



[\(941\) 204-0007](mailto:CandeeG@cejayassoc.com)

*Web design and marketing specialists since 1999*

## Congratulations, your site is about to be launched! Now what?

Some last minute preparations are needed to make your business website really WORK for you. If this is a marketing tool, then let's be sure all the pieces are in place so your efforts have maximum impact.

### Directory Listings and Social Media Checklist: Decide where you want to be seen on the Internet.

1. Google Business Listing – “that little map thingy” that shows a map location when you do a search
  - First you'll need a Google account (if you can already log into Google for email, YouTube, Google+, then you don't need to start another account. However, if you know you have a lot of personal ‘stuff’ on that account, consider starting an account for JUST your business.  
[START HERE](#)
  - Put your business profile into Google Places (or whatever they are calling it at the moment) – it is the place where you will put your 30 second elevator speech as to what your business does. Be succinct! [START HERE](#)
2. You can also go to Bing, Yahoo and other search engines to do this. At minimum, do Google!
3. Next is the next stop: create a Yext business listing that will be seen on several other portals such as MerchantCircle, Yelp, and a growing number of many more. [START HERE](#)
4. Social Media: Sign up now for any social media you wish to use; Business Facebook, LinkedIn, Twitter, to name a few. To make these really work for your business, you should visit them AT LEAST once a week. Some businesses choose to start and maintain only one. Some businesses use [HootSuite](#) to manage multiple social networks from one place. This is a fee-based site. Send me the URLs (web addresses) so I can put a link TO them on your website.

### Getting Your Site Listed On Google

The rule of thumb is that this can take a few weeks to a few months. However, there are some actions we can take to hurry this along. This will be your next homework assignment...

1. Before I launch, I'll put some Google tracking code on your page so we can **see** the amount of traffic you get – also send me the email address you use to log into Google so I can set it up for you to be able to log in and track your traffic.
2. You (or I) will make sure your Google profile is up and operational. Did you already do this? Great! Send give me your Google+ page link. I'll put an icon on your site linking to that. (Do you see what I'm doing here? Setting ‘hooks’ to Google)
3. **When your site is launched**, send out an email about your new site to as many of your friends, family, clients, etc as possible – **with the link to your site in the email** – and ask them to click on the link to look at your site. Ask them to stay a minimum of 3 min. to give Google the

- impression that they are actually interested in the site. Got 100 friends? GREAT! That will jump-start the hits to your site and show Google you are important enough to show up on their page 1.
4. And now, don't underestimate the power of good ole' fashion marketing: put your web address on **Everything** that has to do with your business. Every email you send out (create a signature for your emails that includes your business name, phone number & web address – see mine below), business cards, fliers, newspaper/magazine ads, mention it during any radio advertising, signage (especially your car/truck!), clothing.... You get the jist. The intent is to get as many people as possible to your site – not just to see all the info about your great company, but to assist in getting good listings on the search engines. The more that people know about you, the more business.
  5. **Set It And Forget It** – as with any and all marketing, this simply does not work. At minimum, touch social media once a week, make changes (even small ones) to your website every 3 months.

## Happy Marketing!

Candee Gulick  
CeJay Associates, LLC  
PH: 941.204.0007  
[www.CeJayAssoc.com](http://www.CeJayAssoc.com)  
*Website Development & Business Marketing*