

148 Ways to Promote Your Website

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ADS. Don't buy traffic. It's un-targeted and won't convert. On the other hand, buying ads can be used to test a product, if you don't have a list or JV partner.

ADSENSE. Provide helpful answers for Google adsense on their help forum with a link back to your website. Go here to check it out: <http://groups.google.com/group/adsense-help>

AFFILIATE. Be one. Sign up with an affiliate program to sell your product, or if you're a publisher, make some cash!

AFFILITE PROGRAM. Offer one for your product or service. Make sure to let your satisfied customers know that you have one, if they like your product then they will be even more delighted to know that they will get money for referring you.

ALEXA. Review websites in your niche on Alexa to try to take some of their traffic by including a reference back to your site.

ALT TAGS. Use keywords in your image alt tags. For example, ``

AMAZON. Make sure to view related products on Amazon.com. You can try and take some customers from your competitors here by providing your own url if the product is similar.

ANCHOR TEXT. Place appropriate keywords in your anchor text when linking.

ARTICLES. Write and submit articles to your niche . It is a classic, but it works. This will be indefinite traffic stuck in the search engines for you. Write quality unique articles, not articles that are rehashed or provide no insight to readers, which is a huge problem these days.

BANNERS. Share your banners on banner exchange sites.

BE AVAILABILE. Offer your users as many ways as possible to contact you. MSN, Skype, Yahoo etc all complement email, phone and a real address.

BE DIFFERENT. Make something innovative. If you are selling information, what makes your content something you cannot get from the local bookstore, Barnes and noble or even eBay for that matter?

BLOGGERS. Comment on other related blogs. Ask bloggers and other Web site owners to review your site and/or products. Encourage readers to comment on your blogs. Find quality and relevant blogs and leave a comment (with a link back to your site of course).

BOOKMARK. Add a bookmark option to your website/blogs. This is an excellent list of [Top 25 Social Bookmarking Sites](#) If you're launching a new site, or new content, write an introduction and submit it to social bookmarking sites like [Digg](#), [Reddit](#) and [Netscape](#). See [23 Top Social Bookmarking sites](#) for more great places to submit your content.

BRAND. Brand your website with a logo and a slogan/catch phrase. Think IBM.

BROWSER TEST. [Validate](#) your HTML and CSS. It'll help ensure your site displays well in all browsers.

CGI. FEEDBACK. Make your visitors more involved in your website. You can help accomplish this by adding CGI scripts to your site.

CHAMBER. Solicit a link from your local chamber of commerce.

CHARITY. Sponsor a charity, most charities will link back to your website, and you are also doing a good deed. **EBAY.** Sell an item on eBay as a charity auction. Most charities will link back to both your auction and your main website.

COINING. Try coining your own term. Might want to trademark it if you smell that it will become popular.

COMMERCIAL. Host your own commercial so you can put "as seen on TV" on your products.

COMMUNITY. Get involved in your community and try to run some type of outreach program.

COMPARE. Look at sites related to your niche to try to figure out how they get their traffic.

CONTEST. Hold a crazy contest that people in your niche will talk about. This will equal more links and traffic to your website.

CONTROVERSY. Write something controversial and spread it freely to your target market. It can be something as idiotic as the Da Vinci code, but as long people talk about it, its a successful campaign. A few hints, something controversial is something that goes against established beliefs in your market.

CONVERSIONS. After someone orders from you offer a one-time offer that compliments your product. For example, if I offered a traffic ebook, then after the

individual purchase it would make sense for me to offer a traffic conversion bonus for a limited time only.

CRAIGS. Advertise your website in the appropriate categories at Craigslist. Try posting your ads in the most populated cities in the world.

CSS. Keep It Simple Stupid: use CSS to control layout, style and colours and use HTML text rather than graphics to represent text. It's the new HTML.

CURRENT EVENTS. Stay up to date on what is going on in the world, you can monetize off hot topic trends.

DEEP LINK DIRECTORIES. Deep link directories are an excellent way to promote inner pages of your site.

DELICIOUS. Bookmark your site on Del.icio.us and if you're really keen, add a Del.icio.us button to your homepage.

DIRECT. Consider adding a direct mail marketing campaign to your marketing ****nal.

DMOZ. Submit your site to DMOZ.org. It may take time, but it's worth it.

