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Website Marketing Tips

By [Donna Snyder](#)

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Marketing your online business takes skill, determination, creativity and strategy. There are many ways to market your website (for free or little cost) without the enormous cost of hiring marketing firms. I will list several solutions below that are geared to helping your business achieve its marketing goals and at the same time, save you hundreds of dollars in marketing cost.

Search Engines - Submit! Submit! Submit! Submit your site to major search engines! Most have "Free Submissions"! Yahoo, Google, Web Crawler, Excite, All The Web, AltaVista, Ask Jeeves

Invest in a Submission Program - By investing in your own submission program (software), it will literally save you thousands of dollars, in advertisements for your site and search engine submission fees to marketing company's. Most Marketing company's will charge a fee of around 50.00 a month or more to submit your site to about 200 or less, search engine (using the same software that can be purchased at most computer stores).

To get high ranking in the "Top" search engines, they charge literally thousands of dollars! Just imagine, for a very small investment (of around \$69.00), you have the control over which engines you would like to submit to, where you will rank and have

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Banner Exchanges - Banner exchanges are an excellent way of promoting your site and driving traffic to your website. You may pick and choose who you would like to exchange banners with, or join a banner exchange program. There are literally thousands of banner exchange programs on the net. You can find them by typing in "banner exchange" in your browser window. Banner exchange programs are great for increasing traffic to your site as well as earning pay per clicks.

Pay Per Clicks - Pay-Per-Click marketing is a form of advertising that allows you to purchase top placement on the search engines for specific keyword searches, at a "per click" price. They work similar to banner ad exchanges. With the difference of earning revenue. Should you decide to join a "pay per click", make sure you completely check out their program and make sure they are legitimate. There are thousands upon thousands of "pay per clicks" sites on the web. You can find them in any search engine, by typing in keywords, "pay per clicks" or "Affiliate Programs."

Yellow Pages - List your website in the Internet "Yellow and White Pages" Some yellow pages have, "free listing signups". Go to keyword "yellow pages" or type "yellow pages" into your browser and choose your yellow pages accordingly.

Apply For Web Awards - Applying for web awards can definitely bring traffic to your site. However, don't just apply for any awards, Example: Market-Me sites, which will give awards to anyone by a "right click and save graphic" linking back to them, without reading any criteria or promoting any ethics. This adds no credibility for your website. The best award programs can usually be found on Award Sites, UWSAG, or Web Awards , which go through a "strict" evaluation process to add credibility to their Award Programs/ Sites.

Join A Web Ring - Joining a Web Ring is a pretty easy process. Just contact the RingMaster and ask to have your site included in the ring. Once you've been accepted, the RingMaster will send you a line of HTML code that links you to the Web Ring. Place that code on your Web page - usually at the bottom - and you're a member. The key is finding one that works for you! The two largest Web Ring hosts that we know about, contain thousands of Rings: Yahoo Web Rings, RingSurf

Affiliate Programs - Joining affiliate programs, are not only beneficial to your site by bringing traffic to your site, but can also make you a little bit of a income, depending on which affiliate programs you join. Be choosy and join ones that you feel will benefit yourself and your site. There are thousands of affiliate programs on the net you can join by promoting their products and services.

Using Meta Tags - Inserting "Meta Tags" in the head of your HTML will allow search engines to recognize and pick up on your submission, by using "Key Words" in the Head of your HTML Code. Most likely, if your site does not have "keywords" in the head of your html code, the engines will not pick it up. Submit Your Site, "Free Meta Tag Generator" is a tool to help you create a meta tag for your html. It is important to remember that All meta tags will be geared towards the content of your site.

Content - Search engines will often pick up keywords in the content of your website. When writing your content, be sure to use specific topics and phrases that you think

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Written By Donna Snyder, CEO Of American Association Of Webmasters -

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