

**Taking advantage of free tools  
on the web**

# Use Calls to Action in Your Text

- Calls to action are imperative verbs (such as *buy now*, *save*, *register to win*) that encourage your visitors to take a specific action on your Web site.
- The word *free*, as well as a textual link, is an implicit call to action.
- Use links and calls to action to help visitors navigate your site and to let them know what you'd like them to do.
- If you don't tell them, they won't know.

Take a Tour

See in Action

Download NOW!

GET IN



ACT NOW!

» Check it out!

Join Now

✓ BUY NOW!

GET A BLOG NOW

Add To Cart

➤ ACT NOW!

DOWNLOAD NOW!



ADD TO BAG

Create a Wiki

# Collect Customer Testimonials

- Recommendations from customers are golden! Whenever customers spontaneously offer praise, ask for permission to include their recommendations on your site.
- You don't have to identify the individuals in detail, but you need something more than “anonymous” as a source.
- You can collect testimonials from letters you receive, notes in a guestbook, or comments on a blog.

# ADVERTISER TESTIMONIALS



“The *Arkansas Democrat-Gazette* and its employees are embedded and engaged in every part of the community. This newspaper is the beginning fabric of our community.”

— Peter Banko  
CEO, CHI St. Vincent Health



Katharine Harlan Owens

October 2



Ashleigh Verrier, I got my "Chinoiserie Croquis" and LOVE IT. The size and length is perfect for all 6'0 feet of me :) The design is to die for. I have worn it like 3 times since it showed up. If you need a satisfied customer review, let me know. I am happy to provide it. Cannot wait for the bag. Well done my dear! Well done...



Chinoiserie Croquis

[www.verrierboutique.com](http://www.verrierboutique.com)

Newsy never read so fashionable as it does in this VERRIER artistic interpretation of a chinoiserie croquis inspired by Chinese scrolls. You will be rightfully encouraged to model a personal sashay,

# Submit to Four, Top Search Engines

- Submit your Web site to the four, top search engines. It doesn't cost you a penny, and not even very much time. Submit to
- **Google** at  
[www.google.com/addurl/?continue=/addurl](http://www.google.com/addurl/?continue=/addurl)
- **Yahoo!** at  
<http://search.yahoo.com/info/submit.html>
- **dmoz** (Open Directory Project) at  
[www.dmoz.org/add.html](http://www.dmoz.org/add.html)



# Conduct a Link Campaign

- Inbound links from other Web sites not only bring you targeted traffic from other sites but also can improve your ranking in Google's search results.
- This is a time-consuming but free method of bringing high-quality visitors to your site.
- For the greatest benefits in Google's search results, ask for links from other sites that have a Google page rank of 5 or higher. Some sites have a page for adding your site online; others require an e-mail request for a link.
- Some require that you link back to them. Review the status of your requests after several months and make a second request if necessary.
- If you make a practice of looking for ten links

# Word of Mouth

- The simplest of all viral marketing techniques, Tell a Friend, lets a Web visitor e-mail a friend or colleague a link to your site with a personal note of recommendation.
- Your developer can install free script to handle this function.
- Be sure to include a link to Tell a Friend in your navigation so that visitors can quickly recommend your site, your products, or your services to someone they know is likely to be in the market for them.



[LOGIN](#)[SHOPPING BAG \(0\)](#)[CHECKOUT](#)[BROWSE](#)[SIGN UP](#)[LOG IN](#)[HELP](#)[LIST YOUR SPACE](#)

TELL A FRIEND, GET \$10!



PRIZE CANDLE

[HOW IT WORKS](#)[CANDLES](#)[EXTRAS](#)[APPRAISE](#)[PRIZE GALLERY](#)[ABOUT US](#)[TIPS](#)

*Warning:*

**HIGHLY  
ADDICTIVE!**

#prizeaddict

FEELING LUCKY?

## Invite Your Friends



Friend Uses Airbnb

=



You'll get \$25 when they take a trip & \$75 when they rent out their place.

Get Started



INVITE FRIENDS WITH FACEBOOK

or

EMAIL YOUR FRIENDS

# Local services and coupons

- Both Google and Yahoo! now offer free local listings tied to their map sites, allowing users to search for businesses within a specific geographical area.
- While hospitality, tourism, and entertainment sites are obvious beneficiaries of local search, local listings are valuable for every company.
- Many consumers like to buy locally because they think it will be easier to obtain post purchase service or because they want to