

LogoDesign-WebDesign.com
exceptional identity.



WEBSITE DESIGN CLIENT WORKBOOK



Instruction sheet for new LogoDesign-WebDesign.com website design and hosting clients.

Please call or email us with any questions concerning setting up your new website.

Here are the steps for getting your website designed and online:

1) DEPOSIT *(If you have already ordered one of our website packages you may disregard this section.)*

A deposit of half of the total amount. If you have not already done so please visit the link below to select your website design package and make your initial deposit to begin the process.

<http://logodesign-webdesign.com/webdesign.html>

2) DOMAIN NAME

If you have not registered your domain yet you will need to do so. We like for our clients to register their own domain so that it is in their name/ownership from the start. We use www.godaddy.com for our domain needs but you may use any registrar you wish. Once you have registered your domain we will need access to the account so that we can set it up to work properly with our hosting. We will need the name of the site where it is registered, the login and password. Once we have set up the domain you are free to change the password on your domain name account for security reasons. **If you would rather not give us access to your domain name account we can instruct you by email on how to make the proper settings so that your domain name will point to your site on our hosting.**

If you have previously registered a domain name but cannot recall where and do not have your login information you can go to: <http://www.networksolutions.com/whois/> Enter your domain name in the box provided and click on the search button. On the next page it should tell you the registrar (website) where you registered your domain name. From there you will need to visit their website and review their instructions for retrieving your login name and password for your domain name account.

If you need assistance registering your domain name please call or email us. Domain names are normally registered and retained by a separate company from your website host. This means that you will need to have an account at a domain name registering website such as godaddy.com, register.com or, netsol.com. Signing up for an account at these websites is free, from there you would search for the domain name using their search tool. After finding the domain that you would like to register you would then follow their procedures for procuring the name.

SEND YOUR DOMAIN NAME INFORMATION TO: sales@logodesign-webdesign.com
Include where your domain name was registered, your account login name and password.

3) LOGO DESIGN *(If you have previously used our logo design services you may disregard this section.)*

Send us your logo design files in high resolution EPS or AI file format for use on the website. If you do not have a high resolution/vector version of your logo please send a gif or jpg of your logo to sales@logodesign-webdesign.com and we will review it. We can normally include a logo redraw in your package. If it's an illustrative or very detailed logo there may be a fee involved with redrawing it in a vector file format.

4) COMING SOON PAGE

If you would like we can add your logo and contact information as a "coming soon" page on your domain. That way if anyone visits your domain in advance of your website going live they will see your contact information instead of an advertisement from your domain name registrar.

SEND YOUR COMING SOON PAGE TEXT TO: sales@logodesign-webdesign.com

Be sure to include your business name and domain name when sending this text. Normally coming soon pages include your business name, address, phone number, and email address, along with a short "our website will be online soon" message

5) EMAIL BOXES AND EMAIL FORWARDS

If you wish we may set up email boxes off of your domain. We will need to know the email box name(s), yourname@yourdomain.com. We can also set up email forwards if you already have an email address you check on a normal basis and don't want to have to check a second one for the website. Basically we forward yourname@yourdomain.com to your existing email box so that any mail sent to yourname@yourdomain.com will be forwarded to your current existing email box.

DEFINITIONS:

Email Box: An actual email box that is checked by going to a specific link from your website. These boxes are hosted on our server.

Email Forward: A fictitious email address the ends in your domain name that forwards to another email box that you already use. When someone sends email to this email forwarding address, it will be forwarded to the actual existing email box of your choosing.

EMAIL THE EMAIL ADDRESSES AND/OR FORWARDS YOU WOULD LIKE SETUP TO: sales@logodesign-webdesign.com

PLEASE NOTE: An email address can either be a real box, or a forward, not both.

6) INPUT AND DIRECTION

We will need your general input on how you would like your website to look. It will help us to have all of the photos that you would like on the site as well. If you do not have any of your own photos to use we have stock photography.

www.BigStockPhoto.com is our current stock photography provider. You are welcome to visit the site and record the file numbers for any photos that you would like to use. Please note that our packages include up to 10 photos from bigstockphoto.com that are in the \$1-\$3 price range. There are some more expensive photos on the sites, if you would like to use them or any stock videos you would need to pay for those images or videos and then forward them to us.

We also need to know any additional features that you want your website to include.

