



# Getting Noticed On The Web

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# Getting Noticed On the Web

**Getting Noticed on the Web** is a key to a successful business and successful website. You can hire people to optimize your website but there are many additional things you can do yourself to enhance your web presence and your web ranking. So, before we begin, let's get clear on some terms. Throughout this report are many great ideas that use different strategies to get you noticed on the web and improve your business. You will need an understanding of some terms for the report to make sense.

## Auto-Responder

An auto-responder is a program that gives you the ability to automatically send emails to your prospects when they sign up on your site. This is different from the auto-response you send out when you are out of the office.

## E-Zine

An e-zine is a newsletter that is published on-line and sent to subscribers via email. By law individuals have to request a subscription.

## Opt-in

When an individual requests to be on your list, they fill out a form on your website with their name and email address. If you have them confirm their request it is a **double opt-in**.

## Why do you need a website and what should it do?

If you are a business owner you need a website. Your site should do some work for you. One of the reasons to have a website is to attract customers or clients. But, if you don't find out who is visiting your site and who is a potential customer you cannot market to them or give them additional information. Your site should have a way of collecting data – name and email address, of your visitors. Most sites that collect this information use what is called and "ethical bribe", and exchange of information such as an e=book, free report or e-zine or combination for the person's name and email address. Your auto-responder company can assist with this. When you set up a list you can then create the form code through your auto-responder for a sign-up form. The information is collected by the auto-

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responder company and enables you to send emails, auto-responder messages, newsletters, and more.

By building a database of qualified prospects you have a pool of people you can market to.

Your website also builds your credibility as a company. You can include testimonials from clients/customers. Your site becomes an online brochure that is very detailed and complete.

**The following articles give you tips for improving your website, its online ranking and ways to attract people to the site.**

This book is a compilation of articles. As I put it together I realized that many ideas repeat themselves, but each time it is a slightly different angle. I found it worth it to read them each again and have them reinforced. I also observed the different purposes that the same strategy has. The purposes and perspectives are valuable. At the core, is the goal of driving traffic to your site. My favorites are fresh, original content, submitting articles, e-zines, blogging, and networking with two sided business cards.

I'm working on several additional strategies that you will see here. I am developing a membership site, with a forum. I'm investigating a directory, and an article directory. Enjoy the report and use what makes sense for your site, your goals.

If you have questions, let me know. I'm glad to hear from you and help you in anyway I can. You are welcome to share this e-book as long as it remains intact. Articles can be used on your site without changes or in your e-zine with the resource box at the end of the book included with whatever articles you use.

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## Attracting People to Your Website

1. **Give visitors a free subscription to your e-zine.** Almost everyone is publishing an e-zine nowadays so it's important to give something extra with the free subscription. You could offer a free gift or advertising when people subscribe. I have started offering a free tele-seminar each month to my e-zine subscribers. I include this in my ads on other sites. To register for my e-zine visit: <http://www.BuildYourBusinessSuccessNow.com>
2. **Provide your visitors with free content such as articles, e-books and reports.** Your content will be more attractive to your visitors if it's up-to-date or original. You could also offer people the option to reprint the content in their e-zine or web site. Include a "resource box" in your articles that and reprint instructions that give permission to reprint the article only if the resource box is included. Include a brief bio and links to your website.
3. **Offer a free online directory.** The directory could be full of interesting e-books, e-zines, web sites etc. If people find your directory to be a valuable resource they will visit it over and over.
4. **Give your visitors a free e-book.** You could also include your own ad in the e-book and allow other people to give it away. If you don't want to take the time to write one, you could ask other writers permission to use their articles.
5. **Hold free online classes or seminars.** They could be held in your web site's chat room. The idea of "live" information will definitely entice people to visit your web site. You will become known as an expert on the topic.
6. **Give visitors a free entry into your contest or sweepstakes.** The prizes should be something of interest or value to your visitors. Most people who enter will continually revisit your web site to get the results.
7. **Let visitors download free software.** It could be freeware, shareware, demos etc. You could even turn part of your site into a free software directory. If you created the software, include your ad inside and let other

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people give it away. You can hire freelance script writers to develop software for you that you can then sell on your site or give away on your site.

