

Promote your website using Newsgroups

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**Promote your website using Newsgroups**

**By Nowshade Kabir**

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At present there are over 3.3 billion pages indexed by Google, and that definitely does not cover the entire Internet. With so many competitors around, you sure have to use every conceivable method available to promote your website.

Newsgroups can be very powerful tools in your web promotion endeavor if you use them actively.

What is a Newsgroup?

A newsgroup is a message board on the Internet where users come to discuss topics of mutual interest. Each newsgroup is dedicated to a particular subject of interest and consists of messages posted by participants. You can find several ongoing discussions surrounding various topics within a single newsgroup. These topics are called threads. As a user you can start a thread, post messages to a thread and make responds to other postings.

Before the Internet era, the way you know it now, back in eighties and early nineties people used to connect to electronic bulletin boards (bbs) through modems and post text messages for others to read and answer. Usenet Newsgroups was started as a collection of these bulletin boards. Along with the Internet, Newsgroups have also started to grow rapidly. Thanks to the Interface introduced by Deja News in 1995 use of Newsgroups became simple and convenient, which also gave enough impetus to this growth.

## Promote your website using Newsgroups

Today, Usenet discussion forums or Newsgroups indexed by Google comprise over 800 million messages, which is around a terabyte of information! It is calculated that over 10 million people have regular access to Newsgroups!

Each newsgroup is formed with a certain purpose. This is described in its charter at the time it is started. Normally every Newsgroup has its own single subject. However there could be many Newsgroups dedicated to one subject.

There are tens of thousands of newsgroups on every subject you can possibly imagine. The subjects in Newsgroups are

hierarchically structured. Some of them are moderated, means somebody controls the postings, most don't.

### How to use Newsgroups?

Since there are so many newsgroups, whatever your interest is you will most likely find a newsgroup which will suit you. Although, most email readers have built-in features to subscribe Newsgroups the most convenient way to read newsgroups today is to use "Google Search". Once you are on the search page of the Google, Click on the Groups from the menu. This will take you to Groups search page with a directory of Newsgroups under the headline 'Post and read comments in Usenet discussion forums'. The most common subdirectories for businesses are located in alt, biz and misc. For example: If you are in import and export business you might try alt.business. import-export, which has several groups within it.

Run a search using a keyword related to your online business that you would like to promote from the groups search page of Google. The result will appear chronologically, the most recent one being at the top. Check out the most relevant Newsgroups from the results. If your search produces a very big list of results, try the advanced search option. Try reducing the time frame of postings. By default Google searches within all messages posted from 1981.

For really worthwhile information I'll suggest to use moderated groups. Most Newsgroups which are not moderated easily fill up with spam and you really have to wade through them to find something interesting.

## Promote your website using Newsgroups

Did you notice that Google has a new paid service under the name "Google Answers"? For a fee Google nominated researchers will get answers to your hard to find questions. The service is located at <http://answers.google.com>. If you go through the questions that are already asked, you will be amazed to see that by searching newsgroups you will find answers to many of them without paying a dime. