



**Now that it is built, what do we do next?**

*Author:* SCHEMA Consulting

*Source:* SCHEMA Consulting / 3.14.04

The first piece of work is now through. Though your business now has a custom built website, the work is not done just yet once the website is built and published for the world to see. You need to follow these steps to help advertise your new business website and let the public know it exists.

**1. Submit your site to the (free) search engines, this will help attract hits and possible new business**

There are a few of the larger search engines that still accept you adding your website URL for free. It is not as effective as a pay-per-click or pay level of submission, but it can and will help get you into the engines and achieve some sort of level of ranking. Consider both options.

**2. Add the new website URL to all company voice mails**

Be sure to add the mention of your website ("please visit us on the web for more details at [www.yourbusiness.com](http://www.yourbusiness.com)") to any company voicemails so that customers are prompted to visit the website for further details if you are closed for business or on another line.

**3. Add the new website URL to all letterhead, stationary and business cards**

Your website URL is as important as any phone number, email address, fax number or business address. Be sure to have it added too all of your next batches of letterhead, stationary and business cards. Once you or an employee sends a letter or gives a business card, you will allow the customer to have another level of instant access to your products and services as they can quickly obtain your URL.

**4. Add the new website URL to all future brochures and paper print material**

Business owners often forget to add their new website URL to any new or future print materials as the design shop that has the print materials on hand may not prompt them to add it or the business owner may just call the print shop to order another batch and forget to have this crucial piece of information added.

**5. Add the new website URL to any yellow page and advertising ads**

Business owners often forget to add their new website URL to any new or future yellow page or advertising ads as the salesman may not prompt them to add it or the business owner may just call the salesman for ad renewal and forget to have this crucial piece of information added.

**6. Add the new website URL to any (free) Internet networking & business listings websites**

There are a plethora of free local and national business listings websites available on the web. Some are free and some are pay listings, either way it can aid in collection of new leads by having this information freely obtainable on the Internet.



**7. Add the new website URL to any work vehicle graphics were applicable**

If you have work trucks, vans, cars, trailers, etc. make sure to have a sign maker create your URL in stencil and have it applied to your work vehicles. Customers will be able to easily remember a website URL stenciled on the side of the vehicle so that they can research your business when they have the time. In addition, it adds that professional touch.

**8. Send out an eye catching HTML email to announce it**

Consider sending a custom built HTML email to your current and/or prospective clients announcing the new website or redesigned website. An HTML email (essentially a webpage in their email inbox) will have more visual impact and longer lasting returns than a simple text message and will let the customer know you take your business, and their needs, seriously.

**9. Add the new website URL to all outgoing email signatures**

When sending a business related email to a client (or possible client), be sure to add and create a default signature that includes your new websites address (in addition to your standard name, closing, phone, fax, email, data you normally send).