EMAIL YOUR GENERAL INPUT ABOUT HOW YOU WOULD LIKE YOUR SITE TO LOOK TO:

sales@logodesign-webdesign.com Be sure to include links to other sites you like, the names of your individual pages, which will also be the names that appear on your navigation buttons, the file numbers of any stock photography you wish to use from bigstockphoto.com as well as any other information concerning how you want the site to look, and features that you wish it to include. Once we receive this we will work up a main page concept of your website for your review and approval.

7) WEB PAGE(S) TEXT

At this point we will start to develop the layout, look and feel of your website. Once we have the initial concept ready we will upload it to a temporary spot on the web for your review. While we are preparing this you will need to be working on and finalizing the text for each of your pages. Once you complete this we will need it emailed to us as an attachment in a popular document format. **We prefer that you send your website text in RTF, WORD, WORKS, WRITE, or WORDPAD.** You may send each page's text as a separate file, or send them all in the same file as long as it is separated to where we can tell what text goes on which page. **PLEASE DO NOT SEND YOUR WEBSITE TEXT WITHIN THE BODY OF AN EMAIL, EMAIL CAN DELETE/ADD CHARACTERS TO YOUR TEXT.**

EMAIL YOUR WEBSITE TEXT TO: sales@logodesign-webdesign.com

8) TITLE, KEYWORDS AND DESCRIPTION

To make sure that your website is search engine friendly we will need to prepare some meta tags. Except for the TITLE these will be hidden in the code of your web page. Search engines will use your tags as well as the actual text on your website to index you.

WEB PAGE TITLE: A good descriptive title that includes your business name and normally your location. This title needs to stick to around 65 characters. We can assist you with this, just ask!

KEYWORD PHRASES: These are the actual phrases that you think a client or potential visitor to your website would put in to a search engine to find a site or service such as yours. Single words are not very effective, key phrases are better. It will also help your search engine position if the some or all of the key phrases that are in your tags are also located in the actual text of your website, especially your main page. We recommend having 15-25 key phrases. If you need help deciding on your phrases visit this link and use the tool to aid you in developing a list of keyword phrases:

<https://adwords.google.com/select/KeywordToolExternal>

DESCRIPTION: This is a 15-25 word description of your web site or business. It should include your business name, location, products offered, etc... We can assist you with this, just ask!

EMAIL YOUR TITLE, KEYWORD PHRASES, AND DESCRIPTION TO: sales@logodesign-webdesign.com Be sure and separate your keyword phrases with a comma and a space like this: logo design, logo designer, logo design online, etc..

9) REVIEW AND APPROVAL OF YOUR WEBSITE

Each page of your website will be uploaded to our server for your review. By this time we should have your actual finalized text plugged into the pages. You will need to review and approve each page of the website.

10) POSTING AND TESTING OF YOUR WEBSITE

Once you have approved all pages on your website we will turn your site "on" at your domain. We will go through your site and look for any issues and suggest that you do the same. If you have asked us to set up contact forms or any other kind of information gathering scripts we will test each of these to make sure they are working properly. You may receive several test emails from us during this time.

11) REMAINING BALANCE

Once your website is online and functioning properly your remaining website design and hosting balance will be due. Your remaining balance may be paid from our website order form, as the balance remaining is the same amount as your initial deposit, or you are welcome to send a check or money order. To pay your remaining balance online visit the link below and select your website package, and then make your payment.

<http://logodesign-webdesign.com/webdesign.html>

Or you may make your remaining balance payment by check or money order sent to this address:

LogoDesign-WebDesign.com
PO Box 85
Spring Hill, TN 37174

Your hosting fees for the next year will be due on the month after your website goes live, in the next year. So if your website were to go live in November of 2010 your hosting for the next year would be due on December 1st of 2011. Our current rate for one year of hosting with monthly updates is: \$180.00 (ONLY \$15 per month.)

12) MONTHLY UPDATING

By now your site will be online and running smoothly. You will need to send any updates to your website to sales@logodesign-webdesign.com If you are sending corrected text that is more than one sentence in length please send it as an attached text file in a popular text format. Any updated images can be sent to the same email address in GIF, JPG, TIF or BMP formats.

THANK YOU

Thank you very much for selecting **LogoDesign-WebDesign.com (LDWD.com)** as your website designer and host. We look forward to serving you in the future. Please keep us in mind for all of your graphic design needs.

