

Secrets of Site Promotion

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Sean Mize

[Secrets of Internet Success](#)

I have recently written an ebook that teaches you step by step how to create a large online income.

Check it out here:

[Cash Flow Business Model](#)

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Web Site Promotion Strategy to Sell your Product

The internet is a large and busy place, and if you do not have a proper web site promotion strategy to sell your product to those seeking it, then you are liable to fail. Promotion simply means to advertise, and there are many ways to do that online.

If you have an online business you have potentially the largest audience the world has known for any specific product. It doesn't matter if your products are tangible goods such as DVD players or information on the health of our children. The internet provides a platform for the most ingenious means of advertising to the largest imaginable group of potential customers. So let's look at the possibilities for your promotion strategy.

First, you can advertise directly on the internet. Just as offline advertisers use magazines and newspapers, you can use ezines and articles to advertise your product. You can either pay for advertising of your product on ezines, or you can provide a link to your website within articles that you allow others to publish on their website. This is done by submitting your articles for publication on article directories. Such directories allow you to provide a link to your website that anybody using your article as content on their site must retain.

Many ezines use article directories for content that is relevant to their main subject, or niche, since ezines tend to be targeted to groups of people with specific interests. Ezines are the online equivalent of offline magazines, and just as you can find magazines on just about every topic in a news shop, then you also find online ezines on the same topics. You can pay for adverts to be shown on these ezines, for which you generally pay a specific price per thousand impressions. In internet terms this means per thousand ezines sent out to specific email addresses.

You can also optimize the design of your website, and the text used on it, to give you high positions in the search engine listings for specific search terms used by people seeking information on the internet. The higher regard that a search engine such as Google has for your site, then the higher it will list you. Get to the first page, which is where the top ten sites appear, and you will have achieved a position that provides you with a potentially massive volume of traffic.

There are specific techniques that you can use to achieve this, though if your website is established you have less latitude than if your design is only beginning. True SEO is built into a website from the first press of a key on your keyboard. However, it is still possible to improve the listings of established sites with a bit of attention to the text on the page.

If you can stand back and have a close look at what is done to advertise successful products offline, then you can be able to figure out how to do this online. Look at one of the most successful sites of recent times. Craigslist has over 5 billion page views per month, with 12 million different users each month. It is simply an online version of local Yellow Pages, in which you can find just about any classified ad you want. As I said: the most popular forms of offline advertising put online.

Apply that to your website wherever you can. Why reinvent the wheel when the world's most successful marketing brains have done it offline before you. Do you have a health site? Then put up posters in your local health center and fitness

centers. You might be allowed to do it free, but if not then offer a few dollars. Everybody using the health or fitness center will be exposed to your advert. Make it a real promotion and offer some free gifts for filling in your opt-in form. Ask them to sign your poster with their email address for more info, or to phone or email you. You can then lead them to your squeeze page to get their details.

There are also a lot of different advertising sites online that you can take advantage of such as solo-ads and banner advertising sites that run your ads for a monthly fee. There are ad blasters that distribute your adverts round the internet. Some think they have little value, but I get up to 100 visitors every month to my sites using a piece of software I bought four years ago and use on autopilot once a day to blast out ads for four of my sites. OK, only 100, but it's better than nothing, and it's now free since I own the software. I can do this for ever, so 1200 visits a year is not to be sneezed at for no cost. It gives me another 5 – 10 people a month on my list. Find another ten programs like this and you have serious extra traffic.

There are many ways of advertising your site, and you should use the best web site promotion strategy to sell your product to people who need it. If you don't promote it right, you won't find those that need it. Website promotion is essential to internet success, so get started now. Try all the methods you can find and keep those that succeed.

Web Site Promotion – Six Ways to Advertise your Web Site

Web site promotion is very important to anybody involved in internet marketing. Without promoting your site, you are unlikely to get much traffic and traffic is the life blood of any web site, irrespective of its content. Web sites are designed to be read, and if they are not read they may as well not exist. Here are five ways to advertise your web site that will guarantee a steady stream of traffic if done properly.

The first is making your site search engine friendly. That is not as difficult as SEO experts would have you believe, but it must begin from the moment you type your first html tag. Search engines read tables then columns then rows. So, if you have two tables, the spider will crawl table 1 first. It will then crawl row 1 of column 1 in that table. You must design your home page, which is the first page crawled by the spiders, with that in mind.

This article is not about SEO, but keep the above information in mind when you consider that the first 300 pages or so of your text is regarded by search engines as the most important. If your first table or first column contains nothing but navigation links, your site will be down-listed. Your title should be in bold text in H1 tags, and include, or be, the main keyword for your site, preferably the site name, but have a different title for each page. There are many sites that provide you with free SEO information. Read them and follow the advice given. Free advertising on the first page of Google is invaluable and definitely the best and least expensive type of web site promotion.

The second is to write articles on the theme of your web site and submit them to article directories. This does two things for you. The directories generally allow you what is known as an 'author's resource box', which allows you to provide a small amount of information about yourself, and to provide your web site or web page URL for those that want more information. This provides you with traffic when anyone clicks for information and also provides you with links back to your site, both from the directories and from anyone who copies your article to their web site.

The third way to promote your web site is use ppc adverts such as Google Adwords and Yahoo S.M. If done properly, this can bring you traffic as well as make sales, but if not done properly can be very expensive. However, it is an excellent way to get your site known if you can get your advert on the first page on Google. It also provides exposure for your site on other web sites that are using AdSense. This is particularly valuable since the sites your advert appears on are targeted to the theme of your website.

Fourthly, put your URL on everything. Use it on your signature on every email you send, on every forum post you make and basically whenever you can. Forums, especially, are great places to advertise your site. Even if you post to forums where your URL is not allowed in your signature you can get yourself known as an expert by helping to solve people's problems in your posts, and eventually the opportunity will arise when you can legitimately refer somebody to your website to have a problem solved. You could even design a web page specifically to solve a problem that has had a few postings.

Another way to overcome forum rules is to have a pop email address that includes your website name, such as john@mywebsite.com. People will then see your website name without you actually publishing your URL.

Fifth, you can advertise offline in your local area. This is particularly useful if your product is not national or international, such as an auto servicing business or personal services of some form or another. If you offer golf training, for example, you can sell ebooks world wide, but also advertise your services in your local golf shop or golf club. Many fitness clubs and leisure centers allow advertising posters and local stores also frequently allow ads. The local press is also good for advertising in the classified sections.

Finally, sixth. Blogging and RSS feeds.. Get a blog on your site and ping it to Technorati and all the social bookmarking sites you can. Provide an RSS feed on your site, and also ping that to Technorati. Blogs and RSS feeds, and tagging and pinging provide very valuable advertising to people who are focused on your niche or theme. If you update your site regularly your site will get a lot of exposure on the internet.

These are my choices for the top six ways of advertising your site, and you should use as many of these as you can and take advantage of all the web site promotion techniques that are available to you in order to maximize the traffic to your site, and thereby your income from it.

Some notes from Sean Mize

After having read this, you might be thinking...all of that sounds so simple...why aren't more people doing it?

Actually, they are: significant incomes are regularly made with site promotion.

Of course, in order to adequately monetize your online business, regardless of where it originates, you have to have a game plan, something that will get you from the very beginning to the point where you are consistently making money.

One of my most popular learning tools is my monthly newsletter, delivered to your doorstep by the postal service:

[Monetizing Online Businesses](#)

I trust that you will use these materials to grow your own internet business, and achieve your online and financial goals,

Sean Mize