

16 Ways to Promote Your Website

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The following techniques work well at this time of writing, however you should always test and confirm their effectiveness as time goes by to make sure these techniques continue to work as internet technology continually changes.

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16 Ways to Promote Your Website

Website Promotion

Whether you are building websites for publishers in/come such as adsense, or affiliate sales, or you are building websites for direct product sales, it still boils down to the fact that the greater your targeted traffic to your websites is, the greater your income. What you do to promote your websites will have a direct impact on the bottom line of your online business.

So many people think that buy just building a website, that the traffic will come by "naturally". Once they have ftp'd their site to the server it is "job done". Nothing could be farther from the truth. In reality this is when you best put your site promotion techniques into play.

Would you start any business and fail to promote the business – you dramatically reduce your chances of it being successful. If you think of a single website as an individual business, then you need to be continually implementing marketing strategies and tactics to increase your ROI –Return on Investment for that one website.

Don't buy into to all that hype about templates, site building software, and think they are the final solution that will bring you riches. Just building the site is only a part of the equation. How you promote that site and what you do after you have built it, ultimately determines your success.

Site promotion to be truly effective needs to be conducted in a multi faceted approach. A perfect example is how by building free e-books - you can create one traffic stream. When you post in blogs, you create another traffic source. Just as we were told not to put all of our eggs into one basket – we must not put all of our website promotion efforts into a single traffic source.

Even worse then depending on a single traffic source promotion effort, is no website promotion effort. Well jeeze – maybe you are not making any money on that site because you have done nothing to help it's traffic grow. Like I explained earlier – think of each website as it's own individual business and what activities you can do to help that business grow.

Watch your time you spend however on any single website. Always keep in the back of your mind that in order for this website business to be profitable, you have to have a return on your investment. A couple of years back I spent close to 2 months building a huge 12,000 page website. It started out by paying me about \$5/day – 2 years later it still pays me \$5 day – So maybe come this spring, over 2 years later I will have recovered the the initial time investment I made. It looks ok now – but in terms of ROI – it was a very long haul.

Contrast that to a one page site I made in one hour - 3 weeks ago, that pays me \$10 day. That is a much better ROI – that is an effective usage of my time.

Step One

Start with a blog

1-Start with a blog

Well what the heck is a blog? Why are they so ugly? My definition of a blog is a website page that has a rss feed. When you boil it down to the basics – that is the major difference between a blog and a regular static website. What the rss feed does is provides the data and information contained within your blog in a universally accepted coding platform. All media can be exchanged in this rss feed/xml format. Everything from text to images to videos – all can work off of this rss/xml format. That is what is at the root of Web 2.0 – easily exchanged media data.

Why do blogs need to be so ugly? I haven't a clue – I've always thought it pretty dumb though, and always try to dress mine up – at least make a better visitor experience.

Blogs are the quickest way for your site to get the attention of the spiders and the search engines. Whether you setup a blog with [wordpress](#), or [blogger](#), (good luck not having them shut your blogger blog down for no apparent reason). (technique: in order to get a blogger to stick - start out by making daily comments written by yourself with no linking back to any sites. Then request that your blog be human reviewed. Once it has been reviewed and ok'ed - then you can start using articles, and the back links) Understand though that with blogger.com – you may wake up one day to find your blog gone. You have been forwarned – Another issue is that for a time – I dare say 90% of the blog spam was coming from Google's blogger.com. (Do no evil –yeah right!)

Want to go the easy non technical route, and pickup some decent pr rank links back to your site? Why hassle with the tech end of setting up a wordpress blog when you can have a blog up and running in just a few minutes. Many of these rotate the latest blog or the “best” blog of the day across their home page. For Example:

- <http://www.sixapart.com/typepad/> PR9
- <http://www.newblog.com/> PR6
- <http://www.blogging.com/> PR6
- <http://subscription.blogflux.com/> PR7
- <http://www.bravenet.com/webtools/journal/> PR6
- <http://www.feedblitz.com/> PR8
- <http://blogs.ebay.com/> PR6
- <http://www.audblog.com/> PR6 (audio blog)

Step Two Ping Your blog AND Your Blog's Content

2-Ping your blog

Go to <http://www.pingoat.com> and <http://www.pingomatic.com> and ping your blog - preferably you want a system (automated) where everytime your blog is updated, your blog is pinged. Wordpress has a plugin, blogger does it to an extent with option marked, or with many of the services mentioned above, they have auto ping options.

