

**HAVE A PROFESSIONAL WEBSITE** – think of it as an online brochure. Be hands on in its production to ensure it is suitable

**KEEP** it simple

**KEEP** it quick loading

**STAY** focused on your product or service

**KEEP** it up to date

**HAVE** a news page with news on it about your product or service. Put corporate news elsewhere on its own page.

**RUN** a blog – ideally separate from your website – post weekly.

**USE** your website as your brochure – make it your product/service reference.

**PUT** all your datasheets on your website as PDF downloads – only ask for visitor registrations if your downloads are really valuable or restricted.

**HAVE** a search facility on the site

**USE** a translation service like Google on your site if you are likely to have non-English speaking customers.

**USE** a content management system (CMS) to build your site

**ENSURE** your site is search engine optimized (SEO)

**BE SURE** to include your keywords in text content as well as page descriptions etc

**USE** photos and videos on your site with adequate descriptions etc.

**TAKE TIME** at least once a year to visit your site as a customer – review how it may be improved.

***Talk to us about how we can help you...***

### Contact Information

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