DOMAIN NAME. Have an easy to remember domain name. If your domain name is too long or not memorable then people may forget your site.

DOMAINS. Find domain names that get traffic, purchase them, and have them redirect to your website. Purchase the misspelled versions of your domain name and have it redirect to your main one.

DOWNLOADS. Make a screensaver and make it easy for individuals in your niche to download it. Have eye candy graphics combined with your company logo to brand yourself.

DRAGON'S DEN. Appear on Dragon's Den.

DYNAMIC. Is your product groundbreaking? Will you leave individuals with no choice but to talk about your product or service?

EBAY. Put a link in the "about me" section of your eBay profile.

EBOOK. Write and give away a free ebook or report. It does not have to be long as long as its quality information neatly formatted and put together. You can also make a brandable ebook or report and allow affiliates the opportunity to brand their affiliate links in there to pass on to the next individual. You can then send this ebook to your subscribers or submit it to ebook directories. Ebooks with re-seller rights make an excellent "free gift" for your site.

EDITORS. Become friends with editors of an offline publication.

EMAIL. If you plan to submit your site to lots of directory or article sites - create an email especially for this. Delete it when you're finished to avoid spam.

EMAILS. Response to your customer's emails promptly, even if it is with a simply auto-responder. No one likes to wait 3 or 4 days for an acknowledgement of their contact with you.

EMOTIONS. Spark emotions. If you get people emotional about something then they will most likely talk about it.

EPINION. Review some related products on epinion.

ERROR-404. Make a custom 404-error page for your website. You can provide a link back to your main website or even try to monetize it by offering a related affiliate program within your niche.

EXPERT. Become a leading authority on your chosen subject.

FAST PAGE. Small pages sizes and optimised graphics will give your site a snappy feel and won't require users to wait around for it to load.

FAVICON. Upload a favicon.gif file so that your users have a nice icon when they bookmark your site.

FEEDBACK. Ask your friends to give you honest feedback on your site.

FEEDBACK. Get people to comment and add content to your site. When they do this, they will provide you unique content, no need to pay for ghostwritten articles.

FEEDBURNER. Include a Feedburner button on your site so people can easily subscribe to your feed.

FLIKR. Gain exposure by submitting photos and pictures to Flickr. Tag blog photos

FORUMS. Become an active respected member of niche related forums. You can do this by offering quality posts. Hint, it is not the number of posts you make, it is the quality. Remember, quality or quantity. Many useless or negative posts will have people looking at you funny.

FORUMS. Publicize your site on related forums - but don't spam!

FRAMES. Do not use frames on your website.

FREE EBOOK Giving away an eBook is an excellent way to generate word-of-mouth about your site.

FREE SEMIARS. Go to a free seminar for Website owners. You might learn something.

FREE TOOL. Build a tool that individuals in your niche will love and enjoy. Then give it away for free. If the tool is helpful, then you will get quality one-way links to your website. Offer a free mini course or free ebook to help collect more subscribers. You can always offer a backend to monetize on this opportunity, such as an affiliate product for example. Make sure it's not manufacturer specific - so mp3 rather than wma.

FROGGLE. Upload your product feed to [Froogle](#). It's FREE!

GAMES. Free online games, a forum or chatrooms will give your users a reason to come back to your site.

GOOD HOST. Buy enough hosting. No one likes a slow site.

GOOGLE ANALYTICS. Google Analytics is free and will tell you all you need to know about who's visiting your site.

GOOGLE. [Google](#) receives roughly 50% of all search requests, Yahoo 25% and MSN just 10%. That's a good rule of thumb as to how much emphasis to put on each.

GUMTREE. Place a free ad for your company on [Gumtree](#).

HOST. If your website becomes popular and starts getting lots of traffic, try switching to a dedicated server. The longer you site is down equals the more lost visitors you will have.

HOT TOPIC. Become the virus within your niche. Make yourself the bug and have people talking about your product. When people talk about your product then you can induce the viral effect. However, you must give people a reason to talk about you, and being like everyone else is not one.

HUMOR. Be funny, people like something that will make them laugh and they will spread it for you if it is a genius idea.

INTEREST. Do not be boring, write about something that a wide select of people would want to know about.

JAVA. Avoid proprietary technologies like Java and Active X.

JV. If you cannot get JVs, then try to bribe webmasters for sponsored advertising space on their newsletters.