What is meant by pinging your blog, is everytime your blog and feed is updated, then you want to notify the feed services that you have updated your blog. This is essentially what the “ping” is all about. Think of it as tapping your teacher on the shoulder and raising your hand. The “ping” is the “tapping on the shoulder” so the feed services can look and see that your hand is raised (you have new content). Point being, it is not enough to just raise your hand – you need to tap/ping the feed services and say “come look at my fresh content”.

If there was one feature that I would say is paramount in setting up or subscribing to a blogging service – auto ping is by far the most important. You want to make sure that when you update your content, that the feed services know about it. While it can be done manually with the 2 services I mentioned above – automation is why we have computers. Make sure your blog is pinged – automatically.

What happens is when you ping your blog, is multiple feed services, search engines, and feed directories, will send spiders out to visit and “read” your new content. They then catalog this new content in their directory system or in the case of search engines, in their search results.

Your blog's content is just as important as a person's website content. Provide quality content and the feed services and the search engines will like it and revisit and rank you accordingly. If you submit blogs with a single sentence or gibberish or just a bunch of back links, they will spot this as spam AND they put your blog on the “don't visit” or “visit infrequently list”. Like all things in life – do it right or just don't do it.

Keep your blog focused on the topic your website is about. If your website is about boats – then your blog needs to be about boats – not cookie recipes. Submit a new article to your blog regularly – daily is good – once a week is a minimum to maintain your blog's credibility.

Step 3

Tell the Big Three

3-Tell the Big Three - Depending on whose numbers you use, 90% of all search engine traffic come from Google, Yahoo, and MSN. Certainly you want these major operators to know about your rss feed, which tells them about your blog, which tells them about your website.

You need to go to each of these three major search engines and setup a homepage with each of them. They were all original with the name – “my google”, “my msn” and “my Yahoo”. Once you have setup a homepage with each of these you will want to go in and add your own feeds to your homepages. Essentially you are “forcing” each of these search engines into recognizing and indexing your rss feed. By the very definition – once you have added your feed to your my google homepage – you have added your feed to their index.

What happens at a minimum is your feed url is added to the list of sites to go spider. The spiders are the worker ants of the search engines. They go search and collect data and bring it back to the main nest – the search engine. The more spider activity, the better it is for your blog, rss feed, and your website.

Once you log into your home pages of google, yahoo, and msn there is a tab that says “add content” to your home page. This is where you will enter the url for your blogs rss feed. So paste in your feed’s url – not your blog’s url. I find that many times, particularly with a brand new blog, that I will need to submit 2 or 3 times – one right after the other. The first time it does not know about the feed - it then internally checks for the feed, and then when you try to submit again it replies that it has located the feed and it will add to your home page.

Step Four

MSN and Yahoo

4-MSN and now Yahoo has also just recently setup a manual site submission which appears to get your index page indexed, looks like it then takes the spider a couple weeks to come and check out the rest of your site. You can use this for your regular website as well as your blog.

The key particularly with a new site is to get the spiders coming and to get indexed by the various search engines. If you are not indexed – You won’t get any search engine traffic. How much search engine traffic you get - depends on two factors - on page factors and off page factors.

16 Ways to Promote Your Website

Step Five RSS Announcer

5-RSS Announcer - Once I have added my blogs rss feed to the big 3 - then I run it thru a software program called rss-announcer. This alerts multiple feed services of the existence of your feed.

Basically what this tool does is submits your rss feeds url with multiple feed services, much in the same way that you would submit a website to a search engine or directory. You only need to use this tool once per rss feed. If you need a copy of RSS Announcer you can get it here. [RSS Announcer](#)

Step Six FeedBurner.com

6-FeedBurner.com is a very good example of a rss feed directory and feed service. As of 12-2006 they had 289,419 publishers and from those they had 28-million subscribers to the various feeds from these publishers. So just looking at in rough numbers - every feed has around 100 subscribers. Provide quality content and the subscribers will come.

So definitely go to <http://www.feedburner.com> and "validate your feed" as they call it. They will also as a service provide your feed with a url with a reader, that allows your feed to be read from a web browser. FeedBurner is the one feed service that I want to be sure to be listed with.