STAFF

LogoDesign-WebDesign.com (LDWD.com)

Email: sales@logodesign-webdesign.com

Toll Free: 866-539-3266 (Contiguous United States ONLY please)
615-482-2839

Hours: Mon-Fri 9AM - 6PM

WEBSITE DESIGN CHECK SHEET

This check sheet is for your own personal use to keep up with the tasks involved in getting your website up and running. You may send these items to us all at once or in several emails. Be sure to always include your business, church, or group name in the subject and body of your email when sending us files and information concerning your website.

_____ Register domain name, www.godaddy.com (Ignore if you already have a domain)

_____ Send domain account login and password to sales@logodesign-webdesign.com, or request instructions by email for setting up your domain to work with our hosting.

_____ Send your logo in AI or EPS format to sales@logodesign-webdesign.com
(Disregard if we will be designing, or have designed your logo, we can also accept other formats, the higher the quality the better.)

_____ If you would like a coming soon page, send us the contact information that you would like to appear on it to sales@logodesign-webdesign.com

_____ Send your input and direction concerning your website's look to sales@logodesign-webdesign.com

_____ Prepare your website's text and send it to us in a common text file format, Write, Word, Works, WordPad, etc. to sales@logodesign-webdesign.com Make sure the information is divided up according to the pages/buttons that will be on your website.

_____ Prepare your title, keywords and description and send to sales@logodesign-webdesign.com
(If you need help preparing these just ask!)

_____ Inform us if you would like email boxes or email forwards set up off of your domain, include the names of the boxes you wish to have set up. If you wish to set up forwards we need the name of the address that will come off of your domain and the actual email address it should forward to, send this info to sales@logodesign-webdesign.com

_____ Approve all pages of your website

_____ Pay remaining balance

_____ Send updates to your site as need to sales@logodesign-webdesign.com

REFERENCE LINKS

LogoDesign-WebDesign.com
Your website design company

GoDaddy.com
Domain name registrar

NetworkSolutions.com/whois
Find out where your domain name was registered

BigStockPhoto.com
Stock photography for use on your website

<https://adwords.google.com/select/KeywordToolExternal>
Keyword phrase suggestion tool

Website Basics

If you are starting a new business, or have an existing one, and are looking to have a website developed there are some general terms and knowledge that you should be aware of before hiring a website designer.

There are three core elements that ALL websites must have:

[A Domain Name](#)

[Hosting](#)

[Website Content](#)

DOMAIN NAME

The .com, .net, .org, etc... that is associated with your business.

Domains are obtained through licensed domain name registrars online. Popular domain name registrars include www.godaddy.com, www.netsol.com, and www.register.com. The fees involved with registering a domain for one year vary from around \$10 to \$30 depending on where you register it and what options you choose to include.

For most small companies the best option is normally to spend around \$10 per year on your domain through a website like www.godaddy.com, we recommend this company to all of our clients. It's also best if you open an account at a registrar and register your own domain. That way the domain is in your name from the beginning. If a website designer offers to register your domain for you, there is a chance they can hold it hostage if you decide not to use their services anymore, since they registered it, it's probably in their name and not yours. So be safe and register your own domain name.

Registering a domain name is as simple as purchasing an item online with your credit card. Your domain will reside in your domain name account. It will be your responsibility to make sure that it is renewed each year. You will normally be sent notices when it's close to time for your domain name to be renewed.

DOMAIN NAME TIPS:

Choosing a domain name. If possible it's best to have your domain name exactly match your business name. This isn't always possible as thousands of domain names are registered all over the world every day. In some instances entrepreneurs starting new businesses will actually name their business based on the availability of the matching domain name.

Spend some time researching the domain names available. www.netsol.com has a very fast engine that will let you check to see if a particular name is available, they will also suggest alternatives if the one you wish to register is

already taken. Once you find the domain you want it's important to register it ASAP, so that someone else doesn't do so first.

Before registering your selected domain name check to make sure that their isn't another site with the same name but different designation.

For instance if you decide to register www.yourdomain.net, visit www.yourdomain.com just to make sure that its not a site that contains objectionable material, as some of your clients are bound to accidentally end up on other similarly named websites.

There are different types of domain names, the most common ones are .com, .net, & .org. The .com designation is the most popular and it's best to try and have your domain name end in this designation as the general public is most used to putting in a .com when searching for a business on the internet. If you tell someone that your business name and web address are the same, they will normally assume that it ends in .com.

Keep your domain name as short as possible and avoid dashes if you can.

Long domain names and domain names that include dashes are hard to remember.

