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New Website Marketing Made Easy

By Jason Martin

Often new website owners ask me how to get traffic to their new creation. Some have been known

to stare at their computer in an attempt to will visitors to the site. The truth is, the Internet is evolving every second of every day. And with that, it becomes more difficult to establish a viable presence—or does it? Follow these easy steps and carve your slice of the cyber pie.

Step One: Preparation

Before going out to proclaim the glory that is your website, first make sure it's in tiptop shape. Was your website carefully and professionally constructed? That includes content copy. It's vital that your copy (the text on your website) be written well, including a logical flow, clarity, good sentence structure, wise word choices and proper grammar/punctuation. Studies reveal the average Internet visitor is getting more sophisticated and expects features, such as proper language use (whether English or another language). Fail in this area and you'll lose business. It's that plain and simple.

Now that your copy is humming, how is your search engine optimization? Did you at least look into some basics? Search Engine Optimization is the act of making your website search engine friendly and more likely to appear under the keyword phrases appealing to your targeted audience. While it can be a complex process, the basics should include having your pages search engine friendly, containing some keywords to attract your target audience. Once these two components are satisfactory, you're ready for the next step.

Step Two: Links

Your website needs links. Today, even a simple link exchange can be complicated. Many website owners don't want to reciprocate links with a new website. So how can you advance if you can't get links? Thankfully, there are alternative solutions. When you're first starting out, don't spend too much time trying to find websites willing to link with you. Instead, work on establishing yourself first.

Today's Internet world revolves around content. Website owners across the globe are just waiting for free content from people like you. So the best way to gain links to your website in bunches is by

providing content to other websites—also known as "promotional articles." These articles offer other website owners something of value. The result? Your new website receives many one-way links from other websites easily.

Naturally, your article needs to be written well to succeed. Simply throwing words down on paper doesn't cut it. The better your article is written, the more it will appeal to website owners. In the end, you'll glean more worldwide coverage, which is what you want. Not a writer? No problem. You can visit PromotionalArticles.com and have promotional articles professionally crafted for you. Simply slap your name on them and away you go. And even if you've written your own article, I strongly suggest using their editorial service. As every good writer knows, all writing should be professionally reviewed and polished by a savvy editor before publication.

Step Three: Promotional Articles & Repetition

If possible, you want to release a few promotional articles, at the very least. Timing is important. For example, if all you have is three articles currently, space their release. Don't release them all at once. Promotional Articles can be fast acting. Yet, it really depends on the market the article is geared toward and how well it is written. I have seen my articles end up on other websites within hours of release.

Once released, the search engines will begin to pick up the fact your article is on other indexed websites. When this happens, your back links go up, which can continue for quite some time. Without a doubt, you'll discover the process for releasing promotional article to the world quite simple. At my website, JasonAMartin.com, there is an article all about how to do this.

Step Four: Further Linking

Once you have allowed a little time to pass after step three, your website will begin to take hold. When it does, it's time to seek solid links on other websites. Stick to websites that are either on the same topic or related. For example, if you owned a website that sold cheese, receiving a link from a website that sold motor oil wouldn't be beneficial. However, receiving a link from a website about cheese or wine would.

As time permits, search for smaller websites in your field, then see if they sell advertising on their front page for a small fee. For example, one night I found a website, which was set up decently in the search engines and was on the same topic as one of my websites. The site offered a homepage text link for \$2 per week. I not only received a nice link to help my search engine status, but a possibility for highly targeted traffic as well. The Internet is full of on-topic websites for you to locate for potential profitability.

That's a Wrap

By following this plan, you can significantly increase the staying power of your website. It really isn't that complicated when you do things properly. "Is there more?" you ask. Sure. For instance, you can purchase traffic from trusted PPC sources. This and other techniques are discussed in various articles, which are all available at JasonAMartin.com. Once you master the art of opening a website properly, you'll want to open up many more. Submit your articles to ContentTycoon.com.

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Jason A. Martin is pursuing a Journalism degree and has over a decade of successful Internet business experience. His informational articles can be found at

<http://JasonAMartin.com>

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How to Choose an Internet Marketing Company

By Lester Boey

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--- Internet Marketing Determines Web Success ---

Internet marketing is essential to the success of e-commerce sites. You can have a professional looking website but what good can it do if internet users are not able to find it when they need your products and services? That is where an internet marketing campaign comes into play.

Internet marketing is similar to designing websites– it does not require much experience to do a good job, just good knowledge and a keen eye for details. It is fundamentally important for a good internet marketer to constantly update himself weekly, if not monthly, of online markets.

---What an Internet Marketer can offer---

In short, an Internet Marketer oversees that your website is built properly for visibility and promoted with the best dollar spent on your internet marketing campaign. It is no good having a website and not appearing in internet searches. Your website has to magically appear before buyers when they need products and services. Internet Marketers deploy search engine optimisation techniques to make your website visible and targetted to internet users.

Internet marketing requires research and analysis effort for individual website, followed by optimisation of website. Hundreds of hours may be spent on each website, depending on the size of your targetted market. You are essentially paying for the amount of effort involved, effectiveness of your internet marketer and daily sales tracking of your website.

--- How to choose an Internet Marketer ---

Internet marketing requires constant updating of skills and knowledge. One crude way to test if your

internet marketer is a genuine or fake– Ask your internet marketer about recent events that happened in his field. If he cannot answer that, he must have a genuinely good reason to back himself as a good internet marketer! At times, it is easy to fall prey into the hands of bad internet marketing companies as happened in US and other parts of the world.

Lester Boey works in an Australian search engine marketing and design company (<http://www.definiteweb.com/>)



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