8. **Offer free online services or utilities** from your web site. They could be search engine submitting, copy writing proofreading etc. The service or utility should be helpful to your target audience.

9. **Give free consulting** to people who visit your web site. You could offer your knowledge via e-mail or by telephone. People will consider this a huge value because consulting fees can be very expensive.

10. **Give your visitors a free membership to your online club.** People want to belong to something, why not your online club. You could also give away a free e-zine for club members only.



## High Powered Ways to Increase Your Website Traffic

1. **Trade links with other web sites.** They should be related to the subject of your web site. Instead of trading links, you could also trade banner ads, half page ads, classified ads, etc. Create a links page on your site. You can also create the banner ad code or link code on your site so that it is easy to trade links. You can check out my code here:

<http://www.compassroseconsulting.com/links.html> and feel free to send me your link. I ask people to post my link and send me the location of the link and then I will post their link. Links help your page ranking. The advanced Google Toolbar gives you page rank and you can check your site and others to determine your page rank and links. Links build your page rank.

2. **Start an e-zine for your web site.** When people read each issue they'll be reminded to revisit your web site. They'll see your product ad more than just once which will increase your orders. It is amazing how you can build relationships with people via a newsletter and via the web. Your e-zine

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should go to your customers and prospects. You MUST have a sign-up form on your website for prospects. I include one on my blog as well. I average 5 sign-ups a day from the blog. <http://www.compassroseconsulting.com/blog>

**3. Form an online community.** It could be an online message board, e-mail discussion list or chat room. When people get involved in your community they will regularly return to communicate with others. Watch your inbox, because I will very soon be forming an online community for my loyal subscribers.

**4. Write articles and submit them to e-zines, web sites and magazines that accept article submissions.** Include your business information and web address at the end of the article. Articles are another great way of building your credibility, your expertise and your website ranking. Articles boost your links to your site, thus your rankings. I use an article submitter to submit articles. There are many ways to get this task done. Check out: <http://www.jetsubmitter.com/?thankyou-page=863> You can also submit articles to directories individually. I have also used a software program "Article Submitter".

**5. Give away an electronic freebie with your ad on it.** Allow your visitors to also give the freebie away. This will increase your ad exposure and attracts people to your web site at the same time. Create a report to advertise your business via links in the document or at the end or beginning of the document. Turn it into a PDF file so that it is more secure and easier for people to download.

**6. Combine your products or services into one big package deal with other businesses offerings.** You could share a web site and advertise the package deal; which means double the traffic. People love packages and they love deals. If you can combine products or services into a package and offer it to your prospects you will have people buying from you.

**7. Submit your freebie to the online directories that list your particular item or service for free.** If you're offering a free e-zine, submit it to all the free e-zine directories on the internet. If you want a list of some

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of the free e-zine directories, **just send me an email** and I will get them right out to you.

**8. Participate on message boards and forums.** Post answers to other people's questions, ask questions and post appropriate information. Include your signature file at the end of all your postings. Search for message boards or forums that have your target market. Always include your site and info for your free newsletter in your signature. Signature lines are very important and should be used wisely.

**9. Exchange classified or sponsor ads with other free e-zine publishers.** If there is a huge subscriber difference between e-zines, one can run more ads to make up for it. Having another e-zine publisher include your ad to their list increases your exposure to potential clients. Partner with appropriate e-zine publishers, so that they are in your target niche.

**10. Post your ad on free advertising areas on the internet.** You can post it on free classified ad sites, free for all links sites, newsgroups that allow ads, free yellow page directories, etc.



## High-Impact Viral Marketing Strategies

Viral Marketing is allowing people to giveaway and use your free product or service in order to multiply your marketing quickly over the internet. The idea behind viral marketing is that you include your ad with the freebie people giveaway or use. It is all based on the theory that one person gives your free product to 2 people, who give it to 2 people, who pass it on to 2 people. The numbers grow and grow and your report gets passed around like a virus. Below are ten high impact viral marketing strategies:

**1. Allow people to reprint your articles on their web site, in their e-zine, newsletter, magazine or e-books.** Include your resource box and the option for article reprints at the bottom of each article. You always want

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to include a site link in your resource box or two. Two is the limit. If you use a squeeze page and have a branding site then include both sites.

