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Ensure That You Are Promoting Your Website Within Your Own Shop

Make Sure That You Are Promoting Your Web Site From Your Own Shop /br /

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Here's a simple method of driving in people into your site for next to nothing – make sure that you mention your own website in your shop, or other outlet that is visible to the public. But amazingly many people forget or simply choose to forgo this simple idea thinking that it is not useful, because the people are in the shop already. So why would they want to visit the shop's web site? And if you want to know more about a

[href=http://www.realwebtraffic.co.uk/target=_blankbuying affordable website promotion/a](http://www.realwebtraffic.co.uk/target=_blankbuying+affordable+website+promotion/a), just follow the link!br /

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But what when you are not open, or they want to find out if you carry certain ranges before making a trip out? Or maybe they want to print out your menu so that members of their party can select their meals, or even compare your menu against a competitors to decide which to hold their party at? What about publicising special offers and keeping their interest in your ranges? If they are more aware of your web site, they are more likely to find it and show it to friends and maybe return to you.br /

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Keeping the website name in your customers' eyes is vital. Simply adding the website address to a shop front fascia can be all that's required for a starter. That way, when customers are driving past when you are closed see an offer in the window, they can check it up when they return home by visiting your web site. They might be more likely to remember the offer if they noticed that you had a web site address shown outside.br /

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And the shop front sign is not the only place to show the web site address. Buy from any of the main high street shops and you can almost guarantee that they will display their web site address on the receipt. How much would it cost you to update your receipts to show the website?br /

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Maybe try adding the site URL to price tags next time you are getting them printed, or to menus, leaflets or anything else that you give out. If you are not a shop, for example a solicitor, then there are still plenty of avenues to try. Letterheads, compliment slips, business cards and the likes can all be printed to include your site address.br /

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If people are visiting you as customers then make sure that they go away knowing your web site's URL. If they don't, then it's going to be a lot more difficult for them to find your web site and return as a customer through it. Even if it means getting a batch of promotional products printed up with your logo and dropping them into shopping bags or giving people a leaflet where they can pick up a discount voucher for signing up to your mailing list. As long as they know about your website, you are winning. Even if it isn't an ecommerce website. And if you are looking for more tips to a [href=http://www.realwebtraffic.co.uk/target=_blankget traffic to website/a](http://www.realwebtraffic.co.uk/target=_blankget+traffic+to+website/a), then don't forget to check out the blog for more tips!

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