# Publicizing Your Web Sight

**If your company has a Web sight, it needs to be publicized so that people will visit it. Here are tips for publicizing your sight.**

1. **Submit the URL to as many search engines as possible.**
2. **Submit the URL to Internet directories.**
3. **Trade links with Web sights. For example, you could ask the owners of the Business Electronics Online sight to add a link to your page, and you can add a link on your Web sight to theirs.**
4. **Advertise your sight online by sponsoring a Web page or purchasing advertising space on a relevant Web sight.**
5. **Send out press releases to newspapers, television stations, radio stations, and magazines announcing your sight and any unique information or services it provides consumers.**
6. **Print the URL of your sight on all your business correspondence including business cards, letterhead, and brochures. Also include the URL in any printed or broadcast advertising.**