HOSTING

Hosting is a service provided by a website hosting company. They own computers called servers on which your website information will be stored. Your website's content is broken down into several different file types including image and html files. These files MUST reside somewhere on a server/computer that is always connected to the internet and always available to anyone who wants to access your website.

Hosting fees are paid to the website hosting company in return for the service of having your website content available to anyone who types in your domain at any time. Your domain and hosting do not have to be done through the same company. Your domain account and hosting account can be associated to work together through settings in your domain name account. Basically, your domain name is your street address, and the hosting is your house. Just as the post office sends mail to your mailbox, which gives the sender a kind of access to your house, a host guides those wanting access to your information to your site content, using your domain as the street address.

Your hosting account can operate independently from your domain account, and, they can be located in different places. At LogoDesign-WebDesign.com we like for our clients to register their own domain name to insure they have total control over it. Which means you will need to register a domain name with another company. You DO NOT need to have a domain name before hiring us to

develop your website, in fact, we can assist you in selecting a domain name if you wish. Once you have registered your domain name we can set it up to work with our hosting by accessing your domain name account.

Our website hosting also includes maintenance/updating. When you need text or imagery updated on your website you contact us, and we update the site. We specialize in developing and maintaining sites for businesses who do not have the time or want to learn website design and updating. There are also options online where you can purchase just hosting, and do the updating yourself. However, this means that you will also have to construct your own website.

WEBSITE CONTENT

The most important aspect of building a website is good content. Just having a website doesn't mean it will assist you in gaining customers, which is normally the goal of a website for a small business. If you have a website with poor content, it's the same as paying for an advertisement that lists limited or incorrect information about your business. Your website content should be informative and to the point, there are way too many websites on the internet that are vague, be direct.

When developing good website content/ text it is important to keep the search engines in mind. By including phrases in your text that you believe people will use to search for your business or service through a search engine, you are helping insure that search engines will list you properly.

There is core information that is normally included within the content of a website dedicated to a small business. Your website content should include the following because your visitors will expect it to be there:

- A welcome message
- Information about the person or persons behind the scenes
- Easy to find contact information
- Location information
- A thorough idea of what you can do for the customer presented in a precise way

It's also a good idea to post testimonials and feedback from your current and past clients. Potential clients searching for a service online also like to find some history about your company on your website. Think of the questions that you get asked most often by potential clients, then answer those questions on your website.

Developing good website content can be a daunting task. We can assist you in

the process by reviewing your website text and offering our professional input, which is backed by 5 years of developing service oriented small business websites.

WEBSITE LAYOUT / TREE

When developing your website content it's a good idea to work up a rough layout of your site, any web developer will need this information when building your website. Think of a website layout as a flowchart of your site. Starting with the main/ home page, and branching out from there.

EXAMPLE WEBSITE LAYOUT

Home/ Index Page

- About Us Page
- Our Services Page
- Testimonials Page
- Contact Us Page

When you hire www.LogoDesign-WebDesign.com to develop your website we also take care of setting up your domain to work properly with your new small business website. We will set up your email boxes, contact forms, thank you pages, and custom error pages. Each website that we develop is custom designed, we do not use templates. We are trained graphic designers first, so your website will be aesthetically pleasing, informative, search engine friendly, and easy to navigate.

Making your website search engine friendly.

If you are interested in getting your current website, or a future one, placed well in the search engines then you have probably spent a good amount of time researching search engine optimization. In a nut shell, search engine optimization is a set of steps you take to ensure that your website receives a good ranking in the search engines, thereby providing you with more visitors to your website. To help you along here are some things we have learned that may make the entire process of optimizing your website for search engine inclusion easier.

1: Get in Google and you've got it made

In march of 2006 Google held 42.7% of the search engine market share. That means that almost half of the searches made online, were made using the Google search engine. That being said, if you can get your website into decent position in Google, you stand a good chance of it getting a good search engine ranking in all of the other sites that matter. Rounding out the top three are Yahoo and MSN search. And even if you only get into Google, if you can get in to decent position it may be all of the traffic you need to turn a sale every now and then.

2: Keywords-smewords

We recently performed a test with a new client's website to see if the use of keywords or a description within a website's meta tags would effect its inclusion and placement within the Google search engine.

We purposely did not include any keywords or a description within the meta tags. It took about three months, but the site is currently listed at number six under the main keyword that our client wanted it to come up under. This should tell us that meta tags really don't mean a whole lot to Google. It's still a good idea to use them however, since MSN and Yahoo may use them.

