

Getting more banner for your Buck!

By Michael Gersitz

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This article explains that you don't need big pockets to get your banner on many sites. If you give a little, you get a little.

You probably have seen that many sites have affiliate boxes. Where do they get their affiliates? Well if you would like your site to be linked by others, you would need to display other users banners on your sites.

First step is to make a banner. Once you have a 88x31 mini banner, you are ready to get started. [you can make this banner in any of your graphic editors] Now, you are ready to get some affiliates!

There are many places to get some easy affiliates for free. If you travel to some forums that about the same subject your site is about... you can find some quick affiliates. Some places I would suggest are <http://tutorialforums.com> + <http://Neoseeker.com> .

They have added you to their affiliates box. What do you do now? Well, you need to put their banner on your site. This is a good way for some free banner advertising.

Another easy and free way to advertise is to join a banner exchange. Many say that they will give you thousands of free hits to when you join up. But we all know something is fishy about that.

Other banner exchanges try to trick you into joining their exchanges. Watch out for these sites. They offer an exchange rate like for every 10 banners you display they offer 1 of your banners. These are complete scams. Always look for a professional site that you can trust. Remember, your time and money are going into this exchange's hands, don't let it take advantage of you.

I suggest you join a traditional 1 : 1 banner exchange. This is an easy way for your traffic to grow. Every time you display a banner on your site, your banner is displayed on someone else's site. An easy banner exchange can be found at <http://bannerexchange.vze.com> .

You should now be pretty well set advertising your banner. Now try to get high listings on the major search engines. This can be done by having text exchanges and joining top sites. For example, on the page <http://websitethinking.com/HTMLtemplates.html> you see in the lower right hand corner a list of affiliate sites. These links

link to other template top site lists. This is a good way to get your site found on search engines via backlinks, and visitors from bigger template sites.

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