A Checklist to Promote Your Website Offline by SEO Mechanic

Make a list of what you are currently doing to promote your business. Include all of your advertising and marketing collateral on this list including:

- [ ] Business cards
- [ ] Brochures
- [ ] Pens
- [ ] Gift cards etc.

Offline Advertising Checklist

- [ ] #1: Billboard Advertising: Depending on the location of the billboard, you could come in contact with tens of thousands of vehicles per day.
- [ ] #2: Vehicle Advertising: If you have the opportunity to do so, you might as well turn your vehicle into a “driving advertisement.”
- [ ] #3: Industry Publications: This is among the best offline methods of getting your brand in front of your target audience.
- [ ] #4: Newspaper Advertising: Yes, the newspaper industry is dying. That being said, an opportunity still exists.
- [ ] #5: Radio: This may be a stretch for some companies, but makes perfect sense for others.
- [ ] #6: Television: Imagine what it would mean for your brand (and website) to reach viewers across a wide area.
- [ ] #7: Trade Shows: If you pick the right show everybody is a potential customer
- [ ] #8: Other Printed Items: Make sure your website address is displayed on them prominently
- [ ] #9: Company Apparel: People are your walking billboard
- [ ] #10: Voicemail Greeting: Your best customer is your current customer

Source: https://www.seomechanic.com/10-tips-promote-website-offline/

Don’t overlook the benefits of promoting your website offline. You may have spent most your resources online in the past, but there is no better time than now to adjust your strategy.

Make and Share Free Checklists
checkli.com