

# Web Promotion – A Starters Guide

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There was an era when people were talking about how to create a website using html coding or some easy tools to create attractive website in seconds. Today we are a level up, and we seek how to promote our website so that, the actual purpose of selling products or services could be attained by bringing more target visitors to the website.

There are basically two ways of doing web promotion i.e. paid and un-paid. Paid marketing brings quick results to the website whereas unpaid marketing brings slow response to the website but it is effective too. Now let's see how it works.

Before going into web promotion, first of all the website should be polished or SEO (Search engine optimization – optimizing website for search engine robot to crawl or read the website easily) so that, the major search engine robots can visit the website and update our web content.

Now let us see how this is done.

Step 1: Ensure each of the pages has Title, Keywords and Description. Here is the code that can be copy paste to the header of the web-pages.

Broadband

The coding above is a sample extracted from a small broadband website. The letters which is highlighted bold is the text that a site owner is required to input, the other texts are the coding that has to be placed as it is in header of a page.

Step 2: Once the title, keywords and description is done, the next step is to create a sitemap. Sitemap enables spider (spider : a robot from google, yahoo, altavista and other search engines that reads and store the content of the website in the search engine database) to read each and every page, see the example at: <http://www.evision.com.pk/sitemap.html>

These are some very basic steps, although there are many other steps like writing quality content, adding information and article to the website, etc which would bring good traffic to the website.

Step 3: Now after going through the above 2 steps the website is ready to get submitted to major search engines. Here are few links to submit the website for free in google, yahoo, dmoz and altavista

Once the site completes the above steps now there is a question that how to bring more traffic to the website. So as mentioned earlier, the 2 methods i.e. fast and paid method and slow but free

method.

In fast promotional / paid method, keywords that people usually searched, for example to reach 1800flowers.com people would search for send flowers, send valentine flowers, etc in search engine, are listed and best of the listed are added to the yahoo, google and to other search engine accounts, these keywords are then placed on top when anyone search for it in the search engine. Each keyword starts at 10 cents per click and goes upwards. There are many other sites besides search engine, which offer paid advertisement solutions and they are good too for promoting the website. These are called paid advertisement.

Slow or free marketing is where a site can be promoted by maintaining the site as per marketing standards, for example site must have title, keywords and description; it must have relevant content originally written and not copied, it must have sitemap, it should also have article and news section that should be updated on regular basis, site should be submitted to various directories and search engines, and other relevant activities needs to be performed so that the site gets listed in search engine and acquire top position in search results.

Gear up your website to receive more traffic. Visit our website <http://www.evision.com.pk> for more such free advice on how to promote your website to attract targeted traffic.

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