

## NOCASOBE (North of Camden, South of Belfast) – helping you market your mid-coast business!

Check out [www.nocasobe.com](http://www.nocasobe.com) website – it is now live! Questions? [info@nocasobe.com](mailto:info@nocasobe.com)

NOCASOBE is a volunteer effort to support the marketing needs of small businesses in our region.

## 5 Marketing Tips – Updating Your Website

Ok, you've been thinking about it for a couple of weeks – what next? Are you going to do this yourself or get help? You can't delay. A good website will increase your business so quickly that you will recoup the costs in short order.

1. Search Engine Optimization – what is that? It's making sure when people search on specific terms or search for your website specifically that you actually come up. You don't want people digging for you two, three, or four pages into the listings. They just don't have that patience. Everyone wants instant gratification.

Imagine you are a restaurant and someone is looking for a place to eat lobster dinners in Camden – don't you want to show up in the search too? Or Belfast? Or Lincolville? Of course you do. So on your website you need key words for the search engine to find so that your business rises to the top. Therefore, a restaurant would want to have key words on their web page (hidden as clear text) like: Lincolville, Camden, Rockport, Belfast, Islesboro, Northport, Lobster, Lobster Dinner, Lobster Bake, Seafood, Chowder, Restaurant, Café, etc.

Think about your niche – are you a contractor – building homes? Do you also do renovations? Porch additions? Window replacements? You get the idea... your key words should include each service you provide.

Make your list and ask your web administrator/designer to add the list to your website's "code". While there are other more sophisticated means to optimize your website (especially if you have java and cookies) but the above example is an inexpensive way to improve your site greatly.

2. Search Engine Registration – each search engine has a place where you can register your website's URL. That's the address for your site. Like this for our site: <http://www.nocasobe.com> This is free and you can usually find it at the bottom of the page of the search engine itself. Which search engines to register with? See the list below:



[1 | Google](#)



[2 | Bing](#)



[3 | Yahoo! Search](#)



[4 | Ask](#)



[5 | Aol Search](#)



[6 | Wow](#)



[7 | WebCrawler](#)



[8 | MyWebSearch](#)



[9 | Infospace](#)



[10 | Info](#)



[11 | Dogpile](#)



[12 | DuckDuckGo](#)



[13 | Blekko](#)



[14 | Contentko](#)



[15 | Alhea](#)

3. Update your website with new images! New photos, examples of your work, exterior and interior photos of your business – make sure they are excellent photography and of a reasonable size for your website (file size, physical shape and size, not too light nor too dark, in focus). Also, consider having some professional photography done by one of our local photographers – whether it’s your business, your work, your food, your rooms, let someone who does commercial photography help you. See the NOCASOBE Business Directory for Photographers.

Consider some aerial photography using a local flight crew or drones! Yes, drones! Now cameras attached to drones can take amazing photos of your property, your clients, your business location.

4. Online Reservations, Online Booking, Online Ticket Purchases (using Brown Paper Tickets or Eventbrite). Make it easy for people to commit while on your website! Let them buy tickets, reserve a table for dinner, order a bottle of wine, reserve a room. Make sure people can email you or have a contact survey/box on your site so people with questions can reach you without calling.
5. Make sure your website includes:
  - a. Directions or map or google map
  - b. Telephone number (especially one with an answering machine or message system)
  - c. Email address
  - d. Location/Address including Longitude and Latitude coordinates for GPS.
  - e.
6. Bonus Tip:

Make your website mobile friendly for Iphone, Android, Ipad, etc. Smart phone users want to see your website too!

NOCASOBE website and marketing efforts are coordinated by Dr. Jane Liedtke, a retired university professor and corporate consultant who owns Bay Leaf Cottages & Bistro in Lincolnville. With the help of interns from Illinois State University and the University of Southern Maine the data and information for the website was generated and maintained. Funds received from businesses who upgrade their listing or advertise are used to support the website basic operating costs. Any excess funds will go to the Northport Food Pantry to help families in need within the NOCASOBE region.