16 Ways to Promote Your Website

Step 7 Tag and Ping

7-Tag and Ping Social book marking is the human side of creating search engines. Basically you are "voting" on websites that proved to be helpful to you. Think of it as a vast sharing of bookmarks. It will do you good to get your site listed within these various tag sites. I have found the simplest way is by using a service called <http://onlywire.com/>. With this service you can tag 14 services with one click. Of course you need to go register with the 14 services but you only need to do that once. The more you can vary your "keyword tags" between services the wider your impression will be.

<http://www.backflip.com>

<http://www.blinklist.com>

<http://www.blogmemes.net>

<http://del.icio.us>

<http://www.feedmelinks.com>

<http://www.furl.net>

<http://jots.com>

<http://linkroll.com>

<http://www.looklater.com>

<http://ma.gnolia.com>

<http://www.maple.nu>

<http://www.markaboo.com>

<http://www.rawsugar.com>

<http://www.shadows.com>

<http://simpy.com>

<http://www.spurl.net>

<http://www.wink.com>

Step 8 Directory Submission

8-Directory Submission - This should be an on going task where every week you submit to a few more directories. Most of these are human reviewed - so if your site does not pass the smell test - does it look like a MFA (made for adsense site) does it have contact information? A phone number?

The main thing I watch for when submitting to directories - is what is the pr rank of the directory and its pages. (look at the main search pages - not the submission pages) To even spend the time or few dollars for guaranteed submission - I have to be looking at a pr5 at a minimum. Preferably pr 7, 8, 9 type of directories.

Be sure to give a shot also at getting listed with <http://dmoz.com/> they the biggest and oldest - and slowest. Here is a source that ranks directories.

<http://www.seocompany.ca/directory/top-web-directories.html>

Or here is another: <http://www.allwebdirectories.com/>

Manually submitting to directories can be a huge time eater. I use software that while is semi automatic -it is the fastest and best product I have found for directory submission - it certainly beats doing each by hand. **DirectorySubmitter** <http://www.bizbin.biz/directory> If your time is valuable to you as it is to me – then this is a no-brainer software solution to directory submissions. Currently the software is set up with over 650 directories. Getting your sites listed with these, will give your site a major boost.

A very important tip when it comes to directories. You first want to get your website indexed and listed by the big three search engines first, before submitting to directories. Most importantly is that you are listed and indexed in Google. Just as I mentioned using the PR rank of a directory for a guide on which directories to submit to first – the directories will often look at your PR rank when decided where and how they will list you. Many directories will not even list you, if you are not indexed by Google.

To determine if your site has been indexed by a search engine – just go to that search engine and enter your domain name as in yourdomain.com - If the search engine returns results - the number of results is generally the number of back links they have indexed in their respective systems. If they return no results – that means you are not indexed or listed.

Step Nine Article Submission

9-Article Submission

If you have read the e-book **Power Article Writing** (Special Link where you pay less than 50% of listed price) <http://www.powerarticlewriting.com> , you would know how critical I feel article submission is to your sites success. Just since the first of this year, I have generated tens of thousands of backlinks to my sites just thru article writing and submission.

Out of the thousands of dollars I have spent on website promotion over the years - the best ROI (return on investment) has been article writing and submission. For \$5 to \$10 dollars you can have an article written for you, or do it your self - start submitting one article per website per week. **This will do more for your site promotion then any other tactic you can employ.**

Just think about it - all the links back to you are topic related for the most part. If you have an article on growing pumpkins - then sites about gardening will be the ones that will use your article providing you one way topical links.

I have recently found several specific topics where: 1- it is a profitable adsense niche, 2 - there are only a few 5-6 articles even written about that subject. So here is an opportunity where say I write 25-50-100 articles on this topic - in less than 6 months my site will have become the number one authority on that particular topic. I have created myself and my website as the authority site. **This is very a very powerful tactic!!!!**

Once you have written the articles, you need to get them submitted to as many places that you possibly can. Don't even think about manually submitting these - it would take you way to long - poor investment of your time. I use a article submission service where I just submit to them and they spread my article to hundreds of aticle directories across the net. **Highly recommended** – <http://www.bizbin.biz/articles>

Here is a major internet tip that I have never shared before. In all reality, these articles you write or have written and submitted – will still be around ten, twenty,30 years from now. Many of your websites will not. Informative and helpful articles will stand the test of time – with zero effort once you have submitted the article. Contrast this to the effort, money, and promotion that a website requires. HMMMMMMMMMMMM – Think About that. Combine that with what I share in Step 10 – and there is another online revenue model.

