























## 20 Really Cool (& free!) Internet Marketing Tips

-  To get the most out of Twitter (and really understand it) download a free copy of [www.tweetdeck.com](http://www.tweetdeck.com)
-  Make sure you have submitted your website to [www.dmoz.org](http://www.dmoz.org) – search engines love it!
-  Create a [www.facebook.com](http://www.facebook.com) page specifically for promoting your business
-  Launch your own business blog using [www.wordpress.com](http://www.wordpress.com) and create ad-hoc blog entries
-  Create or update your [www.linkedin.com](http://www.linkedin.com) account to get the most of online networking opportunities
-  Regularly read the leading marketing blog for internet marketing on [sethgodin.typepad.com](http://sethgodin.typepad.com)
-  Sign up to receive alerts when your brand is mentioned on the web on [www.google.com/alerts](http://www.google.com/alerts)
-  Here are 50 Twitter ideas for businesses: [www.chrisbrogan.com/50-ideas-on-using-twitter-for-business](http://www.chrisbrogan.com/50-ideas-on-using-twitter-for-business)
-  Ensure your business is listed on Google Local [www.google.com/local/add/](http://www.google.com/local/add/)
-  Find the best keywords for promoting your business [adwords.google.com/select/KeywordToolExternal](http://adwords.google.com/select/KeywordToolExternal)
-  Review how Google sees your website: In the Google search box type **site: www.yourdomain.com**
-  Study sites linking to your website: In the Google search box type **links: www.yourdomain.com**
-  Upload your Products and/or Events to Google Base on [www.google.co.uk/base](http://www.google.co.uk/base)
-  Research places to list your website using [www.linkeyes.co.uk](http://www.linkeyes.co.uk) a directory for link building
-  Subscribe and listen to the Internet Marketing Podcast at [feeds.feedburner.com/AcademyIM](http://feeds.feedburner.com/AcademyIM) (or on iTunes)
-  Create a Powerpoint Presentation or video about your products & services and upload it to [www.youtube.com](http://www.youtube.com)
-  Make sure your email signature includes a link to your website. (And test it!)
-  Regularly change the content of your website to ensure the search engines visit regularly and re-index you
-  Contribute and participate in blogs and discussion groups related to your industry sector
-  Consider adding your website to [www.theworldsmostrapexpensivelink.com](http://www.theworldsmostrapexpensivelink.com) for as little as £1