

Marketing Articles: Promoting Your Site Twice!

By Martin Lemieux

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By: Martin Lemieux (Smartads - President)

I recently became aware that promoting your web site in Search Engines can instantly be double within Google! That's right, you can instantly promote your site 2 times at once!

So how do you Market Your Site twice?

Simple...

Most of us typically promote www.yoursite.com . But what you need to realize is that most sites can be found on search engines simply by entering... <http://yoursite.com> - without the www.

Try it for a second, lets go to google and type in your url with the www. and then without the www.

So for me it would be:

- 1) www.smartads.info
- 2) <http://smartads.info>

The same will apply for sub-domains as well. A sub-domain is a section of your site dedicated to something you create but instead of residing within your normal directory, it resides within it's own directory, like I've illustrated below...

Normal:

www.yoursite.com

Sub-Domain:

www.sub-domain.yoursite.com

And with that again, you can promote your sub-domain twice in Search Engines like so...

- 1) www.sub-domain.yoursite.com
- 2) <http://sub-domain.yoursite.com>

So in turn, I've just showed you how you can promote 4 sites with all the same goal in mind, yours of course!

How to utilize your new found knowledge:

Hopefully, you are all aware of how important it is to create a link exchange program for your business? Well, what you simply want to do is to mix up your links when submitting to other companies for a listing within their site.

In other words...

Lets say I just found 4 sites that I want to exchange links with, I would do something like this...

- Site #1: I would submit (www.yoursite.com)
- Site #2: I would submit (<http://yoursite.com>)
- Site #3: I would submit (www.sub-domain.yoursite.com)
- Site #4: I would submit (<http://sub-domain.yoursite.com>)

Now I'm promoting my site with 4 times the power than before!

But don't stop there...

Do you write articles? How about committing 2 of your links to every article. Change them up with each article.

Ex:

Article #1 (How to Submit Your Site to Search Engines)

Try adding
www.yoursite.com
www.sub-domain.yoursite.com

Article #2 (How to Market Your Site Twice)

Try adding
<http://yoursite.com> &
<http://sub-domain.yoursite.com>

I hope this small timbit of knowledge gives you the edge you need to put your business ahead of the game!

Best of luck to you!

Martin Lemieux
Smartads - President

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