Step 10 E-Books

10-E-Books

Any one ever heard of hotmail.com?? This huge company was built entirely via viral marketing. When members signed up and started using the service - hotmails signup link was enclosed with every email. Next thing you know they have millions of members.

Your website also needs to create its own viral marketing stream. The very simplest way to do this is via e-books. E-books that contain links to your sites as well as links to affiliate products. The quickest way to get a pdf version ebook on ANY subject is by using the e-book-wizard service.

<http://www.ebookwizardpro.com>

In less than 10 minutes you can have your own informative 25 page e-book in the most accepted and safest format available - pdf. You win by not only getting viral links back to your site, but also a email address which you can promote other affiliate products to also.

The best strategy is to include in your **resource box** with your articles a blurb about stopping by your website and getting a free 25 page content rich e-book on the very subject that your article is - talk about targeted marketing. **That is one of the most powerful one-two punches you can employ to increase both targeted traffic to your site, but for also collecting emails so you can earn money on the backend also.**

In addition to a viral e-book for your site, if you are serious about promoting and making money from your website – writing a original e-book or having one written for you and either giving a way as a viral tool as mentioned above, or selling as a unique product designed and written for your website. Then when you sell the ebook you also allow buyers to obtain master resale rights. The ebook still contains your links- the traffic still spreads – but you are having others help you spread the word. Very powerful long term traffic technique.



16 Ways to Promote Your Website

11-PPC or pay-per-click

Now that you are in the article writing mode, and you have an ebook on your site - you can turn to using google adwords, yahoos overture, or various other services and send traffic directly too your website for small change. Mike Filsaime has maintained that every email address he collects, earns him \$1/mo. Use the pay-per- click to drive traffic - have them signup for the free pdf e-book - develop a relationship with your list - and start earning money on the backend. The truth be told - there is 10x as much money in the list as you will ever get from google adsense. The important thing to watch when using this tactic is that you get ample ROI for the dollars you are spending to drive traffic. Look into other services such as goclick.com - they have earned me money by driving traffic to my sites.

12-Press Release

Properly done, a press release can bring your websites server to it's knees. Done poorly it as a minimum can get you some high pr ranks for a few days. By far the the simplest approach is going to [PRweb](#) and using one of their paid listing services. The whole key is to make something noteworthy or so special that is truly unique.

Recently I read a full length article on traveling to Alaska that was on the front page of the Travel section of my Sunday newspaper. They had a couple of beautiful pictures and there was considerable amount of information on this full 1 page newspaper article. The article was written in such a way that a person's interest was piqued, but not quite all of the answer was given (same technique used with a promotional ebook) - When I get to the very end of the article - there is a link to a website. Then it hit me - the entire article and picture was nothing more then a well done press release by that website that AP picked up. Can you imagine how many visitors that site got over the next week-10days??? Most likely we are talking in the millions of visitors as we all get the same Sunday "Travel" section in our own newspapers. Make a splash with your website - roll out a special new feature or article once a month and send out a press release. Got an inside track connection to one of the wire services -exploit it!

13-Industry News

While we experience the desire for unique content when it comes to building our websites, we are just newbees to the content "game". Magazine editors have been struggling with content (or lack of) for decades. In almost any industry you select, there is a trade publication for it. Write an article and provide images and or graphics to accompany it and submit to these industry publication. They (publishers) want meaningful and targeted content - you are an answer to their desires. You can use the exact same technique with online ezines. The publishers want content - give them what they want - it's truly one of those win-win deals.

14-Googles other Side

Google is nothing more than a huge huge accumulator and sorter of information and media. If you want the bigG to take notice – provide them with unique information and media. Many times as website builders we get one dimensional in our thinking of google – thinking only in terms of our search engine ranking on the main search. Expand your contributions to google.

