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# T&S PARTNERS PR GROUP

## Seven Great Reasons To Build A Trade Show Website

Trade Show Websites join marketing and media purposes to reach the widest audience. With proper focus, they can become a hub of company information dedicated to achieving Trade Show ROI. Buyers will explore your site to see if it's worth the visit to your booth. The Press will be interested in information that builds a story.

### ***Here Are Some Ways To Optimize Website Performance:***

Create company news by headlining show attendance six to eight weeks before the event on your home page with a click through URL to your Trade Show Website. Utilize this URL wisely and include it on all show-related correspondence, press releases and invitations. This site can then be revamped and updated for each show on your schedule.

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Create the content to support your Trade Show strategy, but write the copy in a conversational tone, not in a marketing style. This welcoming approach invites visitors to learn about your products and explore your site.

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Divide the content into pre-show company information; show information that can be updated while on the road; and an after-the show-round-up which will deliver your Trade Show success.

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Make this is a search engine optimization (SEO) opportunity as well by using your main keywords in the copy. For an extra search-marketing bonus, add relevant links and update the site during and after the show with new keyword rich content for the search engine spiders to find.

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Send the right Trade Show traffic your way by offering an executive report or a premium on these website pages, to be collected when Buyers and Media visit your booth in exchange for their card.

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