2. **Allow people to use any of your freebies as free bonuses for products or services they sell.** Include your ad on all your freebies with your web-link.
3. **Allow people to use your online discussion board for their own web site.** Some people don't have one. Just include your banner ad at the top of the board.
4. **Allow people to sign up for a free web site on your server.** Since you are giving away the space, require them to include your banner ad at the top of the site.
5. **Allow people to add their link to your free web site directory.** Just require that they return a link back to your web site, advertising your directory.
6. **Allow people to provide your free online service to their web site, visitors, or e-zine subscribers.** They could be free e-mail, e-mail consulting, search engine submissions, etc.
7. **Allow people to give away your free software.** Just include your business advertisement inside the software program.
8. **Allow people to give away your free web design graphics, fonts, templates, etc.** Just include your ad on them or require people to link directly to your web site.
9. **Allow people to place an advertisement in your free e-book** if, in exchange, they give away the e-book to their web visitors or e-zine subscribers.

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10. **Allow people to give away your free e-book to their visitors.** Then, their visitors will also give it away. This will just continue to spread your ad all over the internet.



## Sure-Fire Phrases That Will Increase Your Traffic

1 **"Bookmark This Web Site Now"** Tell your visitors to bookmark your web site. They may see your web site listed in their bookmarks and visit again. You should also give them a good reason to bookmark your site. For example tell them you add new content everyday.

2 **"Subscribe To Our Free E-zine"** Tell your visitors to subscribe to your e-zine. When they subscribe you'll capture their e-mail address. Every time they read your e-zine, it will remind them to return to your site.

3. **" Participate On Our Discussion Board"** Ask your visitors to participate on your online discussion board. By participating they will meet other people. By meeting other people, they will revisit your web site on a regular basis to stay in contact with them.

4. **"Sign Our Guestbook"** Ask your visitors to sign your guest book. When people sign your guestbook you may get valuable feedback or constructive criticism on how to improve your web site. This may help you increase traffic to your web site.

5. **"Use Our Free Content On Your Site Or In Your E-zine"** Allow your visitors to use your articles on their own web site or in their e-zine. Just ask them to include your resource box. This will spread your advertising all over the Internet.

6. **"Refer This Our Web Site To A Friend"** Ask your visitors to refer your web site to a friend(s). They may know someone that would benefit from

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visiting your web site. I use a software program for this that is easy to use and automates the process for people. It's called [Viral Friend Generator](#)

7. **"Fill Out Our Online Survey"** Ask visitors to fill out your online survey or questionnaire. You could use it to get valuable feedback on ways to improve your web site to increase traffic.

8. **"Enter Our Contests"** Ask your visitors to enter your online contest or sweepstakes. People love to win stuff, and they will visit your web site to try.

9. **"Give Away Our Freebie To Your Visitors"** Allow your visitors to give away your online freebies to people that visit your web site. Include your ad on the freebie and those freebies will multiply your traffic.

10 **"Join Our Affiliate Program"** Allow your visitors to make money selling your products or services. This will increase your traffic because they will link to your web site.



## Great Strategies to Make People Click

1. **Use reverse psychology on your banner ads.** You could tell people not to click on your banner ad. For example "Don't Click Here If You Are Comfortable with Your Looks"

2. **Make your banner ad words as attractive as possible.** Use words like ultimate, powerful, sizzling, hot, etc. Your words should relate and highlight your total offer.

3. **Offer a discount offer on your banner ad.** People are always looking for good deals. You could offer a percentage discount, dollar discount, buy one get one free discount, etc.

