Website Advertising

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Recommend to a friend....

When you build a website for your business, you'll want to let as many people as possible know about it. Word of mouth may well be one of the very first forms of advertising and yes it probably does date back to medieval times if not earlier, long before the word technology even existed but it's still one of the best forms of marketing around. When someone you know and trust tells you about something great, you are far more likely to try it out than if a complete stranger had pointed it out to you! If someone has found your site or has become a customer and likes what they see, then make it easy for them to tell their friends about you.

Quick and easy "Tell a Friend" links are a great way to encourage visitors to spread the word about your website and are surprisingly simply to do using the Reason8 link editor.
On your main introduction and product pages - add a short line such as "If you like what you see, please click here to tell your friends" or keep it short and simple with "Tell a Friend" or "Recommend this website to a friend". Make sure your link text is in a good visible position and follows some particularly inviting or exciting information. Highlight the text and click the yellow "Insert Link" icon > choose Email and in the 3 fields enter:

1) E-Mail Address – (*Please enter your friends email address here...*)
2) Message Subject – "Have a look at this great website!"
3) Message Body – Hi, I found a great website, which I though you might be interested in. The address is: http://www.yourwebsiteaddress.com/co.uk. Let me know what you think.

Best Regards

(*Please replace this text with your name. Thank you very much for the recommendation*!)

As the majority of the email has already been filled in by you, all your website visitor needs to do is add their friend's email address at the top, type their name in at the bottom and click "Send". Simple! Also, don't forget that the recipient or recipients (if the visitor has been a real superstar and sent it to a number of friends!!) could well forward this email to their friends too. And even better, its all spam safe marketing, as these are simply friends emailing friends! Perfect.

And so the power of "Word of Mouth" – or - "Word of Email" begins.

Now that you know how to set a "refer a friend" link, make sure you have one on each of your main pages. If you have been practising with images for your website you may even want to create a simple image or button to set the link from. This will stand out nicely from your page and can even help to encourage visitors to click it. Simply highlight the image by left clicking it once then set the link as above.

Quick Tip

To set the same link on other pages, there is a quick way to copy both the image / text and its link, which you can then simply paste onto your other pages. First

make sure you are looking at the saved page (not in your editor). You can view the live page without coming out of your control panel by clicking “Test your Website” – the button at the top of your control panel on the far right, next to the Logout button. Highlight the link image / text – then right click and go down to copy or press Ctrl + C on your keyboard to copy it – this will copy the link properties as well. Now go to the next page, place your cursor on the page where you want the link to appear then either right click and go down to paste or press Ctrl + V on your keyboard to paste it. Now save the page and text the link.