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FREE AD SWAPPING WORKS!

By Ginny Grein

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Recently, I asked Jim Daniels why he had no information about Ad Swapping at his new site. He said he did not have much experience with it and asked if I would like to write an article since I have had some very good results with it.

So, here I am sitting down to let you all know that Ad Swapping does work well. I subscribe to just one ezine, Ezine-Swap, Ezine-Swap.com, that carries nothing but ezines wanting to exchange ads. All pertinent information for the ezine is listed: circulation, target market, etc. This makes it easy to pick out a targeted market like, for me, women. Some issues I send out 5 emails requesting a swap and usually get a 98% "yes" response. This last time I only sent out one request as I did not think the other newsletters were appropriate for my product. This was a positive response, too.

I have just joined Binky's Swap Club but do not yet know how this one will work for me. I have signed up to accept 4 ads and will have my ad published 4 times. I have to send a Courtesy Copy to each person that I run an ad for which is more time consuming than just adding them to my mailing list.

Another thing I must be careful of is to not carry too many ads so that none of them are noticed.

Although the tracking system I use does not show me exactly which ezine I am getting hits from I know I am

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getting responses based on the dates and when the ezines are printed and the fact that "unknown" shows up as a referral. Being a fledgling site that does not yet get a large number of hits, I am pleased with the 10 or 20 hits/ezine I get from doing this. I have spent money in the past on ezine advertising and have not been as pleased. After all, this advertising costs me nothing but my time (and that isn't much) and allows me to target my ads. What more could I ask for?

Another good aspect of swapping is the fact that I can test out ads at no cost to me. If an ad does not work,

I just change it until I have one that does work. Then, I use the ad for larger, paid advertising campaigns.

As far as I can see, swapping has worked as well for me as paid ezine advertising. Of course, to reach the really large numbers, you will have to use paid ezine advertising.

I highly recommend this form of advertising to you. If you have any questions, please do not hesitate to contact me at Ginny@bedaisyfresh.com.

Ginny GreinFREE Gift for Subscribing to Neat WebStuff for Women at<http://www.bedaisyfresh.com>!

Succeed By Swapping Links With Other Blog Owners...

By Rudolf Freidlander

Most everyone who has Internet access has heard about blogging. Blogging is the new way to keep a journal, record thoughts, or just ramble about life or events on the Internet. A blog is updated frequently and on an ongoing basis. Weblog and blog is the same thing. Link swapping, or linking similar web sites or blogs together can be a great way for your blog to succeed.

When you blog or record your thoughts online, you have the option of making your blog site private or sharing your site with others. Some choose to use a blog more like a personal diary, while other people want to get as many readers on their site as possible. One easy way to increase traffic on your blog site is to link swap. Link swapping is fairly simple and only requires that you have an agreement with other bloggers or websites to put your link on their site in exchange for the same from them. Link swapping is a perfect way to help increase the readership on your blog.

Most of the time, link swapping on blogs will have links to other web sites with similar content. For example, a blog about pets may have several links to web sites that relate to pet care or topics in

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addition to other bloggers web sites that write about pets. There are two types of blogs, a personal blog or a business blog.

Small businesses can benefit a great deal from regular blogging and swapping links. As a matter of fact, many companies pay writers to blog for them. Companies, media outlets such as television stations, radio stations and newspapers are all getting into the blogging craze. The media can use a blog to give their readers up to the minute updates about stories and events from around the world.

Business blogging gives a company an inexpensive means for sharing their knowledge with other businesses and consumers. Blogging can also help businesses better communicate with their employees with time spent emailing and sending out frequent memos. Also, when a business swaps links with other businesses, those links can help increase traffic to their site. This a great form of inexpensive advertising for a company. There are many online companies that offer free or low cost blog sites to anyone who wishes to use them. Some companies may opt for a more professional blog site and hire web designers for this type of job.

Other benefits of link swapping and blogging to the business are that these types of sites offer ways to show up on search engines. When a web site has more links from link swapping, one keyword search may produce several results leading straight to the company's blog page. Blogging for businesses is becoming increasingly popular and is proving to be a very good way for business to get the word out about their company.

For anyone who wishes to start blogging and to join in link swapping, there are many free blog sites available for personal use. Most blogging web sites offer easy set up and most can be easily customized to fit the personal tastes of the blogger. In addition, most of these blog sites make it very easy to include links for the specific purpose of link swapping.

Blogging for personal can vary a great deal from person to person. Some choose to use their blog as a way to record their inner most thoughts and feelings. Sharing a blog is optional and many people choose to keep their thoughts private. For those who are not afraid to let the world read their writing,

public blogging is also popular. Blogging and link swapping is also an ideal way for large families to stay in touch with each other. Most blog sites even offer picture–hosting options to share not only your writing, but your photos as well. Link swapping provides an easy way for those wishing to share their stories to get the message out.

Whether you want to blog for pleasure or for business, you can use your blog along with link swapping to get the word out about what you have to say. Blogging and link swapping offer a beneficial way for personal users and businesses to share their world with others.

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