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4. **Use a testimonial on your banner ad.** This will give people proof they aren't wasting their time clicking on your banner ad. The testimonial should include enough information so they understand the offer.
5. **You could have a famous and respectable person on your banner ad representing your product, web site or service.** People will click because they'll trust them over you.
6. **Use a strong guarantee on your banner ad.** You could include the guarantee as a headline for your offer. It could read double or triple your money back guarantee, lifetime your money back guarantee, etc.
7. **Tell people to click on your banner ad.** Newbies to the internet may not even know they can click on banners. Just having the phrase "click here" on your banner will increase your click-throughs.
8. **You could advertise a trial or sample offer.** This will tell people there is no risk or obligation if they click on your banner ad and try out your product or service.
9. **Tell people the major benefit of your product, web site or service on your banner ad.** It could be benefits like make money, lose weight, increase energy, save money, save time, etc.
10. **You could advertise a free offer on your banner ad.** People love free stuff. The freebie should relate to your target audience. If the freebie is attractive to them they will click.



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## Make Your Online Testimonials More Believable

### **1. PICTURES**

Ask people if they would e-mail a picture with their testimonial. If they don't have one scanned you could have them send their picture by mail and you could scan it. This technique will give your testimonials more credibility.

### **2. ELECTRONIC SIGNATURES**

Most online testimonials you see have text signatures. You could have people mail their written signature, scan it, and upload it with their testimonial. People will feel the testimonial is more official.

### **3. ONLINE AUDIO**

You could record people's testimonials with a mini tape recorder over the phone, on your answering machine, or voice mail. Then you could convert the recording into an online audio file and upload it to your web site. You can find more information about converting audio recordings by typing "real audio" at a search engine.

### **4. POSTCARDS**

Have people mail you their testimonial on a postcard, scan it and upload it to your web site. This will give people proof that the testimonial isn't fake because it will have a post mark on it.

### **5. PROFILES**

Ask people to include a profile of themselves with their testimonial. You could just have them answer some questions like age, occupation, hobbies, favorite quote, etc. This will make your testimonials more entertaining to read.

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## **6. HAND WRITTEN LETTERS**

This is similar to the "electronic signature" tip. Scan and upload the entire written testimonial or letter to your web site. This will give your testimonials a feel of realism.

## **7. RECORDINGS**

You could record people's testimonials over the phone with a mini tape recorder. Then, take the recording and record it to an answering machine or voice mail system. Under each one, include a phone number they can call to hear the actual testimonial. I have also used [Audio Generator](#). They offer a toll free number for your clients to call to record their testimonial. It is a simple system for you to use to add audio to your site.

## **8. E-MAIL MESSAGES**

When you get e-mail testimonials, publish the entire e-mail message instead of just the contents. It will be more believable because it will include the date, time, subject, who it's from and who it's to.

## **9. CONTACT INFORMATION**

When you get testimonials from people, ask them if you could include their contact information under the testimonial. This will allow potential customers to ask your current customers questions about your product or service before they buy. Usually, they will trust them more than you.

## **10. ONLINE VIDEO**

If some of the people who give you testimonials have a camcorder, ask them to record their testimonial on video and send it to you. Then you could convert the video to an online video file and upload it to your site.

You can find more information about converting audio recording's by typing "real video" at a search engine.



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## Profitable Reasons to Add a Discussion Board or Chat Room to Your Web Site

1. **You'll be able to communicate with your visitors.** They'll begin to trust you and get to know you on a more personal level. People will purchase products quicker from somebody they already know and trust.
2. **People will revisit your web site to participate on your discussion board or chat room.** They will meet other people with similar interests and your web site will become a hang out were they can chat.
3. **You can learn important information about your visitors by reading the conversations they have.** They may chat about your web site or products. With this information you could learn to market your products more effectively.
4. **You could answer the questions your visitors ask in your online communities.** You'll become known as an expert by giving the answers to their questions. This will give you and your business more credibility.
5. **You could teach a free online class using your chat room.** This will give you an expert status and increase traffic to your web site by offering the free class.
6. **When your discussion board or chat room becomes popular, you could sell advertising space on them.** This will give you an extra income stream for your web site.
7. **You can network with other businesses by having a chat room or discussion board.** You could exchange business ideas, leads, advertising, etc.
8. **You could allow other web sites who don't have a discussion board or chat room to use yours.** You will get free advertising by allowing them to link to your online community.

