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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

BEST MARKETING FOR WEBSITE INCREASES TRAFFIC

By Donna Hassell

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I am sure you have seen a lot of offers on the Internet promising to submit your web page to 500 or more Search Engines for a fee up to \$375.00 or more. First of all, there are not 500 Search Engines on the Internet. There are only about 35 Prime Search Engines. Search Engines send out electronic spiders to roam the Internet web looking for web pages with the keyword listed in the browser. The spiders find the keywords, that closely match, stored in indexed databases throughout the web and deliver the results in rank of relevance. Search Engines search through their own database as well as the world wide web.

The promise to submit your web page to 500 Search Engines contains indexed database websites, cataloged by subject. The search return results on these particular websites are from their own indexed database and not the world wide web. These websites may not be well known to the average customer. Submitting your web page to cataloged websites may not prove to be worth your while nor money from an advertising point of view.

If you want to generate hits to your site, the best process you can do for your web page is to MANUALLY submit your web page to each Search Engine. Submittal Services can submit your web page URL to Search Engines with an automatic submittal software for a fee. They could not submit MANUALLY because it would take them too many hours to do this for each customer. Obviously, it would not be profitable for them. When you manually submit to each Search Engine, you will receive an email notification from each Search Engine that your submittal has been received.

Each Search Engine reserves the right to choose which URL appear in their database. Most of your major Search Engines will not even take an automatic software submittal. They prefer MANUAL submittals only. You have a much

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better chance getting into their databases by MANUALLY typing in each submittal. To achieve a better chance at getting your website listed in the search returns, read the instructions of each Search Engine and MANUALLY type each submittal. You may have the greatest website on the Internet, but if it is not submitted properly to the Search Engines, the traffic you long for will not occur.

Now that the web page achieved a listing in the indexed databases of Search Engines, check once a month into each database to make sure you remain listed. As I stated before, Search Engines reserve the right to choose which URL appear in their database and eliminating your URL for no apparent reason can occur. Never duplicate your web page submittals to Search Engines

continually because this is very irritating to them and they will drop your submittal. Should you discover your web page eliminated from the database, manually submit your URL again.

After you have manually submitted your URL to each Search Engine, do not expect your website to be listed in their database within 24 hours. Listings occur within 2 weeks to 6 months that varies with each Search Engine.

The next step to bringing traffic to your website is marketing it. While you are waiting for your website to occur in the Search Engine databases, generate traffic to your website by marketing it through various sources on the Internet. Some say banner advertising and link exchange is the best way to promote traffic to your website. However, research to this method is discovering that people are becoming immune to banners and links more and more, just like we all become immune to billboards. However, banners and links do work for some websites.

Internet free classified ads are helpful in generating traffic to your website. Some of the classified sites will show up in a Keyword Search return, listing your web address as part of their database.

The traditional way of advertising is always a good source in generating traffic, especially when the website is new to the Internet. Mail postcards or flyers to customers informing them of your web address. Run small ads in newspapers and magazines, listing your web address for further details about your company. Having a website that runs 24 hours a day, 365 days a year is the ULTIMATE AD about your company. Small companies can now afford to run small ads in major newspapers and magazines using alluring keywords to lead the consumer to their web page address.

The success of your website will require a lot of work, manual labor and constant marketing. Using these tools will keep the traffic coming. One

more important feature to consider is to always improve the appearance of your website. Keep it updated. Give the consumer a reason to return to your website, as well as referring your website to others. Get tips and enhance your knowledge about your website traffic and security by copying and pasting the web address below into your browser.

<http://sites.netscape.net/utormarketeer/>

How To Easily Judge Your Online Success

By Jason Tarasi

So, you've taken the plunge into the virtual world of internet marketing. You've planned your strategy, crafted your marketing plan, prepared your marketing materials, and launched your internet marketing campaign. Congratulations! That's a lot of hard work. Once you've got your plan in motion, half the battle is done. However, that's not the end of your internet marketing endeavor. Every marketing program, whether offline or online, needs to be followed up on to ensure that your advertising and promotional efforts are truly producing results.

Follow-up efforts that are crucial to success in internet marketing include tracking each source of marketing that you use, determining which sources are producing results, analyzing the effective methods, and revamping the ineffective methods. So, running a results-oriented internet marketing campaign is an ongoing effort that requires constant monitoring and refining.

Website logs are a wonderful source of information that aids in monitoring your internet marketing program. By reviewing your website logs you will be able to determine where traffic that comes to your website is directed from. Be sure that your web hosting package has a control panel through which you can access your traffic logs to see the source of your website traffic. Your hosting company should be able to explain how to read the web logs to determine the number of visitors you have, the number of pages viewed, which of your pages are the most popular, how the visitors found your website and where they came from.

If the information provided through your website reports is insufficient in determining the effectiveness of your website promotional activities, it may be beneficial to purchase a software program for website traffic tracking and analysis. When you have the reports at your fingertips that enable you to monitor, track and analyze your website traffic you will be able to determine which of your internet marketing techniques are most effective so that you can constantly improve and enhance your internet marketing program to ensure that it produces results both in terms of traffic to your website and in converting that traffic to sales.

A comprehensive internet marketing program includes market research, strategy development, campaign design, and launching the campaign. Monitoring the campaign and making adjustments to your strategy and techniques will ensure that your marketing efforts are effective. You should strive not only to bring traffic to your website, but also to convert website visitors to customers.

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Jason Tarasi publishes the reciprocal links newsletter "Elite Links" Learn HOW thousands of other Elite Links members generate FREE traffic and increase their search engine rankings by swapping links.



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