Make Your Own To-Do List
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The Internet is a huge advertising medium. Because of this, it's too easy to lose track of your business. To stay on top of things, you need to construct a to-do list. Here are some things to put on that list:

1. View your website every day. Make sure it's working and operational. Check all links to make sure they are good.

2. Visit discussion boards and contribute when you can.

3. Include a signature at the bottom of all your emails.

4. If you use autoresponders or mailbots, send a message to it to make sure it's working and response time is good.

5. Check the position of any classified ads you have posted, and repost if necessary.

6. Follow up on any leads you might receive.

7. Check email and respond to inquiries and orders right away.

8. Change or add to your sites content to keep it fresh and exciting.

9. Review your server activity log to see where your visitors are coming from so that you can target your promotion methods accordingly.

10. Submit your site to search engines and then come back to check on the submission. If they don't get listed the first time, re-submit them.

Creating a to-do list and sticking to it gives you a marketing advantage and will make your online presence more successful.

NOTE: The following information must be included if you reprint this article.