Chapter VIII
Web Presence Promotion

INTRODUCTION

There are literally millions of businesses with a Web presence on the Web and more and more being added every day, all competing to attract customers. Building a Website without any promotion is likely to result in little traffic. Therefore a Web
presence must be well positioned to maximize its potential. The most sophisticated and captivating Website is ineffective if it cannot be found by customers. A Web presence that is effectively promoted can also provide competitive advantage. From this perspective the promotion of a Web presence is one of the most critical steps involved in its development. Despite this, this step is often one of the most neglected tasks by small businesses.

The Web itself provides a number of different promotional channels for small businesses. Outside of the Web the use of traditional media can also play a vital role in promotion of a Web presence. In this chapter we suggest that online and offline methods should complement one another and by using both approaches a business is better placed to reap the maximum benefits from an investment into a Web presence.

Although the purpose of this chapter is to discuss the promotion of the Web presence, the overarching objective of any Web presence and marketing plan of course is successful promotion of the business. In other words, by promoting the Web presence the business is also being promoted at the same time. Figure 1 illustrates the independencies between the offline and online promotion methods of marketing the Web presence and the business.

**APPROACHES TO WEB PRESENCE PROMOTION**

The Web presents a number of useful channels to promote a Web presence. As a first step, a business should update existing forms of Web promotion to include the business e-mail and URL. This means updating online directories such as the Yellow Pages® and any other reference to the business.
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