



How do you use your website?

- Marketing
- Project Management
- Portfolio of work
- Selling products or services online (eCommerce)

Examples

- Marketing – Iden Barn Homes (www.idenbarnhomes.com)
 - Easy forms for customers to get in touch.
 - Submission to search engines and directories.
 - Run online advertising to jump start awareness.
- Customer Information – Cornerstone (www.cornerstoneclubs.com)
 - Announcements, Class Schedules, Upcoming Events
- Dynamic Portfolio – Ron Christman (www.ronchristmanmasonry.com)
 - Using Wordpress blog software to allow him to expand his portfolio and website as he gets photos and information.

Key Points

- Have a goal for your website. It won't solve a business problem alone, but it can be a key component in the solution.
- Use your website as a part of your business processes
- Embrace change – Your website should grow and change with your business

Tips

- List your business on Google Maps (<http://www.google.com/local/add>)
- Use Google Analytics to monitor your sites traffic (<http://www.google.com/analytics>)
- Submit your site to the search engines
- Domain names are becoming harder to get for many common businesses and names. If you don't have one, get it soon.

For more information on Immersion Technology and Web Marketing visit www.immersionit.com