Link Your Web Site

This is a web marketing, self-help page. The two activities below are the *first and most basic* things you can do after your site goes live on the web. Before you start, make sure you have Google Analytics installed and you have access to it so you can monitor results.

Search Engine Submission

Search engine submission is the process of saying to search engines "*hey, there is a new website over here. Come and look at it*". Site submission doesn't guarantee you of first-page position on Google, but it puts your site in the search results pages. You only need to do this if your site is brand new and you have no links coming to it. Read more about submission here. Submission URLs follow:

- Google Add URL
- Google Business Profile – this will bring you up on Google map searches
- Yahoo! – see Bing Webmaster Tools to submit to Yahoo
- Bing Submit Site (formerly MSN. This is Microsoft's search engine)

OK, that was easy, what's next?

Linking: "Inbound" or "Back Links"

You need links: lots of them. Go to each of the sites below, create an account and add your business details. Record all the login user names and passwords you use, so you can return and update your business listing later, say if you change a phone number or postal address. The main directory sites are (in order of importance):

- www.yellow.co.nz (paid)

- www.localist.co.nz (paid)
- www.finda.co.nz
- www.hotfrog.co.nz
- www.neighborly.co.nz

Minor directory sites that you could also add your business details to include:

- www.zenbu.co.nz
- www.cylex.co.nz
- www.nzsbdirectory.co.nz
- www.businesssearchnz.com
- www.onestoptrade.co.nz (or the trades)

… and any others you can find for free. You need a lot of inbound, one-way links – not 10 links, but 100. Directories provide an important first step.

Note that the large directory sites have approached Google about the structure of their sites and are working with Google to get their content listed highly on the Google results pages. This works for Google as well, as there is no easy way to spam results in these directories as an account and verification is required. This creates more “trusted” content for Google.

What Else Can I Do?

- You can make sure your offline marketing (business cards and outdoor signs) carry your web address in large writing. Many people forget this
- Promotional items (pens, mugs, drink bottles, etc) keeps you top of mind
- You can buy Facebook Ads (expert required)
- You can buy Google Ads (expert required)
- You can join and post in Facebook groups
- You can start a spam-compliant email list
- You can start blogging (article writing)

- You can make Youtube videos, embed them in your website
- More on web marketing here: www.dynamicwebs.co.nz/category/search-engines
- Learn more about search engine ranking