3: Main Page Text is the Key

Gone are the days of intro pages and splash pages with enter buttons. We currently only have one client that uses an intro page with an enter button and its because they absolutely insisted upon it. We've learned over time that what engines like Google really feed off of is the text that is on your main page, or the first page people see when they click on your link or enter your domain name into a web browser. That's why its a good idea to be very descriptive about who you are and what you do on your main page. When you write your main page text include as many keyword phrases within the text that relate to your business or service as you can. Google uses this text to decide what kind of site you have, and under what keywords it should be listed. And, if Google thinks that your site is more relevant on a particular topic than a site already indexed by their search engine, they might just give you a higher listing above the already established website.

4. #1 placement scams.

Beware of anyone that claims that they can get you in the top five under any given keyword on Google or any other search engine. As your Grandma used to say, "If it sounds too good to be true, it probably is."

5. Tricks that get you banned.

There is such a thing as getting penalized by Google, and several of the other major search engines, by using tricks on your website to try and better your position in the engines. If your designer suggests using hidden text, keywords that aren't relevant to your business, pages that redirect visitors to pages other than where they intended to go, or any other types of trickery, you run the risk of getting penalized and getting your site bumped way down the list.

6. Oh you think you know?

A big mistake a lot of people make when using keyword phrases within their website text and meta tags is using keyword phrases that people really aren't searching for to find a product or service. It may seem obvious to you that "Acme storage units" is a good search phrase for your storage business, but there may be a good chance that people are actually searching for "Chicago mini storage." The best way to find out what keyword phrases potential clients are actually using is to use a keyword tool. Google.com currently has a keyword selection tool that you can use for free on their website. You can put in a keyword phrase and they will suggest dozens of other phrases that are similar to the one you entered, along with some information on how often they are searched for. This can be very valuable since now instead of guessing what keyword phrases you should use within your website's text, you have a list of what people are actually searching for. The whole point of using keyword phrases on your website is to draw visitors to your site who are inputting the same phrases into search engines, phrases that actually relate to what you do.

<https://adwords.google.com/select/KeywordToolExternal>

7: A good title says a lot.

Another way that search engines decide what your website is about and how to rank you is your website's title. It's what appears at the very top of the internet browser box when you go to any site. Your title should include your business, service or group name, your location if your service is regionally specific, as well as your main keyword phrase, the big one you've researched and actually know people are using to try and find businesses just like yours on the search engines.

8: Won't you be my link buddy?

Yet another aspect of the Search Engine Optimization game is external links. These are links from other websites, that somehow relate to yours, to your website. The more external links you have, the more popular the search engines, especially Google, think your website is. Therefore they use your link popularity as a gauge when deciding how to rank you under your given keywords. To be a

good link buddy you will need to have a links page on your website so that when someone agrees to link to you, you can link to them as well. It's also important to exchange links with quality websites that are already listed in Google and have a decent ranking. To figure this out you will need to download the Google Toolbar, located at Google.com. Once this handy tool is installed within your internet browser you can use it to check any website's Google ranking. When you go to a website the Google toolbar will show you its ranking on a scale from one to ten. One being low and ten being high. Yahoo.com for instance has a Google ranking of 9. Our website currently has a Google ranking of 5, which is just about right for a service oriented business with 30 or so external links from quality, relatable websites. Don't bother trading links with websites that have a low or no Google ranking, it won't help.

http://toolbar.google.com/T4/index_pack_xp.html

9: I'm not ignoring you, I just don't care.

It's important to note the things that are a non-issue with Google and some of the other majors, again, get in Google and your golden. Google feeds off of your web page's actual text. Text that a visitor can rollover, copy, and paste is actual text. Text that's buried within a flash file is not actual text, its an image of text. That being said, Google ignores Flash on your website. It also ignores Java navigation and most other types of non-html code. So, if you've got a main page that has all of your text included within a Flash animation, Google sees that as a blank page, and they don't rank blank pages very high.

10: Spiders get lost too.

All of the search engines have what is called a spider. Basically it is a software program that locates your link off of another website already listed within that search engine. The program then "spiders" your page and decides whether or not to add it to the search engine. Spiders follow actual html links off of your page to get to other pages on your website. Actual html links include text links and image links, they DO NOT include fancy java roll over navigations. If you only have java rollover navigation on your website and not actual text links to your other pages, the spider may only add your main page to the search engine, when you really want it to add every page. Keep in mind that every page that is listed within the search engines is another chance for people to find you. If the search engine only lists your main page, they only have one chance to find you. So, feel free to use the fancy flash or java navigation buttons, but on your main page be sure to add some simple text links at the bottom of your website to all of your other important pages.

