



## **10 major mistakes businesses use when starting their web presence:**

1. Putting up too many bells and whistles too fast.
2. Hosting your site on a “freebie site.” Get your own domain name. Use your domain for your email as in [info@mycoolsite.com!](mailto:info@mycoolsite.com)
3. Overestimating your sales by starting with an expensive shopping cart system.
4. Stressing about SEO and keywords. It's outdated.
5. Using too much copy – the less scrolling the better!
6. Not describing their business. Think of your web site as a business plan. If it's not focused and scattered then probably you are too.
7. Making the site difficult to navigate (menu).
8. Stalling your release until it's “perfect”! You can FIX a website. Change is good.
9. Forgetting to update it. Nobody likes stale bread!
10. Assuming what everyone else does will work for you.

## **Web Marketing ideas that are cheap or free!**

1. Blogs – if you don't have one (or aren't going to update yours), comment on others.
2. Yahoo Groups, Google Groups and other networking sources
3. Facebook (<http://www.facebook.com>), Linked In (<http://www.linkedin.com>), My Space (<http://www.myspace.com/sharkeysday>)
4. Mompack (<http://www.mompack.com>) is a great site if you have a product and it now offers networking links.
5. Use your hobby to drive traffic. If your business is your hobby then all the better!  
Writers: nanowrimo.org (national novel writing month), amazon.com, blog.  
Crafts: flickr (groups), yahoo groups, www.craftster, www.getcrafty, www.etsy, Youtube  
Music: upcoming (www.upcoming.yahoo.com), indiefeed (www.blindingflashes.blogs.com/indie\_feed), stereogum.com, myspace, Youtube  
Photographers: flickr, www.betterphoto.com
6. Blog Rings. These are a group of websites linked together by topic or interest. Ringmaster have varying levels of criteria for inclusion in a ring
7. Brand yourself! Whatever you do! Stand out from the crowd somehow!
8. Remember anyone can position themselves as an expert on the net! Write articles!
9. Put your URL on everything! Business cards, flyers, email signatures etc. Put all of your contact information on the site. You WILL get spam! (sorry, life)
10. Don't forget a newsletter! Most services are free for fewer than 100 subscribers.