

CERTIFIED BUSINESS BUILDING ONLINE COURSE - SESSION 5:

• MARKETING ON THE WEB

Let's talk about more web marketing.

The web is a very powerful tool. It allows us to reach all around the world to places we've never dreamed possible. We can speak with people who we will never meet in person and will never speak to on the telephone. It's amazing if you think about it.

So how do we reach those millions of people through the web?

In the last session I suggested that you create an about.me account, an account on alibaba.com, a facebook account, a twitter account, and a linkedin account. With each of these accounts you can reach masses of people. Each of these accounts is free and has no start up charges or monthly charges. They are great ways to reach family, friends, coworkers, and generally people throughout the world who are interested in your type of business. If nothing else you may even make some new friends with these accounts.

1. The next step is to add a free site search engine to your web site. This search engine will "spider" all the active hot links on your website every day so they are made available to the world. To add a free site search engine to your web site go to <http://www.freefind.com> and fill in the information. You will be given a code to put into your web site which will put a search box on your web site. Then people can search your site as well.
2. Next go to <http://www.betterfly.com> and create a Betterfly account. You will be able to put your betterfly link on your web site for people to access.
3. Go to <https://groups.google.com/forum/#!creategroup> and create a google group. This will bring like-minded people to you.

Name: _____

Address: _____

Address: _____

Phone: _____

Fax: _____

E-mail: _____

Web: _____