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HAMILTON BRADSHAW
Investing in people with passion

Some useful tips on how to make yourself heard on the web



James Caan

Dear James

I SELL a variety of jewellery through my five-month-old website, www.jewelleryconnection.co.uk. I am having difficulty gaining sales. I have tried social media with little success. My budget and knowledge of the internet is limited. Your advice will be greatly appreciated.
Carole Dantes

FIRST, I would urge you not to be too disheartened as your website is still in its early stages. In the crowded online marketplace, it can be difficult to make yourself heard but there are ways you can do this.

I would also recommend you learn the basics of search engine optimisation and website analytics.

There are plenty of online guides but it may be good for you to get some personal tutoring on the ins and outs. It's important you are ranked as highly as possible on search engines and that the key content on your website is easy to find.

Encourage referrals from existing customers. I can see you already have customer testimonials on your website, which is great, but consider email marketing. Send out a monthly newsletter with clear messages and perhaps offer incentives for customers to refer you to their family and friends. This can be in the form of discounts or free items. The added bonus of newsletters is that it keeps you fresh in people's minds.

Form relationships with other websites through affiliate marketing. This is where other websites advertise your page and receive a fee for each click-through. The

advantage of this is that you only pay for the click-throughs you get.

However, remember that once you have visitors you must engage them. Keep the site constantly updated.

You may also wish to guest blog for

other websites. This is a fantastic chance to promote your business and drive traffic to your website.

Finally, don't forget the basics of PR. Interesting news stories, or perhaps the results of research you have done, can be a good way to attract some press coverage for your business.

■ *For more entrepreneurial tips and advice, read James Caan's book, [Start Your Business in 7 Days](#)*