

THE WRITING LIFE

by Bobbi Linkemer

bobbi@writeanonfictionbook.com

The Truth About Websites

I've had a Web site for years — practically since I first “went into business.” I hired one Web designer after another and spent thousands of dollars on something that did me absolutely no good. It turned out to be the world's most expensive on-line brochure.

I never thought about why I wanted a Web site. I didn't market it. I had no idea how many people visited it. And I just kept adding pages until nobody could figure out exactly what I do for a living.

Finally, I scrapped the whole thing and started over. I was “reinventing” myself. Guess what? I made many of the same mistakes *again*, though, thankfully, not as bad as the first time.

For one thing, after another Web designer fiasco, I hired a teacher and learned how to design my own site. Second, I started reading about Web marketing and discovered how little I knew. And, finally, I cre-

ated a store on which to sell books and other products.

Web marketing is not intuitive; it is learned. People rarely find you accidentally. If they are looking for someone or something, they go to Google or Yahoo, type in the word, check out the first three or four listings, and move on.

When I went to Google and typed in “ghostwriter,” I was not even on the list. Hmmm. So, I typed in all my other “key words.” Nothing. (If you tried it, you're probably not reading this, unless you entered “Bobbi Linkemer.” But how many people on the planet actually know my name?)

The truth about Web sites is that you have to make it so easy for people to find you, all they have to do is click on Google. Obviously, I have a lot of work to do before I am so easily found. Stay tuned for lessons learned along the road to becoming a Web marketing guru. I'll keep you posted. ■