



**Albion Design & Marketing** • *Communications Specialists - since 1981 -*  
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## Free Web Marketing Tips for Businesses

It is confusing to market your business on the web, it does take time and things keep changing. But it is not rocket science. You can take even a tiny step today and have that time you invested pay off for years to come.

### Little things you can do now for your business:

1. Sign up for a domain name for your business (try GoDaddy.com and look for the 99 cent domain name sale.) Even if your preferred name is not available, try different options including your city after your business name. Example: YourBusinessNameAlbion.com
2. Set up your email using this domain name. You can set it up to point to the email you are using anyway, and set that up so that it looks like you are using the domain name email also to send. We'll add more links to how to set this up later, or ask us if we are working with you on other projects.
3. You can configure a starter page for your domain with most Domain Name Registrars. Put your business name there, your address, phone number a logo. Don't let your domain name show a GoDaddy ad!
4. Be sure to post your domain name on every single printed item that is about your business. As your web site grows, you will get more and more traffic through those printed items.
5. Has your business been around for a long time? Brag about on your web page, in your print, and in your conversations with people. In print, say "Since 1981" or the year your business was founded. (not necessarily the year you started there. This adds a lot of credibility. A lot of businesses come and go. People like to work with a business that has been around.
6. Get Links to your domain name. Look for your business on Facebook, Google +, and Yahoo Local. Chances are it is there. Get it correct and add your logo, and domain name. Add a photo of your location or truck.
7. We will add more tips to this location soon. Please let us know if you would like to be on our list as we add more tips and also video. Our goal is to brighten the day of people who see our work.
8. Ask us if you would like us to help with growing your business on the web. We love historic and family businesses and are good at integrating web, social media, web directories and print to help our clients. Albion Design is like an ad agency for businesses that can't afford an ad agency.

Feel free to call us for a ten-minute chat about your web site, Pricing depends upon your input, needs and our work load. We often help to write content for our clients, even take photos, do art, suggest **tips for your print ads, & more!** Professional work.