A final note.

While it's feasible that you could build a website on your own and make it search engine friendly using the steps above, it will probably be more beneficial to hire a website designer knowledgeable in search engine optimization. The reasoning behind this is that since they do this kind of thing all the time, its second nature to them. While you on the other hand, will be learning as you go. When starting a

new business time is of the essence, and the less time you spend on your website, the more time you have for your actual business at hand. To that effect we specialize in small business information based websites. Every site we design uses some or all of the methods listed above to insure decent search engine placement. And, if any client is unhappy with their placement in the search engines we work with them to try and make it better. If you are starting a new business and want an eye catching website that is search engine, and visitor friendly, then please consider our website design services.

Simple social networking for busy business owners

There has been a lot of hype of late concerning businesses using social networking media to advertise their business. While our own experiments with social networking have been mixed to say the least, social networking can be a tool for advertising even if you decide not to have social networking accounts such as Facebook or twitter for your business.

Social networks seem by and large to be used for personal purposes. Businesses are having trouble breaking the barrier of the family and friends mentality on sites like Facebook. They are making some headway however by creating Facebook and Twitter pages for their businesses. That in itself however can keep you pretty busy. Constantly updating your Twitter and Facebook accounts can take up a large chunk of your day. While some types of businesses will benefit from doing so, it's just really not as beneficial for others.

For example let's take a look at the social network marketing of food trucks in California. Food trucks are just that, mobile trucks that sell food. They are liking rolling drive up restaurants. They are normally in a different place every day of the week, so it can be hard for customers to locate them. To get around this some of the trucks have started their own Twitter feeds. Their customers can then sign up to receive notices from them and they send out a Tweet every day letting folks know where they will be. Now that's a good use of Twitter and social networking for business.

Facebook works a bit differently. If you have a Facebook business page you can update it with text and photos and let your clients know about sales, upcoming events, etc... the crux of this however, as with Twitter, is that they have to sign up to be your friend on Facebook. While some businesses have good luck getting Facebook fans or friends, others do not. While a restaurant might attract a lot of Facebook followers, it's not as likely that a law office would. Who wants to check in to see what their law firm is up to during their lunch break?

There are two ways to use social networking to your advantage as a business owner, the type of business you run will decide which way to go. If you own or operate a fun or interactive business for example, your business should have it's own Twitter feed and Facebook page, but only if you are going to update both on a regular basis. So that's the first way **YOUR BUSINESS HAS A FACEBOOK AND/OR TWITTER PAGE.**

Then there is the other way. Say you have a lawn care service, you are out cutting lawns from dawn until dusk and you just don't have that time to Tweet about a sale on weed eating. In that case you might consider **NOT** having your own Facebook or Twitter page. Instead you could rely on your website visitor's social networking accounts to work in your favor. So the second way is **HAVE YOUR CLIENTS PROMOTE YOUR WEBSITE AND BUSINESS WITH THEIR SOCIAL NETWORKING ACCOUNTS.**

The second way is very simple and you only have to set it up once. Basically you add two buttons to your website. A **TWEET** button and a **LIKE** or **RECOMMEND** button. The **TWEET** button being for Twitter and the **LIKE** or **RECOMMEND** buttons being for Facebook. You've probably seen these buttons on websites you have visited. When you set these buttons up on your site and a visitor clicks on them, instead of going to **YOUR** Facebook page or Twitter feed like the first way above, they are prompted to login to **THEIR** Twitter or Facebook account. After they do that they click a button to **LIKE** your website or to **TWEET** about your website. When they do this they send **YOUR** website link to all of their Twitter followers or they post a note about your business on **THEIR** Facebook page. How cool is that? Now everyone who follows that person **OR** is their friend on Facebook will see your link and that they recommended your site.

So, to sum it up you can go two routes with social network advertising. You can have your own accounts that you update to tell your customers about your shop, services, specials, etc... or, you can have your website visitors tell others for you.

To add a Twitter button to your site visit the Tweet button tool here:

<http://twitter.com/about/resources/tweetbutton>

To add a Facebook Like or Recommend button to your site go here:

<http://developers.facebook.com/docs/reference/plugins/like/>