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9. **When you have a discussion board or chat room you can get free advertising by listing them in online community directories.** You can also join web rings with similar discussion topics.

10. **You can make money by advertising your own products and services on your discussion board or chat room.** You could also join other people's affiliate programs and make commissions advertising them.



## Why People Don't Visit Your Web Site

1. **You don't offer free original content.** It's important to give your visitors information they can't find anywhere else. If you're the only source for a certain type of information, people will flock to your web site.

2. **You don't offer free software.** Most people like to find good deals on software for their computers. If the software is free, that is even better.

3. **You don't offer a free contest or sweepstakes.** It's a fact, people like to win things. If you can fulfill that need, people will stop by to visit.

4. **You don't offer a free directory.** Create a directory of web sites on a particular topic that is related to your target audience. People will visit because they will find what they're looking for, all in one place.

5. **You don't offer a free e-zine.** Most people love to get free information that they're interested in emailed to them on a regular basis. This saves them time and money.

6. **You don't offer a free community.** People like to have a place where they can have discussions with others on a particular subject. You could add a chat room or message board to your web site.

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7. **You don't offer a free affiliate program.** One of people's basic needs to survive is money. When you offer them a free opportunity to make money they'll line up to visit your web site.

8. **You don't offer a free online utility.** When you offer a utility that can solve a problem, people will visit your web site. The utility could be a free auto-responder, e-mail account, search engine submission, etc.

9. **You don't offer free current information.** Supply news stories related to your web site. People want up-to-date news on the topics they are interested in. They will also be interested in visiting your web site.

10. **You don't offer free samples of your product or service.** Have you ever been to a store and you jumped at the chance to get a free sample of food? This same concept will also attract people to visit your web site.



## How You Can Create a Popular Online Community

An online community could be a chat room, e-mail discussion list, discussion forum or other technologies that allow groups of people to communicate at your web site. When you have a popular online community it will increase your traffic and sales. Below are ten ways to attract people to participate in your online community.

1. **Tell your visitors that you post a new, free offer every day, week or month in your online community.** The free offers should be attractive to your target audience.

2. **Regularly schedule experts or famous guests to participate in your online community.** You could design it to be a virtual class or a question/answer session.

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3. **Post testimonials on your web site from people that have participated in your online community.** The testimonials could be about what people have learned or liked while participating in it.
4. **Don't allow blatant ads in your online communities.** If people decide to visit your online community and see a ton of ads they most likely won't be back.
5. **Post all the benefits of participating in your online community on your web site.** You could write it like you're writing an ad for a product you're selling.
6. **Submit your chat room, e-mail discussion list or discussion board to online community directories.** You can find them by typing " the community type" with the word "directory" in any search engine.
7. **Create an e-zine just for people who participate in your online community.** Allow them to subscribe for free. When they receive each issue, it will remind them to come back and participate in your community.
8. **You (the owner of the online community) should participate regularly.** Post information that will benefit the other people. This will show them you care about your online community members.
9. **Have plenty of people to monitor your online community.** They could remove postings that turn away people like profanity, spam and other off-subject postings.
10. **Your online community should contain user friendly features,** like a search option for archived discussions, easy posting or chatting options, email updates or digests, etc.



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## Getting to the Top of Search Engines—*Indirectly!*

There are millions of web sites trying to get listed in the top 20 spots of the major search engines. That amounts to a lot of competition! I say if you can't get listed at the top, indirectly get to the top.

How do you do this? Look up the top 20 web sites on the major search engines under the keywords and phrases people would find your web site. The key would be to then advertise on those web sites.

The most expensive way would be to buy ad space on those web sites. If you don't want to spend any money, you could use the ten strategies below. These strategies may not apply to every web site.

