

## Website Promotion

There are many ways to promote a website online. The most common method used by website marketers is search engine and web directory submission. When we promote a website online, we submit your site to the major search engines and web directories. Some of these websites accept free entries, others have to be paid for, sometimes annually.

Promoting a website is all about increasing the web presence of the website address to the correct audience, and to therefore generate more relevant visitors to your site.

### Promoting your site on other websites

Other places we submit websites to when we promote online, include forums, newsgroups, blogs, social networking websites, link exchanges and various other technologies where your target audience may be browsing.

### Reciprocal Linking between websites

One side website promotion is the exchange of links between websites. A reciprocal link exchange is a great way to get more sites linking to yours, however it is important to only link with similar sites to yours. This ensures that the visitors on the other site who see your link, are your target market.

As a link exchange, the search engine spiders that follow the link from your site, believe that you are vouching for the site you are linking to. It is assumed that you would only link to a good credible site. In our experience we have found that if your site links to hundreds of websites of all un-related categories and genres, then the search engines regard your links to those sites as not being worth all that much.

If your site only links to selected websites, then those links more weight. With this in mind its advisable to only link with similar websites, sites where your link on their site, will mean something, and not just get lost amongst all the others.

### Pay Per Click promotion

Most of the major search engines, as well as some affiliate programs and websites offer a Pay Per Click, or PPC, option of promotion. PPC marketing is when you create an advert to display when a visitor to that particular site searches using your chosen keywords or phrase. You dont pay to have the advert displayed, ONLY, when your advert is clicked on by a visitor to that site, who is then sent to your website. This is a highly targeted form of advertising as you can specify what keywords will display your advert, and results are almost instant, making this form of advertising a good 'quick fix' when there is a promotion of some sort on your website.

PPC adverts are put into an open bidding system, where you bid the amount you are willing to pay for your advert. The highest bidders have their adverts displayed above the lower bidders. Because of this, its advisable to thoroughly investigate the best keywords and phrases to use, so that you can rank high, while still getting visitors. Carefull attention should also be placed on the text advert that is to display, the advert should be worded in such a way, as to increase relevant visitors, and to cut down on irrelevant visitors to your site.