

## Ways to Market Your Web Site

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Small businesses should market their Web sites both online and offline using a variety of media and techniques. Below is a summary of the specific types of marketing vehicles you can use to promote your Web site:

WAYS TO MARKET YOUR WEB SITE	
Traditional	Online
<ul style="list-style-type: none"><li>• Newspapers</li><li>• Magazines</li><li>• Television</li><li>• Trade shows</li><li>• Press Releases</li><li>• Yellow Pages</li><li>• Business Cards</li><li>• Direct Mail</li></ul>	<ul style="list-style-type: none"><li>• Banner ads</li><li>• Web Links</li><li>• E-mail</li><li>• E-Fax</li><li>• Internet Portals</li><li>• Internet Yellow Pages</li><li>• Discussion Groups</li><li>• Online Chat Groups</li></ul>

Not having a Web site for your business is a sure way to fail. Having a poor Web site means you may not be taken seriously. The same goes for not properly marketing your Web site. Small businesses can use a variety of strategies and techniques to let buying organizations know about their company's capabilities.

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