

Website Promotion Strategies.

by Ivana Katz

Web site promotion is a tough job, especially if you are a beginner. It requires a lot of time and effort to build a website marketing strategy plan, which will ensure your website is marketed to the relevant audience.

There are many factors that need to be considered when planning your website marketing. Unfortunately there isn't a one-plan-fits-all for all businesses. It is, therefore, very important to test different strategies and choose the ones that deliver the best results for YOUR business.

CATERING TO THE RELEVANT AUDIENCE.

The first crucial aspect you need to consider is whether you are catering to the right target market and if the design of your site appeals to them. Knowing your visitors' needs and surfing preferences will ensure you are promoting your site in the right places. There are many ways you can promote your website for free, for exam-

ple: article writing, link exchanging or media releases. You can also choose to advertise via pay per click marketing, such as Google Adwords or through social networking websites such as MySpace or Facebook. But before you embark on any marketing activity, make sure you understand your target audience.

W.I.I.F.M

The next thing to consider and ensure is that your website has the content that matches the search keywords. Your visitors follow the principle of "What's In It For Me". If your website does not match the search key words, it will have a low ranking in the search engines and if customers do not find the information they are looking for easily, they will go elsewhere.

GET VISITORS TO PROMOTE YOUR SITE.

If you meet your customer's needs and your website's content is relevant and newsworthy, your visitors will spread the word for you. This can be done in two

ways. The first is to simply add a link to your site that says; "tell a friend". Another technique is referrals. To entice your visitors to refer your website is to offer them special benefits, such as free reports, ebooks or sample products.

SUBMIT YOUR SITE TO VARIOUS SEARCH ENGINES AND DIRECTORIES.

Submitting your website to various search engines and directories is important, however before you do, consider having your site search engine optimised for relevant keywords. This can be tricky and best left to Search Engine Optimisation experts.

ANALYSING THE PERFORMANCE.

Whichever website promotion strategies you adopt, it is extremely important you analyse the results. This can be done through your website's statistics or if your webhosting company does not offer comprehensive statistics software, you can install free statistics, such as Google Analytics. This shows you how people found your site, how they explored it and also how you can enhance your visitors' experience. This way you can improve your website's return on investment and increase conversions from visitors to paying customers.

Before you start planning your website marketing strategy, put yourself in your customers' shoes and ensure your website:

- answers all your visitors questions about your business, products and services.
- is easy to navigate.
- visually appealing.
- features relevant content.
- proves your credibility.

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WORK FROM HOME!

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 - Get paid to participate in focus groups and make over \$75 an hour.
 - Get paid to take phone surveys.
 - Get paid to try new products (and keep the free products too).
 - Get paid to preview new movie trailers from the comfort of your own home.
- ... and it doesn't matter where you live, or who you are - you can do it too.

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