KEYWORDS. Make sure to include appropriate keywords in your title tag, search engines show more prominence or importance to keywords here. Properly optimize your website for the right keywords.

LINK BAIT. “Link baiting” means writing some killer content that people will want to link to. Like a “101 Tips to Improve Your Web Presence” list!

LINKS. Add a link to your site in the signature of any forums you post on. Don’t be afraid to link to other sites, especially if they are relevant and to highly respected sites.

LIST. Build a list of subscribers. Your list is like a golden asset to you if utilized correctly.

LOCAL ADS. Your local community sports teams offer cheap, but highly effective sponsorship opportunities.

LOCAL PRESS. Tell your local rag about your site. These newspapers are desperate for stories and you may well even get a picture of your ugly mug published.

MARKET. Are you selling something that wide groups of people want to know about but there is limited/scarce knowledge?

MEDIA SECTION. Include a media section on your website so that you will give the media an easy way to stay up to date on what your company is doing.

MEET. Take a guru in your niche out to lunch, and pay for it.

MEETINGS. Start an organization or club about something. This can be done online through Yahoo! or Google groups.

META TAGS. might carry less weight than previously, but you should still have them on every page.

MY SPACE. Create a [MySpace](#) account and use it to publicize your site. Find targeted friends so that you can promote your services to them. Do not spam people, myspace is cracking down on spammers and are starting to sue people. You can add a Bulletin to your MySpace account promoting your site that all your MySpace Friends will see.

NETWORK. Network, when you know more people you can find people that can help you get what you need.

NEWSLETTER. On your Contact Page ask people if they mind receiving your newsletter.

NICHES. Do your research and find expensive niches to tap into. A good way to do this is to find how expensive someone is paying for a keyword on a PPC search engine.

NO FLASH. If you must have a Flash homepage, make sure you have a “Skip Intro” link.

OURSOURCE. Outsource grunt work. Time is in essence money.... you can hire individuals at freelance services to send emails, request JV proposals, or to answer questions from prospective or current customers.

PAGERANK. Don't worry about PageRank - worrying about PageRank is as effective as trying to solve an algebra equation by chewing bubblegum.*

PAGERANK. Try to get links from websites within your niche with a high pr (pagerank). Some The more one-way links (inbound links/backlinks) you have to your website, the higher your pr will become. Pagerank is important because websites with higher prs tend to have a higher search results in Google. It is a no brainier that if you can get number one for a competitive keyword then you will have enough traffic that you can handle... oh by the way its all free targeted traffic to remind you.

PER CLICK. Pay Per Click advertising gets you fast results - and if it's handled well can be very profitable.

PERSONAL NEWS. What did you learn today? Tell other people and they might learn something too.

PHOTOS. Add photos to your blog with appropriate keywords.

PODCAST. Record an informative podcast and submit them to popular podcast directories.

POST. Post bulletins in your local supermarket. However, since not everyone may carry a pen or pencil, place your contact information and url on strips on the bottom so that individuals can rip it off and take it with them.

PPC. If you use PPC then create a landing page for each of your AdWords - it'll boost your conversions no end.

PRESS RELEASES. Write and submit press releases, think PRWEB after you do one.

PRESS. Create a Press section on your site where can you store all your press releases, logos and banners.

PROFILES. If you have a profile anywhere online, always include appropriate keywords and link back to your website.

PROOFREAD. Get a professional Copywriter to give your site a once over. If you are on a tight budget, limit to the just the homepage. Spell correctly whenever using keywords in writing.

PUBLICITY. Start a publicity campaign, do something that individuals in your niche will take note of.

PUBLISH. Write and publish a book. Having your own book is a quick way to gain credibility.

QUALITY. Have a GREAT product. All of the marketing/advertising in the world will do you NO good if your product is sub par.

RECORD. Break a record or shoot to be in the Guinness world records for something.

ROBOTS. Make sure you have a robots.txt file in the root of your Web site. You can use this to control search engines, but if nothing else it'll reduce the number of 404 errors in your Weblogs.

RSS FEEDS. Politely ask your readers to subscribe to your rss feeds. Submit your RSS feeds to aggregator sites like [FeedBurner](#), [Squidoo](#), [Feedboy](#), [Jordomedia](#), FeedBomb, FeedCat, rssmad, feeldirectory and feedfury. Stolen from [DigitalPoint](#) Syndicate your site's content by using an RSS feeds.

