

Are you making any of these 10 mistakes?

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SMART WEB MARKETING TIPS

November 2008

Top Ten Mistakes Small Businesses Make With Their Internet Marketing

- 1. Not having a website.** 77% of Americans are online. You've got to be there.
- 2. Not using professional email at that website.** Once you've registered your domain name (including your OWN NAME), use email at that domain.
- 3. Not using a signature file to make it easy to contact you.** Emails ARE Internet marketing, too.
- 4. Using regular email to send blasts out.** Sign up for one of the email management programs to avoid being labeled as "spam."
- 5. Spending money on a too fancy website.** Service businesses need a GOOD enough website. People rarely hire you based solely on your website.
- 6. Putting up your website up and walking away.** This is not a one time thing. You've got to keep it up to date.
- 7. Thinking a blog will do the same thing as a website.** Blogs are online journals. Professionals need websites.
- 8. Not tracking traffic.** How will you know what your website is doing for you if you don't track it? Use Google Analytics. Its free.
- 9. Not optimizing for search.** Make sure your site gets found! Links, metatags, changing content.
- 10. Confusing Internet with sales and marketing.** This is just one of many channels you need to pursue: keep it in

This Month...

[10 Biggest Mistakes](#)

[Domain Scam](#)

[Coming to Montreal?](#)

Will You Be in Montreal?



You'll find Web Power Tools at the International Coach Federation...showing our stuff within the Practice Pay Solutions booth #121.

Web Power Tools is proud to have a strategic partnership with the industry leader in business solutions. Stop by and say Hello if you'll be there!

Plus Deborah is participating in Practice Pay University, a new series of educational teleclasses about business building

perspective!

Beware This Scam!

You may have gotten an email from a domain registration company OTHER than the one you used to register your domain. It asks you to confirm your domain registration with them. **DON'T DO IT. IT IS A PHISHING SCAM, TRYING TO GET YOUR INFORMATION.** If the email is NOT from the company you registered with (which you should have written down somewhere safe)...then just delete the email without opening!

and business solutions. You can click through and sign up at the [Practice Pay Website.](#)

Thank you for your support! Have a joyful Thanksgiving.



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New offerings from WPT:

Yes, you can still get a website for \$500. But for just a little more you can get:

- A custom banner (\$100)
- We'll write it for you (\$150)
- Our designer will "pretty it up" (\$150)
- Deborah's personal coaching (\$250)
- One on one training (\$75)



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Email Marketing by

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