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Ask Mr. D – Marketing New Sites

By Bill Daugherty

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For the past few weeks I have been busy building my website and fine tuning it so it will be just right. At last it is ready to present to the world.

There is just one little problem, I am not sure just how I should go about starting my marketing campaign. I have a very small advertising budget and I want to make the money go as far as possible.

Any suggestions?

Signed,

Little Money

Dear Little Money,

Good news! The Internet offers a lot of free and low cost marketing venues. Since over 85% of Web surfers use search engines to get what they need, I suggest you start by submitting your site to as many of the major engines as possible.

If you don't mind paying 1 cent per visitor (that's 1,000 visitors for \$10) then you can get on the pay-per-click search engines and have visitors start arriving at your site within a few hours.

Some other free and low cost marketing ideas:

- Make a text link from any other sites you own.
 - Submit to FFA link sites.
 - Buy E-Zine ads.
 - Send an ad to your mailing list.
 - Promote your site in your signature files.
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- Tell all your friends and business associates about your new website.
 - Whatever you do: DO NOT SPAM – EVER!

For Newer Sites, Web Marketing Depends On "Titles" & "Links"!

By Martin Lemieux

We all start out the same. Some have budgets, some don't. The one true factor out there is that we all want to expose our business. For 99% of us, starting out in the world of web marketing means a few things: A huge learning curve Endless nights working Trial & Error Learning the ropes

Compared to older more established sites out there, a brand new site without a network of well established web sites to back it up will need to depend on good quality links pointing to it. This will commence the search engine ranking strategy.

See most "grand father" sites out there have already gone through the trials and tribulations of getting recognized. Since this is true, they don't always have to depend on the "Title" of the link pointing to their site, nor do they have to depend on the "Title" tag within their site.

Most older sites get ranked for search terms that don't even show up on their listing, this is because search engines already know the content is there and is good.

For a newer web site, great search engine rankings rely on those "Titles". This helps search engines to better determine the content of the site.

For Example: "Joe" has a site about "Web Marketing". Joe knows that he needs to get his link on other quality sites and he also wants to get a good ranking for "Web Marketing". So Joe creates a link exchange program on his site and submits his link titled "Web Marketing" to as many content related web sites as he can.

Joe also knows that if search engines find his link on other sites and it's called "Web Marketing", his site had better be about "Web Marketing"! So Joe adds "Web Marketing Services & Tips" as the title of his main page. He also adds specific content to match it.

Now here's the [kicker]. Let's say Joe has been doing this for 2 years now, 9 times out of 10, if Joe's web site is still promoting content about "Web Marketing", he probably doesn't have to add "Web Marketing" to his main title anymore. He can now add it further down within another link on his site.

So the moral is???

If your site is new, you'll need to depend on the "Titles" of many things to get your rankings up for something specific. If your site is more mature and has been established, you can work on other search terms you've been longing to get for your site.

Just keep plugging away and try to keep your "titles" the same for new sites and mix it up for older sites!

I hope you enjoyed the article!

For more of Martin's articles go here:

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&

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