1. **Participate on their discussion boards.** You could post questions, answer other people's questions, and join in on conversations. Just include your signature file and link at the end of your messages.
2. **Ask the web site owner if they would like a free e-book to giveaway to their visitors.** You could have them link to your web site or include your ad in the free e-book.
3. **Submit content to their web site.** You could write articles for their web site and include your resource box and link at the end of the article. If they publish it, you'll indirectly be at the top of the search engines.
4. **Write an excellent article review of their web site, products or services.** Then publish the review on your web site. E-mail the web site owner and tell him or her about it. They may link to your web site so their visitors read it.
5. **Ask the owner of the web site if they would want to trade advertising.** If you don't get as much traffic as they do, you could throw in some extra incentives.

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6. **Propose a cross promotion deal with the web site.** You both could promote each others products or services together in one package deal. This means a mention and link back to your web site.
7. **Give the web site a testimonial for their product or service.** Include a little text link for your web site with the testimonial. You never know; it could end up on their ad copy.
8. **Post your advertisement on their free classified ad section on their web site.** You want to be sure you have an attractive headline so they will read your ad.
9. **Post your text link on their free-for-all links page.** You want to go back and post your link regularly so it stays towards the top.
10. **Sign their guest books.** You could leave a short compliment about their web site on their guest book. Just include your signature file and link at the end of your message.



## Redecorate Your Web Site to Increase Sales

The use of the right colors on your web site can actually increase your sales. When people see certain colors they can change their emotions or they can symbolize things related to the colors. Here are a list of colors with some emotions and symbolizations they can cause:

**Red - love, excitement, warmth**

**Pink - romantic, affection, sensuality**

**White - purity, peace, perfection**

**Blue - sky, water, travel, freedom, truth**

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**Purple - royalty, dignity**

**Black - space, night, authority**

**Green - money, calm, envy, greed**

**Yellow - light, purity, understanding**

**Orange - autumn, youthfulness, fire**

**Brown - wood, comfort, strength**

It's very important to know which emotions or symbolizations will trigger your target audience to buy your product or service. If you're selling a money-making product you should use green colors to represent money or bring out the emotion of greed. People also associate comfort and travel with money so you maybe want ad in some brown and blue colors on your web site.

The same principle can be applied to graphics or pictures of your product on your web site. Package your products with colors that will trigger your audience to buy. If you're selling a book about how to be more romantic, use red and pink colors on the cover. I hope these simple web site color techniques will increase your business's sales.



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## How to Keep Visitors at Your Site Longer

The more time people spend at your web site, the more time you'll have to persuade them to buy your product or service. Below are ten powerful ways to keep visitors at your web site longer.

1. **Provide your web site visitors with content they can't read anywhere else.** People will stay longer at your web site to read the original content.
2. **Remind your web site visitors they can print out your content.** They may browse around your online store while it's printing.
3. **Offer your web site visitors a freebie if they take the time to fill out your online survey.** They'll be at the site longer and might buy something afterwards.
4. **Offer your visitors free software that they can download right from your web site.** While they are waiting they might read your ad.
5. **Provide a huge online directory of information that your visitors could search.** The directory must contain information your visitors would want.
6. **Make sure all your web pages load fast or your visitors will leave fast.** Time is precious; they won't waste it waiting for your site to load.
7. **Tell your visitors what's offered at your web site at the very beginning.** If people are confused about what's being offered they may leave too early.
8. **Publish your web site professionally.** People will get turned off and leave if they see a lot of spelling and grammar mistakes.

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9. **Make your site text easy to read.** Most people won't strain their eyes trying to read text that is too small, light or bright.

10. **Use headlines and sub headlines all over your web site that will grab visitor's attention.** It will attract them to explore your web site longer.



## Promoting Your Web Site While Doing Non-Business Tasks

1. **Have a bumper sticker printed up with your web site address and other business information.** Place it on the bumper of your car. People will see it when you're driving.

2. **Have some t-shirts made with your web site address and other business information.** Your family or friends could wear them almost anywhere.

3. **Have some ball caps made with your web site address and other business information.** Wear them to keep the sun out of your eyes and promote your business at the same time.

4. **Have some business cards printed up with your web site address and other business information.** Pass them out to people you meet or that might be interested in your business. On the back offer a free report if they subscribe to your newsletter or visit your site.

5. **Have a magnetic sign made with your web site address and other business information.** Place it on your car door or roof when you are traveling.

