

## Eight Golden Rules For Your Website

1. Planning. That means you must know ahead of time exactly what you wish to accomplish with your website.
2. Content. That's what's going to attract visitors to your site, then keep them coming back for more visits on a regular basis.
3. Design. There's a "hang or click" moment when people first see your site. Should they hang around or click away? Design influences their decision.
4. Involvement. Guerrillas take advantage of the net's interactivity by involving visitors rather than just requiring that they read.
5. Production. This refers to putting your first four elements online. Easy-to-use software now can do this job for you.
6. Follow-up. People visit your site, email you, ask or answer some questions. Guerrillas respond to their email, stay in touch.
7. Promotion. You must promote your site online by registering with search engines and linking with other sites, while promoting it offline in mass media, mailings, wherever your name appears.
8. Maintenance. Unlike other marketing, a website requires constant changing, updating, freshening, renewing. Like a baby.

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### Solutions for Your Business and Personal Life

To find out more about our Guerrilla Marketing Coaching, Personal Breakthroughs Coaching and Creating Passive Income Program call or e-mail us at :

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