

Free Advertising Opportunities.

By Natalie Bodrova

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Advertising Opportunities <http://pskov.freeyellow.com/ad.htm>

There is an endless amount of free Advertising opportunities out in Cyberspace.

You work hard getting traffic to your web-site and not getting results. A good Internet promotion can save you thousands of dollars and years of work in your path to success.

Internet usage is grooving at an incredible rate. More and more users go online every and each day. And how are those users finding what they are looking for?

They would typically use key phrases.

I encourage you to go through the following success secrets before you even start to promote your site.

Examine your site and make a list identifying the key phrases a potential client would use when searching for the information. select several of the most specific keywords phrases that best describe your website. Place these keyword phrases, separated with a comma, in your keyword meta tags between the heading tags of your HTML.

```
meta Name="keywords" content="here your web-site keywords and phrases"
```

Write a descriptive sentence about your website packed with your keywords for your description meta tag.

```
META name="description" content="here your web-site description"
```

Write your page title, which contains your most important key words and phrases.

```
titlehere your web-site title/title
```

Make certain that a title for your web-page is descriptive and includes your key words and phrases.

It could be nice if you place your key words and phrases within the

image tag using the alt tag.

In addition to placing your key words and phrases in your meta tags and image tags you can also use the comment tags. Comment tags can be used throughout your page providing another great way to place your key words and phrases. They won't be visible on your page, just in the HTML.

```
!--Begin here your web-site Navigation--  
!--End here your web-site Navigation--
```

This bit of HTML code helps the help search engines and directories properly classified and indexed your page.

You need to place key words and phrases within the first 250 words of your page.

Search engines look there to determine the content of your site.

Tell your visitors EXACTLY what is that you provide. Write a detailed, clear and easily understandable sentences about your product or service.

Heading tags are very important to a Web page. Put a heading tag at the very top of your page, if at all possible, and use your important keyword phrase in that heading tag.

H1 tag is a heading tag.

```
H1 ALIGN="center"FONT FACE="Arial"here your web-site key  
phrases /FONT/H1
```

Add your prompt to hyperlinks:

```
p title="Here is description of your hyperlink"  
a href="http://www.yourPage.com"/a
```

Example:

```
p title="Placing your ad in an established Ezine,  
or having it mailed for you by a list manager,  
can be a highly effective way to grow your ad network quickly.  
Adland Digest A Free subscribed Discussion List  
of 26,000 subscribers on web marketing and promotion  
supported by AdlandPro World's Classifieds."  
a href="http://pskov.freeyellow.com/shop/adlandpro.htm"/a
```

Add your Text in Status line of browser:

```
body .... onLoad="window.defaultStatus='Here is title of your page'"
```

I hope this information will be of help to you.

Great Applet Code for web-site,
where you could use your key phrases:

```
Param Name="Text" Value="Here are your key phrases"
```

Example:

```
Applet Code="trans.class" Width="120" Height="60" Align="baseline"  
Param Name="Align" Value="Center"  
Param Name="BgColor" Value="efefef"  
Param Name="Delay" Value="12"  
Param Name="Text0" Value="Get Linked from thousands of Classifieds"  
Param Name="Text1" Value="Get paid for your traffic"  
Param Name="Text2" Value="Earn 20 % - 25 % commission"  
Param Name="Textcolor" Value="#000080"  
/Applet
```

Let today be the beginning of drawing new traffic to your website, brought to you by careful directory listing in the proper category and making your website start to work for you.

Listing to the correct directory in the proper category is very important.

When you are ready to submit your pages to Classified ADs sites, You can visit my business site where could to place your links to 1 000 000 + Free classified directories, for free. Get you site listed in as many as possible.
[">http://pskov.freeyellow.com/ads.htm](http://pskov.freeyellow.com/ads.htm)

The more links you have pointing to your web site, the more traffic you'll receive.

It is now so easy to advertise for free to millions of potential viewers.

Create a strong marketing presence on the Internet!

All the best,
Natalie.

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Natalie Bodrova is editor of Computer_Business Ezine.
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