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6. **Have some flyers printed out with your web site address and other business information.** Keep a few with you to hang on bulletin boards you see.
7. **Have some jackets printed with your web site address and other business information.** Give them away to family and friends. When it's too cold for t-shirts, you can wear jackets.
8. **Have some duffle bags made with your web site address and other business information.** Give them to family and friends as gifts or use them when you travel.
9. **Have some pens imprinted with your web site address and other business information.** When you are done filling out your check or signing receipts leave it there for the next person to use or keep.
10. **Have some mugs imprinted with your web site address and other business information.** Use them when you have company or give them away to friends and family as gifts.



## How Web Site Text Can Impact Your Reader's Buying Decision

The appearance of your web site text can actually increase or decrease your sales. The size, font, style and color of your text can easily affect your reader's buying decision. Below are ten points to consider when typing text on your web site.

**1. Easy to Read-** You want to make it easy for your visitors to read your text. You don't want to use a light colored text like yellow on a white background and you don't want to use dark blue text on a black background.

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**2. Create a Mood-** You want to use the color of your text to create a mood for the reader. If you want to create excitement, use some red text. If you want to create greed, use some green text. Use colors that would put you in a mood to buy your product.

**3. Grab Their Attention-** You can grab your reader's attention by using headlines. Make the headline more noticeable by using a different colored headline than your ad copy. This offsets the headline and pulls the reader into the rest of your ad copy.

**4. Highlight Keywords-** You can emphasize phrases and keywords that are important to your readers. For instance, use **super, deluxe, fast, low price, free, new,** etc. You could use bolding, underlining, italics, color changing, etc.

**5. Sizing It Up-** You don't want to use text that is too small or too large. You want to use larger text for your headlines and subheadings. You want to use smaller text for your ad copy. If your grandparents can't read it, it's too small.

**6. Don't Use All CAPS!**- You don't want to use all capital letters in your ad copy. It looks unprofessional and is hard to read. You may want to use all CAPS in your headlines to offset it.

**7. Font Properly-** You want to use a text font that relates to the product or services you're selling. You don't want to use a comic type font when you're selling business books. You also want the font to be clear and easy to read. Arial, Verdana, Times are each easy to read on the web.

**8. Spacing Out-** It's important to use spaces properly when typing your text. You should indent and bullet key benefits your product or service will give the reader. Your headlines, subheadings, sentences and paragraphs should be consistently spaced throughout your web site.

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**9. I Need Sunglasses-** Don't use all bright text colors and backgrounds on your web site. It will make your text hard to read and actually bother your readers' eyes to the point they just decide to leave your site.

**10. Check the Readability-** It's important to check your spelling and grammar before you upload your web page. When writing an ad copy you're allowed to break some of those grammar rules to get your point across.



## Persuading Your Web Site Visitors to Give You Their Email Address

- 1. Ask visitors to subscribe to your e-zine.** It's a good idea to also give them a freebie when they subscribe. This creates an exchange of information for a free article, report, e-book or other gift.
- 2. Have them sign-up to get access to download a free e-book.** The subject of the e-book should be related to your target audience.
- 3. Give your visitors a free membership inside your member's only web site.** Have them sign-up to receive a user name and password.
- 4. Hold a free contest or sweepstakes at your web site.** Ask them to give you their contact information to enter.
- 5. Offer your visitors free consulting via e-mail.** Have them fill out a web form to e-mail you with their questions.
- 6. Hold an interactive poll on your web site.** Ask your visitors to e-mail you their vote or opinion.
- 7. Ask your visitors to sign-up for a chance to get a web site award.** Have them e-mail you their contact and web site information.

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8. **Have visitors fill out a survey on your web site.** Give them a free gift as an incentive to complete the form.
9. **Offer a free online service from your web site.** Have visitors fill out their contact information to sign-up to the free service.
10. **Ask visitors to sign your guest book.** Tell them they will get a free gift in return.
11. **Offer a free affiliate program for your visitors.** They will have to sign-up in order to receive marketing materials and commissions.
12. **Allow visitors to submit a free classified ad on your web site.** Require them to give a valid e-mail address in order to post an ad.
13. **Give people who visit your web site a free course sent via auto-responder.** Just ask them to fill out their contact information to receive the free course.
14. **Offer your visitors free software to download.** Have them sign-up to get an access code to unlock the software.



