

Internet Marketing For The Frugal Site Owner

By Mark Askew

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Every site promotion expert knows that free content is the primary way to increase site traffic. But newbies to Internet business may not realize the power of content. In this article we will outline the reasons why fresh content is so crucial to the web site promotion process.

1. Search Engines

Search engines that have indexed your site send out bots to periodically check the content of your site. These bots are content sensitive. When the content changes on your site eventually a bot will pick it up and transmit the change to several search engines. When this happens you will notice an increase in traffic as your ranking improves.

2. Algorithms

Search engines match headings, page title, file names and yes, content to validate the type of content contained on a page and indexes the site accordingly. The more content you have the higher your index ranking will be.

3. Repeat Traffic

Fresh content encourages visitors to come back for more. Offering a weekly article feature promotes repeat visits to your site as much as two to three times a week.

4. Referral Traffic - Viral Marketing

Information is invaluable to your visitors. Once your site transforms into a resource of vital information your readers are bound to recommend it to others. Don't be surprised if links to your content appear in other e-zines or you win a site award. Remember this will increase traffic exponentially.

5. Increased Sales and Service Requests

All of the above will, of course, affect not only traffic but the sale itself. You have added value to your product or service. You have influenced customer loyalty. You have raised your site to the level of the Internet most newsworthy consumer resource your users will use over and over again.

An example of how content can enhance your site is Mortgage Loan Search at <http://www.mortgageloansearch.net> Notice how the content is designed to compliment the financial services offered. Fact is financial services comprise the larger percentage of services on the

Internet. But users opt for services and products from sites that carefully review financing options and leave the potential consumer feeling better informed to make smart decisions.

The question remains where to go to get the right content for your site. All forms of free content may not be compatible with site. Four factors are essential to finding the right content provider.

1. Consider what product or service your site offers.
2. What market or industry news you can feature that will compliment your service
3. Think about the issues and concerns potential consumers may have that you can address or resolve in your content.
4. Consider tips or helpful hints that would be of interest to them to visitors.

Once you have a better idea of what kind of content you need, run a search on content providers using keywords that describe you product, market or industry and examine the content offered.

With fresh weekly content you will be on your way to improved search engine ranking, increased traffic, notoriety and improved product or service sales.

Mark Askew is a successful Internet Business Entrepreneur and financial editor for Mortgage Loan Search at <http://www.mortgageloansarch.net> as well as Low Rates Financing at <http://www.lowratesfinancing.com>

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