

# Here's How You Can Promote Your Website Effectively...



BendigoAuto.com  
BendigoBusiness.com.au  
BendigoLive.com  
BendigoLiveGigGuide.com  
BendigoLive.com.au  
BendigoRealty.com  
BendigoRestaurants.com  
BendigoShops.com  
BendigoTradies.com  
BendigoWeddings.com  
FamilyFriendlyGamesArcade.com  
HotelsBendigo.com  
MultiKeys.com  
MyDomains.net.au  
ServicingBendigo.com  
TourismBendigo.com

**THE MULTI KEYS NETWORK  
MAKING IT SIMPLE !**

**MULTI KEYS**

P.O. BOX 1247 BENDIGO CENTRAL, VICTORIA. 3552

**TEL: 03 5444 2344**  
**admin@multikeys.com**

Having a website gives you the ability to be a presence without being present.

## A FRIENDLY REMINDER

Your website offers a unique ability where your clients can contact you online, whether it's to ask a question, order your products or even book your services. You can use your site to deal with existing customers, at all hours of the day (even if you only check for messages once a day!). **No other type of advertising offers this ability.**

**When you work them properly, you soon learn that your web site is your *most important 21st century business tool.***

Having a successful website is ultimately in your hands. It's all about promotion. Here's just a few ideas to help you make the best use of your website.

**Easily Free up your phone!** The more *CLIENTS* know about you, the less they'll need to phone you. You should have answers to your frequently asked questions on your website. Always let your callers know your web address! **IMPORTANT: TELL ALL CALLERS ABOUT YOUR WEBSITE!**

**IMPORTANT: TELL YOUR EXISTING CLIENTS ABOUT YOUR WEBSITE!**

Your existing clients are already known and probably already trusted. Tell them about your website. You can use your website to have them contact you straight away. It also means you can now deal with them over the net.

Provide the information to serve them online. They can see your products and do business with you after hours, in their own time. Have the answers there to your frequently asked questions. Provide support for your products online. Making it easy for your customers to deal with you will result in repeat clientele.

**IMPORTANT: TELL NEW CLIENTS ABOUT YOUR WEBSITE!**

Even new and prospective clients can contact you online *and* find out more about your products, in their own time. No matter where you promote, every advert should always include your web address because it turns your little advert into your complete business catalogue.

If clients are getting your number from the yellow pages, think about adding your web address to the ad.

Promote your site far & wide. Don't waste any opportunity!

JMOW reports tripling his business this year and credits the addition of his web address to his ads.



**JASSIN**  
Services Offered: JMOW Gardening Services Friendly & Affordable Ph: Jason 0431 684 198 www.jmow.com.au  
Services: Builder Complete bath makeovers & a 25 years experience qualified trad servicing Ber surround: we are the phone Ste 0432

# Every promotion you undertake should prominently include your web address.

All of your business stationery, such as your business cards & letterheads etc. should have your web address on them.

## TV Advertising

If you advertise on television, make sure you include your web address on it. People who liked your product on TV will log on to find out more.

Just like McDonalds says, "Would you like fries with that?", **make your website address a standard company by-line**, you'll see people will flock to your site in droves! Do all of above and you'll be surprised at the terrific results you will achieve.

Place display listings in more categories on sites in our network. Listing in more categories relevant to your site will help attract more visitors. We have tailored options available to push your site to its limits. Please email or call us for more.



Bendigo Reality, HotelsBendigo.com, Bendigo Restaurants, Bendigo Weddings, Bendigo Tradies.com, Bendigo Shops.com, Bendigo Live Gig Guide, TOURISM BENDIGO. PROMOTE YOUR WEBSITE TO THE BENDIGO COMMUNITY