrates that you understand their needs and problems, and they are more likely to ask you to solve them. The bottom line is that no one is searching for tidbits like "in business since 1982."

3. **Take Advantage of Directory Listings.** Many directory sites provide tiered listings - with the most basic level being free. Take advantage of as many free listings as you can (do a search on the phrase "free listings" + your area of expertise), and make sure your information is up to date. If you are a member of an industry association, see if they have a directory online.
4. **Write articles for other websites.** Most websites are looking for fresh content. In exchange for your short article, you will receive a by-line and your contact information will be prominently displayed, allowing people to contact you for further information. This helps position you as an authority in your area of expertise. You can even specify that the content can be printed, posted, and redistributed as long as your by-line and contact information remains intact. Your article will have a wider audience that way.
5. **Create a monthly or bi-monthly newsletter.** You can use your newsletter two ways: email it to your clients (with their permission, of course) and post it on your website. It provides fresh content for search engines to send traffic to you; it helps keep your name in front of your clients; and it helps solidify your reputation as an expert in your field.

A list of sites that distribute your articles to publishers looking for content can be found at BusinessPartnerships.ca: [http://BusinessPartnerships.ca/highlights/posting\\_articles.php](http://BusinessPartnerships.ca/highlights/posting_articles.php)

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