

Use ®Virtual Visitation Rights to give Online Viral Power to Offline Business

Sure, there's an ever increasing number of 'real world' businesses taking the plunge and having a website established to represent them in the ephemeral world of the internet.

However, in the main, the majority of those establishing an internet presence are simply continuing their 'business directory' mentality of simply putting up a few pictures, some corporate or commercial profile and maybe the odd catalogue.

They probably take some advice from the expert setting the site up, who ensures the meta-tags, keywords and site content are all well optimized for indexing and ranking and to all intents that is where it all stops.

The old troubles stemming from using printed directories were that the competition was fierce yet almost totally equal. Sure, you could have a bigger advert and brighter colours but at the end of the day you had a passive medium of exposure which you hoped somebody would decide to take notice of above all surrounding others.

Like these directories, the internet is indexed according to which 'page' you place your coloured pictures on. If you're an engineering business you are trying to squeeze yourself onto that magic front page in the engineering 'directory', gaining a top position where the money is.

For you to place in an optimum location in this electronic directory you're going to have to spend if that's all you know, but if you do this too well it's possible you may not be doing your business a favour, as research shows that the top purchased positions DO NOT produce the most results anyway.

Interestingly the majority of serious buyers head toward organic positions 3 to 6. These organic positions are where you can drive yourself through content, keywords, meta-tags and a few other technical tickles...but you still have the competition doing exactly the same, so again you're a victim of simple 'lucky dip'.

However, there are several things to be done that can raise you far above the crowd and that's by going all pro-active.

Sure, set the site up properly and ensure decent content and keywords just incase somebody falls over you.....but there's a better way to grab those buyers without spending a dime. A way to have them seek your name out.

The truth is that 90% of commercial sites are wasting their time and money, simply for the need of some lateral thought about their ultimate goal. Their true purpose in establishing a website in the first place.

I can only assume you want more business from this fairly expensive venture so the first thing to say is that you don't need to spend anything much once the core is set, although periodic tweeks and minor adjustments will only ever enhance your viewer

experience if your 'shop window' is periodically changed about. This can even be automated in this medium so you could have a dynamic business directory that is ever fresh, and if you can manage the initial investment it isn't a silly idea.

However, the nuts and bolts of making your business stand high above the rest will oddly enough move you into those most viable ranking positions 'organically' (naturally) anyway. For free.

What you should ensure is that your site properly represents your business AND abilities AND resources. As said upstairs, everyone and their dog flashes up their business and catalogue...but I've yet to find a site that tells/shows viewers what human and physical resources they have available, what their skill-base is or what their capacity and delivery schedule might be.

So something that really SHOULD be presented on your site apart from your lovely catalogue, is to offer the VVR. The *Virtual Visitation Right*.

Consider the power of a fast loading video to tour your premises and operations and introduce yourself personally. *Visually* bring your prospect *INTO* your factory, office or store and let them become involved with who, what & where you are and what you can do *for them*.

Let your prospect KNOW what resources you have for their possible use. Show and tell about your equipment and capabilities. How your output isn't only sausages but your equipment and human skills can provide exactly what they look for. Let them know your available capacity and schedules for supply. Show previous examples if suitable.

What qualifications, experiences and skills are on staff and made available to your business customers.

Effectively *your site must stand in for you* as if you had a visitor at your premises...except you need to assume the questions and provide the general answers...yes...we can do exactly what you need sir.

To ensure your site is now really noticed you should organize at least 5 ezine articles to be written weekly around topics of use and interest to your business field and potential clients. Even technical papers are good.

Better from you but readily contracted out, posted up with good content specific target articles will produce buying traffic more economically and effectively than any PPC campaign, through viral propagation.

The viral effect of good informative articles cannot be missed as a tool to help others, to focus your business site and to lift your status to expert.

Lastly, your site should be regularly submitted to every directory, index and search engine around to ensure your profile is always fresh and pro-actively brought to the front. Again, there are services for this job.

For you to ponder:

The Illogical Logic of Failure

If you go about your life believing deep down that you are not worthy to be where you're aiming, or that you will probably not succeed, the great contradiction in life is that **you will succeed.**

You will indeed succeed in your deep belief that you will fail!

Think about it.

It is not what you want that will come to be, but what you truly believe you can achieve, that comes about.

Nathan Howard is a Business Entrepreneur, consultant and mentor with over 30 years experience at starting and running successful businesses. He has developed a unique step by step process for commercial success that will take any new or established venture to the next level. To begin the journey to taking control of your own future, visit [With Your Success In Mind](#) for more information on [Starting A Business](#).