SERVICE. Offer good customer service, you may be surprised on how many referrals you get just be having a reliable one.

SHORT NAMES. Have user friendly page names

SIGNATURE - URL. Whenever you send an email to someone, always add your website url as a signature. If a niche related forum that you frequently visit allows signatures, then make sure to add your website url in there.

SITE EXPLORER. Yahoo are catching up with Google with an excellent set of webmaster tools called [Site Explorer](#).

SITEMAP. Have a Sitemap on your site to allow users to navigate around quickly and to aid the search engines.

SLASHDOT. Do you have really hot content on your site that geeks would love? If so [Slashdot](#) will bring you a mass of traffic.

SMALL NEWSLETTERS! Contact small newsletters sources offline and submit articles to them.

SPEECHES. Give speeches offline. Start small and local. Also, do not forget to participate in toastmasters meetings in your area.

SQUIDOO. Create a “lense” for your site on Squidoo

STUMBLE. Sign up to StumbleUpon and get your friends to Stumble your site.

SURVEY. Conduct surveys and publish them. These make you appear as an expert in your field of study.

SURVEYS. Conduct a survey. This is an excellent way to generate offline publicity.

SYNDICATE your content by using an RSS feeds on your website.

Tag blog posts at social bookmarking sites, especially at <http://del.icio.us/>.

TALK. Tell your friends about your site. It’s free advertising init. Tell your neighbors, you never know what contacts they might have.

TEACH. Try to teach a class at your local community college or university. The more exposure you get in the public, the more credibility you will receive.

TECHNORATI. Include a “Add to your Technorati favourites” button on your site. Ask friends, colleagues and associates to “Favourite” your blog on Technorati. Create a Technorati account and “claim” your blog.

TELL A FRIEND. Add a “Tell a Friend” function to your site, so people can easily recommend you to their mates.

TEST. Make sure you have no broken links on your site, and make sure that your website shows clearly in all browsers.

TESTIMONIALS. If you purchase a product that you actually like, then feel free to give an individual respect when respect is due and leave a testimonial. You should be able to get some traffic from that website if your testimonial is left with a url.

TITLE. Have a nice keyword rich title at the top of each of your pages. Users and search engines both like descriptive titles.

TRAFFIC 301. Set up a 301 redirect to take traffic from your non-www address to your www address. [See here](#) for more info.

TRAFFIC. Buy traffic from the search engines by utilizing one of their PPC campaigns.

TRANSLATIONS. Include translation for your websites/blogs, especially in Chinese.

T-SHIRTS. Get a custom t-shirt made with your URL on it, and wear it often.

TV. If you sell products that are advertised on television by the manufacturer, add “As Seen on TV” to your site!

UPDATES. Keep updating content on your websites/blogs... try at least once per week.

v7n DIRECTORY. Boost your search engine rankings with [v7n Directory](#)

VILESILENCER. Submit your site to free, search engine friendly directories. An excellent list can be found at [Info Vilesilencer](#).

VIRAL. Add viral components to your blog such as social bookmarking options, and a refer a friend option.

VISITOR LIST. Make a list, “Top 10”s work well. Update it regularly to give your visitors a reason to return.

VOLUNTEER. Donate your time to a good cause...you can always network with people and form connections at the same time.

W3C. Abide to [W3C standards](#) - it will help your site in the long term.

WHITEPAPER. If your chosen field is technology related then write a “whitepaper”. That’s a posh name for an article.

WIKI. Contribute to related subject areas on Wikipedia.

WORDPRESS. Sponsor a Wordpress theme or a phpListDirectory template.

WRITE. Write an article related to your site and submit it to article sites.

XML. Create an [XML sitemap](#) of your site and submit it to [Google](#).

YAHOO GROUP. Create a [Yahoo Group](#) in the niche your site sits.

YAHOO. Answer people’s questions on Yahoo! Answer with a link to your website in the sources area.

YELLOW. Put an ad in your local yellow pages to get some local customers. Yellow pages tend to be more successful than newspaper ads because individuals are looking for a particular service when they are browsing through the yellow pages as opposed to newspapers.

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YOUTUBE. Make and upload a viral video to you tube. Use appropriate keywords in the video description for your target audience. [YouTube](#) and [Google Video](#) are excellent portals on which to launch a viral campaign.

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