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How to Market Your Website by Creating a Web Presence – Part 2

By David Notestine

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Strategic trusts are made up of energy, time, trust, communication and commitments towards these opportunities. Over time, as one learns to work with one another and you become dependant upon each other, the trust is born. Employees, other websites and webmasters, software, product suppliers, cgi scripts, advertising relationships, repair people, sales people, lawyers, accountants, customers, competitors, bankers and basically every person or mechanism you become involved with in your business becomes either a failed or successful strategic alliance. Successful ones are those that pay off in profit or helping you to reach your goals. The failed ones go away and gradually you collect the successful ones with your business also becoming successful.

How do you find successful opportunities? Whether you are a successful businessperson or one just starting out, think what it might take to be successful. In the beginning, in a real world business, if you have a storefront or an office, you may have to go out and build opportunities. An insurance salesperson that joins the Chamber, goes to church and is involved in their community is building a luck base for opportunities that enable them to sell insurance policies. They are building roads to their business. Thus, potential customers will call and visit when they need insurance. It's a numbers game. The more people that know what the insurance salesperson does as a profession, the more sales that will be produced by the sales team. These roads could include 8 x 10 signs in the windows of other shops on your block. Running newspaper ads, banner advertising, etc, are also roads that point to your business.

It's the same for your website. Build roads and have signs that point to it and keep building them. Never stop or your business will become stagnate. Then, you must have content that makes your customers keep coming back. With roads to your business, the visits will start immediately. Put enough signs up today and you will get a few visitors tomorrow. The more signs you put out, the more visitors you will get on any given day. If you have 100 signs out and you get 10 visitors a day, put out 200 signs and you will get 20 visitors a day.

What are these roads and signs to your website? The answer has

been before you the entire time, links. The more links you have pointing toward your website, the more traffic you have. A business without signs is a sign of no business. A website without links pointing to them, is a dead website, period. I dare anyone to show me a busy website that doesn't have links of some kind pointing to it.

Now that you have visitors arriving on a daily basis, you want to make sure they come back. You must have enough content or inventory that will make them come back again and again. Or have what ever it takes that makes them say, "Hey, I like this store. I'll come back for sure. Let me remember this and it's location". It's the return visitors that make your business or website grow. If 25% to 75% of your daily traffic is return visitors, add each days new visitors to the return ones and now your website or business is starting to take off. Giving your visitors content, information, knowledge and even products is a great way to insure visitors come back again and again. You may even decide to have your visitors provide the content. Chat and message boards are a great way to add content to your site. I like the html ones that actually make a html page for your site as the search engine robots like them also. Matt Wright's WWWBoard is a favorite of many. Since they have the subject embedded in the Title and the page itself, they make great keyword tuned pages for your website that the search engines will find and dispense a lot of visitors to your business within 3 to 6 months.

How to Market Your Website by Creating a Web Presence – Part 1

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Have you been worried about the dot-com crash and the future of your website?

Internet commerce is supposed to reach 5 trillion dollars by the year 2005 with over 1 billion global users, 15% of the world's population! This is a 70% compounded annual growth rate from the approximately 350 billion that was spent in the year 2000. That is what I call opportunity.

Even though the Internet dot-com crash has wiped out a lot of web businesses, and the US economy is a little stagnate, Internet usage is experiencing an explosive growth. The dot-com people who received the venture capital money and then mis-spent it, are gone, or in the process of leaving.

The Internet crash really doesn't influence those of us who have smaller websites and didn't go after the big bucks borrowing millions of dollars. Our sales at Cyber-robotics.com are still growing at the same rate as before the crash. The crash just leveled the playing field for everyone again, just like it used to be in the early days of the net. If you make your money selling Internet advertising, then you may have a tough road ahead.

To compete in today's Internet market place, you must turn your website into a web presence. A web presence is about creating web opportunities, by expanding your luck base; this will attract strategic alliances, hopefully that become strategic trusts.

Marketing your business, on the web, is basically the same as marketing any real-world business. Most businesses in the real world take years to build. It doesn't happen overnight. Years of hard work and luck, contribute to the success of all businesses. Marketing is something most of us small business owners have to do ourselves, as we can't afford to pay someone to market for us. It takes a lot of effort and time to do it correctly. The same especially holds true for web businesses.

If you use the following simple instructions, in marketing your website, you will be successful. All my websites are successful and I have had a hand in helping others create this

same success for many hundreds of websites. During the creation

of Zeus over the last 4 years, I have watched many websites become successful and their webmasters have shared their stories with me. Every one of their success stories involves creating the web presence I am explaining now.

All business growth consists of opportunities that come along and business owners that hopefully see them as such and then take advantage.

To attract these opportunities, is the key to success, and is a combination of luck, hard work and common sense. Smart business managers expand on this luck base in various ways. In the real world, contacting people and telling them about your product, telephone solicitations, advertising, being in the phone book are all ways to expand your luck base. Giving your customers free information to induce word of mouth, being nice, having a good support area are other ways of expanding a luck base to create opportunities for good luck to happen to you. The ways of expanding your luck base is as diverse as the number of different kinds of businesses. Good luck leads to creating a buying customer or the formation of strategic alliances with others in your field.

Once you start forming strategic alliances with other web or business entities, your business starts to become a presence. Once a true web presence, you become one of the centers of attention or perhaps even THE center of attention for your industry. The new opportunities this creates mean more money.

The key is: from the beginning, look for the opportunities that expand your business. Plan on continuing through the life of your business to increase your luck base and attract opportunities. Some of these opportunities will turn into strategic alliances with others. These, over time, can become strategic trusts, each helping the other, reach their goals through mutual growth. As you grow, they grow and as they grow, you grow. In time every successful business, whether web world or real world, consist of these strategic alliances. You then become a presence or a force that people come to, so they can grow with you. This is what all business is about.



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