I just went and looked, google lists now 34 different services, and 21 of these are search related functions. Selling a product from your website – list it with froogle, have a video on your website- list with google video, write an ebook for free distribution – list with google books, got special one of a kind images – list with google. A very good example is that google will take your video and even host it for you - at the beginning and end of the video you promote your free ebook available on your site. A video does not have to be a Hollywood production - a 90 second-2 minute video is plenty big enough. And once you got all of these other entry points with google – hop on over to yahoo and msn – they want this stuff too! The more you concentrate your efforts on promoting through these “new” media sources – the greater your efforts will be rewarded. I have seen sites reach top 10 listings in google in less than two weeks through the release of a couple of videos.

15-Other Search Engines

While it has proven to be best to let the big 3 find your site on their own, I have always thought it pretty silly not to submit to all of the other search engines – hopin’ that they will come by “naturally”. Use a submission service where you can submit to all of these other search engines Except for the big three. While it may not bring hordes of traffic, it all adds up.

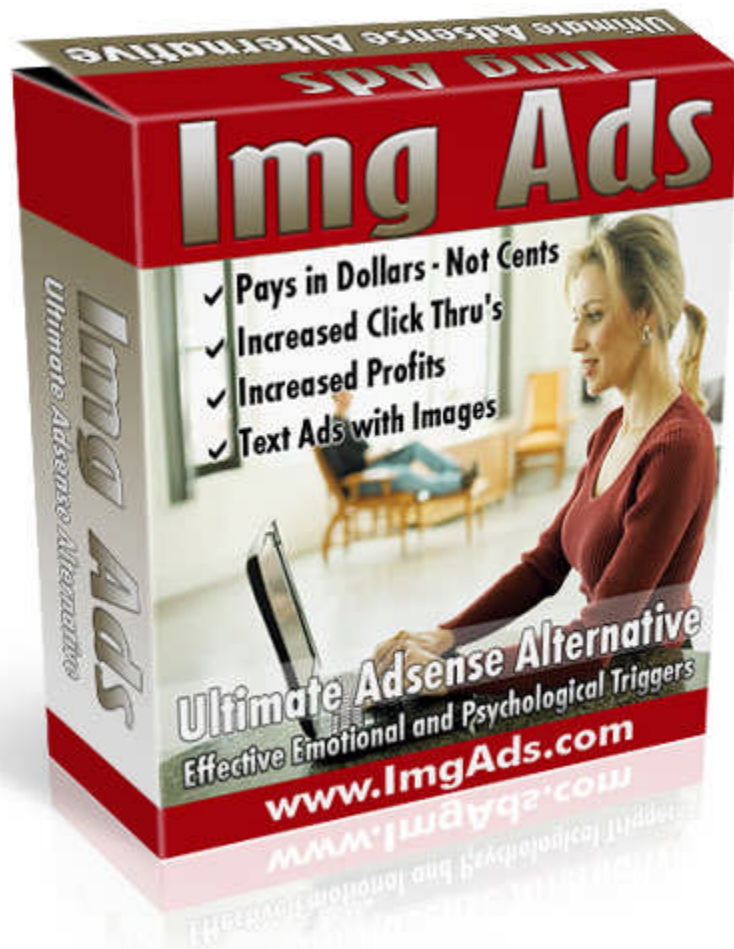
I use <http://www.internetjoin.com/submit/index1.html> But a quick search will show several others. As a general rule I do not submit to top 3 engines this way – and this service lets you “uncheck” these.

16-Offline Marketing

While this can be an entirely new subject and deserves its own write up, I will suffice to say that there are multitudes of ways to promote your site offline. Whether done locally, or nationally, using postcards, phone services, magazine ads, newspaper ads, or flyers. Become active in your local chamber of commerce or other local groups. **Give talks on websites or other areas of your expertise – and ALWAYS in ALL WAYS continually promote your website(s).**



Maximizing Your Revenue from Website Visitors



One of the craziest things that people do with their websites is to turn over all of their traffic and revenue to google by using adsense displays. If your traffic is coming in through keyword targeted visitors – it only makes sense to provide them with a solution to what they are looking for. **A product in which you are paid as much as \$100 for, instead of the chump change adsense pays.**

Img Ads provides you with **Powerful Image Based Ads** that provide YOU with direct sales to some of the **hottest selling products** on the web. Do yourself a favor and diversify your revenue streams. Visit <http://www.ImgAds.com> and sign up for your free membership with this amazing ad display service.

16 Ways to Promote Your Website