



A Baker's Dozen - 13 Offline and Online ways to boost traffic to your website:

1. Advertising Specialties – notepads, pens, calendars, pencils, etc.
2. Business Cards – make sure your web address is on your business cards, stationary, presentation folders, and all printed materials about your company.
3. Co-Brokers – send a note or email to other brokers in your co-brokerage network with a link to your web address.
4. Conversations – never miss a chance to remind someone of your web address.
5. Signatures – your web address should be in the closing signature of all emails, letters, and the credit line for articles.
6. eNewsletters – your web address and links to your website should be included in the eNewsletters or print Newsletters you distribute.
7. Forward to a Friend – known as “viral marketing” this allows visitors to forward a link to your website to a friend.
8. Newspaper Classifieds – make sure your web address is printed in big, bold letters in each ad.
9. Online Groups – participate in business brokerage discussion groups and post your web address at the bottom of your comments.
10. Postcards – create a postcard with a screen shot of the front page of your Website and distribute to potential buyers and sellers.
11. Presentations – note your web address in the slide margin of each slide.
12. Thank You notes- have preprinted note cards with your web address and other contact information.
13. Voice mail – include your web address in your voice mail message announcement and voice mails you leave for potential buyers and sellers.