## 20 Sure-Fire Ways to Get People To Link to Your Web Site

1. **Offer other web sites free content to post on their web site.** Include your link on all of your content. The content should be related to your web site because it will be in front of your target audience.
2. **When you visit a web site you've enjoyed a lot, write a review for the site. Write about the benefits you gain from the web site.** Tell them they can publish it on their web site if they link to your web site.

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3. **Allow other people to publish your e-zine on their web site.** Include your web site's ad and link in each issue you publish. This may also help you increase the number of people that subscribe to your e-zine.
4. **Market your web site as a free web book.** Design your web site with a title page, table of contents, chapters, etc. Just allow other people to give away the web book by linking to your web site.
5. **Give your visitors an instant article directory.** Tell your visitors they can instantly add a free article directory to their web site by linking to yours. Just place your ad or banner ad on top of the article directory for your main web site.
6. **Allow other web sites to use your discussion board for their web site visitors.** Just have them link directly to the discussion board. Include your web sites ad or banner ad at the top of the discussion board.
7. **Start a member's only web site.** Tell visitors what's in your member's only site and what it costs to gain access. Offer them a free membership if, in exchange, they link to your web site.
8. **Offer your visitors a free sign up to your affiliate program.** Pay them commission to sell your products or services. Just give them an affiliate link to track their sales. People will link to your web site to make extra money.
9. **Create your own award site for other web sites.** Give the winners a graphic or text link to place on their web site when they win. This will link your web site to theirs and draw more traffic to your web site.
10. Are you an expert on a particular subject? **Offer people free consulting via e-mail if, in exchange, they either link to your site.** People will consider this a huge value because consulting fees can be very expensive.

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11. **When you purchase a product and it exceeds your expectations e-mail the business a testimonial.** Make sure your statement is detailed. Give them permission to publish it on their web site if they link to your site.

12. **Create a directory of web sites on a specific topic.** Give people the option of adding the directory to their web site by linking to it. Put your business ad at the top of the directory's home page.

13. **Exchange content with other web sites.** You could trade articles, top ten lists, etc. Both parties could include a resource box at the end of the content.

14. **Allow people to download software at no charge from your web site, if they link to your web site.** The software could be freeware, shareware or demos.

15. **Trade other forms of advertising to people that link to your web site.** You could trade e-zine ads, print ads, auto-responder ads, classified ads, e-book ads, etc.

16. **Give away web space to people for free.** Since you are giving it away for free, request they link to your site by placing your ad or banner to the site.

17. **Join or create a web ring.** A web ring is a group of web sites on a similar subject agreeing to link together. To find a web ring to join type keywords "web rings" into your search engine of choice.

18. **Create an online club or association.** Tell your visitors what's included in the membership and what it costs to join. Offer them a free membership if, in exchange, they link to your web site.

19. **Allow people to use an online service or utilities from your web site if, in exchange, they link to your web site.** The online service could be an e-mail account, search engine submission, web page design, copywriting, proofreading, etc.

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20. **Offer a free e-book to your web site visitors.** The e-book should be related to your target audience. Allow them to give the e-book to their own web site visitors by linking directly to your web site.



Thank you, for being a part of my community. I hope you have found this report helpful. Let me know if you have any questions or ideas. And, keep an eye on what I am doing because I am planning new things all the time!!

To your success!

Donna Price

Resource Box:

To be used with any articles used in e-zines or websites:

Donna Price, M.S.; M.Ed. President of Compass Rose Consulting, LLC, provides business coaching to business owners/leaders, focusing on business development, team building, leadership and marketing; using her experience as a successful business owner; leader; effective team builder; a senior level manager and her extensive background working with people to achieve their goals. Donna offers individual and group coaching and business development programs. Join Donna's community -- e-zine, free tele-class and more:  
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