

Title:

The Zen Of Local Internet Promotion

Word Count:

439

Summary:

The Internet is very much an extension of your efforts to promote and brand yourself on a local

Local print advertising space and media time are very expensive. You most likely don't have time

Keywords:

Internet, marketing, local, web, site, promotion, online, advertising, ecommerce, newsletter,

Article Body:

The Internet is very much an extension of your efforts to promote and brand yourself on a local

Local print advertising space and media time are very expensive. You most likely don't have time

The Internet is definitely the new Yellow Pages. It is increasingly the way people find what they

Take it seriously. Get a web site up. But then take it a step further. Populate geo coordinate

Optimize your site for the search engines. Ideally, you will discuss optimization issues with

Write articles. You've heard all this before - but that's because the classic self-promotion

Look for symbiotic ways to join your online and offline marketing efforts. Give patrons the

Think creatively. Implement aggressively. Measure results. And be systematic.

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