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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!

Getting the Word out About Your Web Site: Five Innovative

By Catherine Franz

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Getting the Word out About Your Web Site: Five Innovative
Ways

1. Directory Linking

Create a directory of web sites on a specific topic on a single page on your web site. No more than 25 though. The major search engines will bounce you out if you have more than 25 on a single page. Have your web site listed on other people's web site. Again, if they are going to list more than 25 on a single page, don't bother, their site is going to be black balled and it's a waste of your time. This used to increase your rating in the search engines quite a lot, now it is about 20% effective. Nevertheless, effective.

2. Bonus Advertising or Exchange

Do you have a product or service that doesn't sell well? Let others add it to their offers as a bonus. Offer it as a freebie for someone else's product or service.

3. Trade Autoresponder Space

Trade autoresponder space with other businesses. If both of you send out information with autoresponders, exchange space for an ad between the two. You will want to keep the product/service exchange to noncompetitive or complimentary

to your product. You can agree to exchange top or bottom or middle space.

4. Voice Mail Tip Line (This is my favorite!)

Start a free tip line. Offer a daily, weekly, or monthly tip on your services or products on your voice mail. If daily, create enough for five days a week for three months. Then start all over again. The tips work best if related to your business. Include your ad for your web site or business at the beginning or end of your message. I have also seen consultants add tips for their favorite clients because they

believe that the more successful their clients are, the more they will be as well.

Exchange articles or other content with other websites and ezines. You could trade articles, top ten lists, etc. Both parties could include a resource box at the end of the content.

Author: Catherine Franz

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Five Innovative Ways To Get The Word Out About Your Web Site

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Finding innovative and unique ways to distribute your information about your product or service is key to success on the Internet. Here are five ways to help you increase your success.

1. Directory Linking

Create separate directories for each topic on your web site. No more than 25 — the major search engines will bounce you out, or black list you, if more than 25 on any one page. A few years back the search engines didn't make this distinction, however, now they do.

Always request that your web site be listed on other

people's web site. All they can do is say no. However, they might say yes. Design an template e-mail for this request. You can do so in a "signature" as well in Outlook.

Have a few different sizes of directly linking paragraphs available for quick submits.

2. Bonus Advertising or Exchange

Do you have a product or service that doesn't sell well?

Let others add it to their offers as a bonus. Offer it as a freebie for someone else's product or service.

Create a template e-mail that others can use to cut and paste into their e-mail or broadcast system to send out to their subscribers. Goal -- make it as easy as possible on the receiver to propel the information to their lists.

3. Trade Autoresponder Space With Other Businesses

Find others who send out information with autoresponders. Exchange ad space. You will want to keep the product or service exchange to noncompetitive or complimentary to your product.

You can agree to exchange top or bottom or middle space.

Let's say you send out articles via autoresponders. Add their ad in between the article.

If you are an affiliate, add a sales pitch and link into the various articles. Keep the number down to one or two ads per article. That is if you want people to keep requesting more articles.

4. Voice Mail Tip Line (This is my favorite!)

Start a free quick tip line. Offer a daily, weekly, or monthly tip on your services or products through your telephone voice mail system.

Some people change their message daily as to their availability. If daily, create enough for five days a week for three months. That is a total of 60 quick tips. After

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the three months, start the segment all over again.

Add an ad for an upcoming event or the next place you are speaking.

Quick tips are best though. People will leave more messages and you will not feel guilty about letting the phone call go to voice mail.

Exchange articles or other content with other web sites. Who are your gatekeepers for your business? Find their web sites, exchange articles.

You could trade articles, top ten lists, etc. Both parties could include a resource box at the end of the content.

If you know of their service or product personally, write a two–liner testimonial.

Catherine Franz, a Certified Professional Coach, specializes in infoproduct development. Newsletters and additional articles available: <http://www.abundancecenter.com/blog>:
<http://abundance.blogs.com/inthelight>



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