

# How to promote your website effectively

By Cheryl Rickman

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Cheryl Rickman  
info@webcritique.co.uk

WebCritique: Fine tune your website <http://www.webcritique.co.uk>

So, you've got your website up and running. You've spent some time and effort getting to this stage, so it's crucial that you optimise your efforts and success, by spreading the word about your site.

Remember, simply having a website doesn't mean that people will automatically see it. You need to promote your site. Here's how:

## 1. ONLINE PROMOTION

To promote your website effectively, you need a good list of quality prospects to promote to. A good way to do this, is to use an "opt-in" box on your home page.

An opt-in box a simple form on your site, where a visitor can leave their name and e-mail address in exchange for:

- i) some information that relates to your website theme and target audience's interests.
- ii) a free subscription to an e-zine.
- iii) regular updates on special offers, new services or products.

The purpose of this opt-in strategy is to build a prospect list of people who are interested in what you offer, and in subjects relating to that offer. These people are giving your permission to e-mail them and may buy from you at a later date. You can offer incentives to your prospect list/subscriber base, to encourage them to buy.

As long as the information you supply to your prospects is useful and good quality, you will build credibility and a loyal customer base, to whom to sell related products/services to. For an example of an opt in box, check out <http://www.webcritique.co.uk>

## 2. MAGNETISE YOUR SITE: KEEP IT FRESH

Update your website frequently with fresh content. This helps to give visitors a reason to visit, stay and return to your site in

the future.

You can generate a column on your site that you regularly update by encouraging visitors to interact and discuss a certain topic, or suggest good resources. This can be done via a discussion board or discussion list. This information could generate an "Ask Us" column a FAQ page that changes daily or weekly.

Another way to keep your site current, is to ask your designer to use a java script command which automatically changes the date when a visitor clicks to your site.

### 3. WHERE TO PROMOTE YOUR SITE

#### E-zines

Targeted e-zine adverts can cost little and get good results. By placing short compelling text ads in e-zines that your specific target audience reads you can reach the people you want to reach, without spending a fortune.

For a list of e-zines relating to your website subject, visit:

<http://www.marketing-seek.com>

<http://www.ezine-universe.com>

<http://www.ideastation.com>

<http://www.e-zinez.com>

To swap an e-zine ad (allow a persons ads in your e-zine in exchange for a free ad in their e-zine), visit:

<http://www.swap-resources.com>

<http://www.ezine-swap.com>

<http://www.bizpromo.com/ezinetrades.html>

If you don't have the time to spend researching which e-zines to advertise in, which online publications and websites to send announcements and press releases to, you can get help. Some websites offer personalised promotion plans, tailored to your situation and website promotion services.

Try:

<http://www.webcritique.co.uk>

<http://www.lrsmarketing.com>

<http://www.hitsnclinks.com>

#### Articles

If you can write and spell and are knowledgeable about any topic relating to your website, products and services:

1. Write a short article or series of informative articles about the topic.

2. Include a good signature line at the end of your article, e.g.

"Written by Cheryl Rickman of <http://www.webcritique.co.uk>

For more tips on promoting you website E-mail [info@webcritique.co.uk](mailto:info@webcritique.co.uk)."

3. Submit your article to relevant offline and online publications with permission to reprint the entire articles, including the

contact details, copyright notice and signature line.

By using articles to promote your website you can:

- establish yourself as an expert in your field and build your credibility
- continually promote, as articles can be passed on and used over and over
- for many years.

And it COSTS YOU NOTHING but a little time.

Other websites

1. Find out where your target audience hangs out online. What related and unrelated sites do they visit most? Find this information out via surveys (reward respondents with free information or products or a competition entry).

2. Try to get a link from their site to yours and vice versa. Nowadays search engines pay close attention to how many good sites link to yours, when ranking your site.

Cheryl Rickman is author of, 111 winning ways to promote your website successfully, and the founder of <http://www.webcritique.co.uk> where she offers website appraisals and personalised web promotion plans, plus web page writing, editing and proofreading services.

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