

Benefits of using a Virtual Webmaster.



Your Business

- Growing any business if you are small is a major challenge.
- Traditional business owners spend most of the time selling, or locating products or services to be sold.
- When the business is an Internet business selling online, most of the web design work may have been done in-house.
- Your website is the shop window to all potential customers, worldwide.



Business Strategy is Vital



- As existing business owner you may have decided to add a website to enhance your brand, promote the company, or to sell direct to targeted customers.
- The website can be self made, using in-house staff, or out-sourced to a web design company. But there is much more than just having a website that needs to be considered

Business resources



You know your business better than anybody.

Using the Internet to promote a business takes knowledge, time and effort.

You may not have enough time.

Growing a company and increasing sales means working with a business resource you can trust, and work together as a team with a common goal, Your goal.

As every company is different, there are no instant answers.

Conducting an audit is the first step, and then build from all existing information.

Established Businesses



- Do you know when your website was last updated?
- Who has responsibility to maintain and make changes?
- When have you visited your own site as a possible visitor?
- How many visitors and what do they do when visiting your site?

What is a Webmaster?



- A webmaster is a person responsible for the support and maintenance of a business website.
- The position can be full time in a large company or part-time in a smaller company.
- Outsourcing this function is now considered highly cost efficient, as the customer only pays for what is requested and delivered!

Webmaster Functions



- Making certain the website is available at all times.
- Ensures all pages load correctly, with correct Meta tags.
- Use Analytics to monitor and report on the website visitors.
- Create website sitemaps frequently for search engine indexing.
- Reacts and responds to customer feedback.
- Proposes ideas and solutions to improve the website.

Promoting your Website



- Probably the hardest part of owning a website is promotion and marketing.
- If the business has been operating for a while, there will already be resources which can be used again with some of the newer technologies.
- Working closely with all existing resources to minimise expenditure is important.
- Use Social Media to spread news, information about the company, products and services.
- There are many free options, just time is needed.

Ideas to market your website



Print the URL (web address) on all business cards, stationary and brochures.



Write a letter to all suppliers and customers with details of the website. Make a special offer for visitors.



Promotion should start with self promotion, create a Blog.



Twitter, Facebook, LinkedIn etc. are good marketing tools.

Other Marketing ideas

- Use PowerPoint presentations to create a YouTube video or pdf file, great for marketing.
- Any existing images and text can be used to create a video. Better search engine results.
- Join industry related Blogs, Forums, LinkedIn.
- Create Press releases and distribute to various sources, many are free.
- Use professional mailers to distribute a business Newsletter, if you have a database of contacts.



Your Virtual Webmaster www.drachsi.com

