
Some Great Ways to Promote your Website

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There are literally hundreds of ways to promote your website but how do you know which are the best ones? This can be a difficult thing to find out, for that reason we have put together some the ways that we think work best.

1. Top Directory Entries

It is a good idea to pay for some entries in the directories that people use to find services. For example we find that Yell works really well, particularly for targeting local customers. Another great one to try is the Yahoo directory. Remember the aim of any internet marketing campaign is to get yourself seen as much as you can. By using online directories you can bring in potential customers, all you have to do is convert them into sales.

2. Press Releases

Press Releases have been used by companies for years to gain exposure. With the invention of the internet you can get your news out far and wide. Make sure you use a quality press release submission site that will distribute your news. This will usually involve you paying a fee but may get you some great coverage.

3. Social Networking

This is becoming one of the best ways to market your business online. One of the best things about it is that it is completely free and just takes a little bit of time. You should try and connect with as many people as possible and join groups that are relevant to you. You can then share tip, advice and resources. You should focus your efforts on Facebook and Twitter as these are now the biggest networks and dedicate some time every day to it.

4. Blogging

It is a good idea to set up a blog to increase your visibility. This is great because the search engines will rank your blog pages immediately and if well structured could help you to get higher rankings for your website. You should aim to write a new post at least twice a week in order to keep your readers happy and interested in what you have to say.

5. Write Articles

If you have the time you should write as many articles as possible. Again this is a free way to promote your website you just need to be disciplined to write on a regular basis. Once you write an article you should submit it to as many article directories as possible. This content is read by people looking for something interesting and is used by other for content on their website. All of your articles will have a link to your website and so will draw people to your site.

6. Video

It is a good idea to use video on your website. This is a great way to get your message across and increase your sales. In the current internet age most people prefer to view videos than read text so this can be a very effective way to promote your website and business.

7. Search Engine Optimisation

Most of the above tactics will also help your SEO campaign and if you have a website this is something you should be doing. Most people will find what they are looking for through the search engines, if you are nowhere you are missing out on a lot of customers. When doing any marketing online you should always consider how this will affect your SEO campaign and make sure you optimise it for the maximum effect.

The above are just our top tips and there are lots of things you can try. However you must try something, a website with no promotion is nothing at all and will not just bring you customers. You need to be proactive and bring as many people to you as possible.

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