

The Top 10 Free Promotion Methods

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Writing articles is a great way for getting visitors not only to your website but interested in the theme of your website and which means interested in your products too. After you write your article (which should be related to your website) place your resource box at the bottom of your article with link, an example would be the resource box at the end of this article. Probably the best thing about promotion through articles is the amount of webmasters interested in getting their hands on original content for their website or ezine. Another great advantage of articles is if the webmasters you give your article to add it to their website, you rank higher in the search engines because of the link to your website in the resource box.

Ebooks are another great way of promoting your website. It works just like the articles, with your link at the bottom. Ebooks are becoming very popular and there are many ebook directory's to submit to. Good use of viral marketing can make this method of promotion very powerful. This is done by writing a small note in your ezine which gives other webmasters permission to make your ebook available for download off their website. In turn other webmasters download it, see the notice and make it available on their website. This is most effective if the ebook is webmaster related. Come to think of it, this method could also be done when writing articles by giving permission in the resource box. I recommend you download SbookBuilder from this address: <http://jansfreeware.com> for creation of your ebook. With this ebook builder you first create your ebook in html and then convert it to an exe using SbookBuilder. Another good feature of ebooks is the option to stop people from editing or copying your ebook.

Ezines/Newsletters are well known across the internet for being excellent tools for selling products, selling advertising space, swapping ads and for getting return visits. Email marketing has grown by 270% from 1999 to 2000! It is predicted it will top \$1 billion by 2003. Running your own ezine seems essential for income from the internet. It is very easy to maintain a mailing list as you can receive all your content from article writers who submit articles. It is also very easy to promote your ezine/newsletter as there is hundreds of ezine/newsletter directory's. To promote your ezine in these directory's it is recommend you visit <http://www.onewebglobal.com/cgi-bin/jump.cgi?ID=4>

Text link exchanges are a vital part of promoting your website, they promote your site in three ways: The first is the people who click on the links (click-throughs). The second being if you include the address of your website in the text of the link people see the address remember it and visit your site at a future time this happens more than you might think. The third is the search engine spiders which spider the website which your link is on and then follow your link to your website spider website. The more times your website gets spidered like this the higher rank it gets in search results. To exchange links with other websites you are advised to either put a section on your website

asking other webmasters to exchange links with you or the other way is to email webmasters you think may want to exchange links with you. The final method is to join a link exchange program similar to a banner exchange but instead of banners there are text links. There is one small problem with this which is that the spiders can not follow these links to your website. If you are interested in joining a text link exchange I recommend you join the "linbo link exchange" visit:

<http://www.onewebglobal.com/cgi-bin/jump.cgi?ID=8>

Banner exchanges are the most famous advertising exchange of them all. It's very unlikely you haven't heard of these before. I'll explain how they work very quickly and then give you some banner design tips. Banner exchanges work on a credit ratio system (eg:) for every 2 banners shown on your website you get one banner shown on someone else's website. This is called a 2:1 ratio and is the exchange ratio which most banner exchanges operate on. Most banner exchanges use 468 pixels in width and 60 pixels in height this is the standard banner size, but others can use completely different size banners another example would be 250x72. Some exchanges use such a small banner size they are referred to as button exchanges. I recommend you join the "V3 exchange" because for 5 days of the month their exchange ratio is 1:1. To join visit:

<http://www.onewebglobal.com/cgi-bin/jump.cgi?ID=7>

Here are some banner design tips that were created for another article of mine: The faster loading time the better, some internet users may not even load your banner before they leave the page! Keep the filesize under 20kb. Always include your website address, only 55% of users who respond to your banner click through, the other 45% visit your website at a later time via direct request. Shockwave banners are up to 7 times more effective than traditional banners. The reason being special effects grab the attention of internet users. Keep the message of the banner short and simple, users won't waste their time trying to figure out what the banner is about. Try to make your banner as original looking as possible without using bad color blends. Make it easy on eyes, but unique enough to attract attention.

Exit exchanges also known as traffic or popunder exchanges have worked extremely well for me. How they work is simple you insert some javascript into your website and every time a visitor's window pops up under the main screen making it invisible until the visitor leaves your website. The website is then displayed to the visitor fully loaded. For every two of these page loads you receive you get one of these page loads (visits) on someone else's site free. This type of exchange can work even better in combination with banner and link exchanges on the same page think about it 2 visits would get you 1.5 banner showings and 1 website visit! I recommend you join free visits visit:

<http://www.onewebglobal.com/cgi-bin/jump.cgi?ID=6>

Homepage exchanges also known as startpage exchanges are also very effective for promoting your website. They are very similar to exit/traffic/popunder exchanges the only difference is instead of a popunder on your website which displays other people's website you visit the website yourself! As you have probably noticed from the name the idea is you set your homepage/startpage as the unique code they give you and everytime you connect to the internet and open your browser a random website appears and you earn credits towards your website appearing as other people's homepage. There are many of these exchanges appearing recently but the one I recommend is hit harvestor which you can join through this url:

<http://www.onewebglobal.com/cgi-bin/jump.cgi?ID=23>

Safelists are simply a large list of email addresses which you can send ads to and not worry about spam because everyone including you is opted in. You are probably at this moment trying to remember one of your junk email addresses, so you can join, send emails and not worry about receiving any ads from the list. There wouldn't be much point in signing up to one of these lists if that's what everybody did. The first safelists you were able to do that not anymore. You now earn credits by clicking on a confirmation at the bottom of the emails sent to you. This way you don't receive

thousands of emails and when you send out emails you know people are going to see at least some of your email. I recommend you join All My List:

<http://www.onewebglobal.com/cgi-bin/jump.cgi?ID=164>

Submission to the search engines should be by far your top concern, but if you like me you're probably sick of hearing about search engine positioning. At the same time it is by far the best way to get free promotion on the internet. After all about 75% of the internet use search engines on a regular bases. I advise you use web position gold software to help optimize your pages for the search engines. Also feel free to submit your website using the submitter located on my website at:

http://www.onewebglobal.com/search_submission/

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