

4 Discussion Board Traffic Secrets!

By Larry Dotson

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Larry Dotson
LDotson920@aol.com

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1) Visit business discussion boards regularly. You could discover helpful advice, online resources, and take the opportunity to give your own two cents worth. Plus you can get free advertising. On most boards you can include a text link to your web site. It doesn't matter if you ask questions, give answers or inform people.

2) Allow people to use your online discussion board for their own web site. Some people don't have one. Just include your banner ad at the top of the board. For example, you could say, "Don't have your own discussion board? Link to ours and invite your visitors to use it."

3) Search for your business name in newsgroups and discussion boards. Some of the comments you find could help you improve your business. For example, you could find someone complaining about your customer service, an employee, your web site design, product, etc. Then you'll know what to improve.

4) Buy advertising space on discussion board web sites. They are usually arranged by subject; that makes them highly targeted. For example, if you are selling gardening tools, you would want to advertise on gardening, farm, tool and lawn-related discussion

boards.

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