

9 Ways to Publicize Your Web Site

By Vincent Gomory

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Vincent Gomory
vincentj@nameplanet.com

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1. Use Publicity as a Front-end to Generate Traffic

Objective: Inform the reader with no expectation on your part to build credibility. The Front-end article is the first impression you will make on the reader. This piece should be purely informational.

Examples of front-end articles are:

- Software Product Review - write about a product that is similar to one that you are promoting on your web site.
- Book Review - review a book that focuses on your business category,p

2. Create a Solo Ad in the Form of a Press Release

Objective: Provide an announcement of your new business or offer to a targeted list of readers.

Write a standard Press Release and include features and benefits of the product or service you are offering. Placing a Solo Ad is a cost-effective way to generate leads for your web site.

3. Write a Review of Your Favorite Ezine and Send it to the Publisher

Objective: Demonstrate your knowledge about the Publisher's Ezine or newsletter and tell him/her why you think their work is unique or a cut above the others. Add a paragraph about the type of writing you can provide and include your by-line. Do not submit articles here. This is a way to strike up a relationship only.

4. Distribute a Press Release to Press Agents in your industry

Objective: Maximize your exposure to offline media. If you have the money, invest in hiring a Press Release service to distribute the Press Release for you. This will ensure that it is sent to the appropriate groups.

5. Write a Feature Article of a Favorite web site and Include an Interview with the Webmaster/Webmistress.

Objective: Showcase your writing talent and provide a purely informational piece for review by Ezine publishers. This technique offers some added value to the webmaster/webmistress by promoting them and their work as well as your own.

6. Turn a collection of your articles into an e-book and give it away

Objective: This is a natural next step for prolific writers. If you have written a library or articles, showcase them in your own e-book. Distributing free e-books is the most effective free advertising/publicity technique on the web today.

7. Give a Presentation at an E-Marketing Networking Group

Objective: Network yourself in the offline market. Public Speaking is another way to present yourself as an expert in your field. This is a great way to meet experts and leaders in your industry and get as much advice as you give.

8. Post your articles on a Syndication service or free content provider web site.

Objective: Maximize your exposure to Ezine publishers who are consistently searching for free targeted content to use in their Ezines.

9. Strike up a relationship with a local offline Publisher

Objective: Become a frequent contributor to a local offline publisher who will learn to depend on you for a constant stream of free content.

Conclusion:

Each method described above can be leveraged over and over. You do not need to incorporate all of these techniques into a publicity plan. Incorporate two or three approaches that you are most comfortable with and track your results. The key is consistency. You must set a goal - for example, one new article a week and stick to it. Follow your interests. If you enjoy writing press releases, then focus on writing as many as you can. If you want to tackle a new form of publicity writing, that's great. Just don't do it at the expense of your bread and butter.

The objective is to maximize your exposure and you can only do that with a continuous steady flow of original content. If you don't enjoy what you write, you won't write and you won't stick to your schedule. Write what you like and you will be motivated to achieve your goals.

See you in the ezines,

Vincent

E-mail: <mailto:vincentj@nameplanet.com>

Author's URL: <http://www.traffic-virus.tv>

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