

6 Things you can do today to drive more traffic to your website for free.

by Ivana Katz

Web site (and business) marketing is not a one off exercise. Whether you have a brand new website or one that you've had for a while, you need to continue promoting it in order to bring you more visitors. You need to constantly work on it, fine-tune it, discard methods that are not working and implement new ones.

The following 6 methods are simple to implement and can be done for free by you today.

1. EMAIL MARKETING.

Your first step should be to send an email to your existing clients announcing the existence of your website. You should ask your customers to forward your email onto their friends, family and colleagues.

If you are starting a new business and don't have any customers yet, send an email to people you know who may be interested in your offer.

Remember to email your clients every time you make changes, add new offers or features to your website to remind them to come back.

The next step could be to send your announcement to an opt-in email list. Opt-in email lists contain people or businesses who have requested to receive information about certain topic(s). There are many companies who can provide you with these lists. For more information visit:

www.prospectshop.com.au/email_lists.html
www.4webmarketing.biz/email.htm
www.ezemail.biz/list_power.html

www.ezemail.biz/list_consumer.html
www.webfirm.com.au/email-marketing-australia/

Under no circumstance should you EVER send unsolicited email (spam) to people you either don't know or who have not requested to receive your information.

2. SEARCH ENGINES & DIRECTORIES.

Submit your website to as many search engines and directories as you can.



A search engine is a searchable database of websites collected by a computer program (called a crawler, robot or spider). When you enter a keyword, the search engine looks for keywords in its database, and any relevant records are displayed.

Currently there are thousands of search engines and directories on the internet. Some of the main ones include:

Google - www.google.com
Altavista - www.altavista.com
Yahoo - www.yahoo.com
Excite - www.excite.com
AllSearchEngines - www.allsearchengines.com
Northern Light - www.northernlight.com
DogPile - www.dogpile.com
AllTheWeb - www.alltheweb.com
Lycos - www.lycos.com

For a more comprehensive list of Search Engines & Directories, go to: www.web4business.com.au/ResourcesListSearchEngines.htm

When submitting your website to the search engines, you can either do it manually by going to the search engine website and adding your URL (website address) or you can employ the services of a Search Engine Submission company, who will do it for you.

www.submitexpress.com
www.wpromote.com
www.website-submission.com

Search engines try to list sites that contain good content, so you need keywords and phrases on your pages that best describe your service and products. For example, if you are a florist, use the words such as florist, online florist, virtual florist, wedding florist, florist in Sydney, florist on line, flowers, floral, bouquets, floral arrangements etc as many times as possible to ensure high search engine ranking. To find out what keywords your customers may be searching on ask your family and friends or go to:

<http://inventory.overture.com/d/searchinventory/suggestion/>
<http://www.wordtracker.com>

Once you decide on the keywords, use them in

- Your website's domain name
- The title of your page - This is displayed in the top bar of your browser window
- The heading of your home page
- The first paragraph of your home page
- Meta tags - Keywords, page title, description
- Titles of your graphics

Whilst it is important to use keywords as much as possible, it is also important you use them only if they are relevant and do not sound awkward. If you spam your keywords you may be penalised or even banned by some search engines.

If this all seems too overwhelming, you can employ the services of a Search engine optimisation company, who will make your website's content more search engine friendly to make it rank higher.

www.melbourneit.com.au

(for VIP treatment - advise you are a Websites 4 Small Business customer and quote partner ID 5597)

www.websight.net.au
www.bmcoptimise.com.au
www.e-channel.com.au

3. LINK EXCHANGES.

Find websites whose business complements yours and add their website to your links/resource page. Then contact the company and ask for a recip-