Examples of Website Promotional Strategies

As we discussed, it's important to include various promotional strategies in your SEO audit to help drive traffic from various sources. There are so many tactics you can include in this part of the audit but every website promotional strategy will be (and should be) different as every website is different, therefore, has different goals.

Remember, you don't have to implement all of the strategies you include at one time. Once you finish working on one strategy, you can move on to the next.

Let's look at some example website promotional activities you can include. This is by no means an all-inclusive list. It's meant to get you thinking about which ideas will work for you and help you to begin thinking about what other methods you can implement as well.

* Create an app for your website
* Create a mobile version of your website
* Set-up various social media profiles
* Write guest posts for other websites
* Start a blog
* Submit a press release (there are free PR distribution sites such as [www.24-7pressrelease.com](http://www.24-7pressrelease.com/) and [www.1888pressrelease.com](http://www.1888pressrelease.com/))
* Get press for your product, service or business (connect with journalists on [www.helpareporter.com](http://www.helpareporter.com/))
* Sign-up and participate in industry forums
* Don't forget offline promotional strategies
* And don't forget to leverage your existing traffic (think email newsletters, contests, etc.)

**What other promotional strategies will you be using? Start a new discussion and share.**

Is Your Website Mobile Friendly? Here's How to Test and Fix It

Google recently announced they will now be ranking mobile friendly websites higher than websites that do not look good on mobile devices.

Mobile friendly websites are still only a part of Google's algorithm, however, it's still a good idea to stay on top of what Google recommends.

So here's what to do. Use the link below to test your website to see if it is mobile friendly. Next, using the same link, click on 'Make a site mobile friendly with 3rd party software' to find the content management system (WordPress, Joomla, etc.) your site uses to see how to make your site more mobile friendly.

[https://developers.google.com/webmasters/mobile-si...](https://developers.google.com/webmasters/mobile-sites/get-started)

How mobile friendly is your website?