

WebTaxGuide Marketing Tip #1 – Highlighting the link on your home page

Thank you for purchasing PDI Global's **WebTaxGuide**. To help you get the most out of this online client tax guide, we're starting a series of monthly e-mails offering tips for ways to:

- Increase awareness of your online guide,
- Encourage visits to your website to view the guide, and
- Make it easy for visitors to find and use the guide when they come to your site.

Please take a moment to read these tips and consider following them to maximize the effectiveness of your online guide. While the first few tips discuss basic steps, subsequent ones will present more sophisticated ideas for giving your online tax guide more marketing punch.

If you have any questions about a tip, please contact your PDI Global account coordinator directly, or e-mail information@pdiglobal.com and let us know how we might be of assistance.

Tip# 1. Highlighting the WebTaxGuide link on your home page

When you purchased WebTaxGuide, you received a link “button” to put on your website. When visitors click on the button (or any other copy or images you use for the link), your branded splash page opens. Navigation links on the splash page take the visitor to different sections of **WebTaxGuide**, which resides on our server so we can automatically update the guide when tax law changes affect it.

This month's tip provides two examples of how you might make the tax guide's link highly visible on your home page, so you can draw visitors' attention to the link and encourage them to click on it.

1. Using the 2010-2011 WebTaxGuide button

Image 1 shows how you might place the **WebTaxGuide** button we sent you in a highlighted box on your home page. By including near the button a bolded call to action, such as “View our Online Tax Guide,” along with some copy about, say, the different tax-saving strategies the guide contains, you can both make it easy for visitors to see the link and entice them to view your online guide.

Note that this is only one possibility. Your marketing person or webmaster might suggest a different placement of the button or another way to draw attention to it.



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2. Using a text link with an image of the **WebTaxGuide** splash page

Image 2 shows an alternative way to highlight your online guide. This approach also uses a headline and text encouraging visitors to view the guide. But instead of using a button for the link, it uses the text link, “View Tax Guide,” to take visitors to your splash page. In addition, you can make the thumbnail of your splash page a link, so readers can open your splash page by clicking on the image.



Next Month's Tip: Placing the WebTaxGuide link on other pages of your website.