Web Site Promotion Strategy

Specific steps

Search Engine Optimization

1. Brainstorm about the terms and phrases that people may use when searching for my site. Make a list of keywords.
2. Make page title more descriptive
3. Use structural tags
4. Craft a site description
5. Verify all hyperlinks are working
6. Check and make sure there is meaningful alternate text for images
7. Validate HTML and CSS code

List in a search engine

1. Visit the search engine website
2. Sign in with my Google account
3. Wait for spider indexing my site
4. Check the search engine or search directory to see if my site is listed

Monitor search listings

1. Do manual checking : type in the keywords and access the results
2. Do web analytics by reading the website log

Social media optimization

1. Employ blogs and RSS feeds
2. Join groups on social networking sites to find and connect with current and potential visitors

Other site promotion activities

1. Create a QR code
2. Join banner exchange programs
3. Make newsletter to bring return visitors

Checklist:

	A list of keywords
	Descriptive page title
	Structural tags
	Site description
	Working hyperlinks
	Meaningful alt tag
	Pass HTML validation tests
	Pass CSS validation tests
	List in search engine
	Check website log
	Join groups on social networking site
	QR code
	Join banner exchange programs
	Make newsletter