

Ignite Your Web Site Traffic With FREE Publicity!

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Menopause, Andropause And Other Hormone Imbalances
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By John Sacke

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Do you know what the most important factor of a profit-generating online business is? It's WEB SITE TRAFFIC, which is accomplished through marketing and promotion. Online sales depend on traffic.

A great way to generate traffic is to create publicity about your company. Submitting articles to off and online publications can create interest in you, your company, and your web site.

One piece of good publicity about your company can be 1000% more effective than the best ad you can come up with. Why? Because people believe the news. "If it's in the news, it must be true!"

Gaining publicity with articles is both time and cost effective, and it's something you can do immediately. You can't say that about advertising. Besides, ads lose their impact almost immediately. Articles can generate traffic to your web site for years. We ought to know. One of our articles that was published over a year and a half ago still brings web site traffic our way.

Forget about paying a public relations agency hundreds to thousands of dollars to maybe gain some exposure. Getting traffic to your web site is not about spending lots of money. It's about knowing how and where to submit articles in order to get results. Here are some helpful tips:

- Article must be newsworthy, not self-promoting
- Make sure it is in the proper format
- Submit to targeted publications for the most effective results
- Make follow-up phone calls to the editors which allow you to

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attract attention and expand on your information

After you submit articles and get published, you'll notice that being a published author has created a new level of credibility for you and your business. Credibility breeds trust and people buy from businesses they trust. Once you start to build a reputation as a credible resource for information, you might find publications contacting you instead of the other way around. What a breath of fresh air that is!

The opportunity is out there every day at no cost to you. All you have to do is write a relevant article and know where to submit it. What have you done today to generate traffic to your web site?

As it were, we've run out of space but you can learn all about the thousands of publications eagerly awaiting to publish your articles right now by ordering "Secrets to Making Money on the Internet". This new Internet marketing course has an entire chapter dedicated to effective strategies and techniques for generating thousands of hits to your web site quickly and easily, and make \$\$\$ on the Internet.

Web Site Promotion – Getting Publicity

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Publicity, if handled properly, can get your web site the kind of promotion that cannot be bought, or at least not afforded. As a marketer, that is always the goal of my publicity and PR efforts.

Here is a good example of web site promotion that the site itself could not afford but managed to accomplish through publicity. A new web site is burgeoning to make it easier on those of us who have to deal with the horrors of parking at any one of the nation's airports, www.AirportParkingReservations.com. This web site is designed to let people reserve a parking space at one of those little parking areas that always surround a major airport. Instead of renting advertising space in the country's newspapers their clever marketing and promotions people instead issued press releases to the newspapers and other media. Several newspapers ran a short story about the web site in their travel section, the Houston Chronicle being one of them.

Advertising in the Houston Chronicle is expensive, and worth it, if you can afford it. The Chronicle charges approximately \$162 per square inch per day for ads. Since the parking reservations web site story took up about 10 square inches they effectively received \$1620 of free advertising in The

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Chronicle. This was not the only paper that picked up their story either. If just 10 newspapers ran their story, we can estimate that they saved \$16,200.

These kinds of savings and press coverage are the reasons why Houston Web Developers encourages its clients to avidly seek publicity. An easy way to get started is writing. Write press releases and articles about you, your company, its products, and services. Write about their benefits and use. Write about how they differ from your competitors and emphasize their strengths. Then send the press release and articles out and watch the magic happen.

For specific help with your marketing and publicity campaign contact HoustonWebDevelopers.com.

Sinng Eeyune is a Solutions Designer and Copywriter for HoustonWebDevelopers.com. His award winning designs and insightful articles make him a true HoustonWebDevelopers.com treasure.



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