

Are you making any of these 10 mistakes?

You're receiving this email because of your relationship with Web Power Tools. Please [confirm](#) your continued interest in receiving email from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.



## 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.



**Deborah Gallant**

[deborah@webpowertools.com](mailto:deborah@webpowertools.com)

[Web Power Tools](#)

805-991-9660

### 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)



[CLICK THROUGH TO THE WEB POWER TOOLS WEBSITE TO SEE ALL THE](#)

[DETAILS!](#)

*And a free trial of Web Power Tools is always available! Try it for 30 days before you decide!*

[Forward email](#)

✉ [SafeUnsubscribe®](#)

Email Marketing by

Are you making any of these 10 mistakes?

This email was sent to info@webpowertools.com by [info@webpowertools.com](mailto:info@webpowertools.com).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).



Web Power Tools | 1014 South Westlake Blvd. | Suite 14-238 | Westlake Village | CA | 91361