

Promote Your URL

As a web designer it is pretty disheartening when you make a web site, [submit](#) it to search engines, create directory pages for it, post about it on social networking, request links to it from other relevant web sites ... and then this happens:

- The web site owner runs a TV or radio ad ...and excludes the web address
- The web site owner takes out a number of classified newspaper or magazine ads... and excludes the web address
- The web site owner has a panel van, large 4WD or [location sign](#) ...and neglects to put their web address on it somewhere

Sounds like common sense? One would think. If I only had a dollar for every lost opportunity. My point is: *don't neglect an opportunity to market your web site in the real or offline world.*

Here are some extra marketing ideas

- Premium items or “plush” – have you considered using giveaways such as caps, pens, business cards and letterhead to display your web address?
- Email marketing – have you got a collection of business cards? If so, you have permission to email those people. Create a [Mailchimp.com](#) list and email offers and updates monthly.
- Email signature files – add your web address to your signature file and invoices.
- QR codes – create a QR code, print it on stickers and add these to any packaging or containers.

Summary:

There are plenty of offline opportunities to market your web address. Try as much as possible to *integrate* your online and offline marketing.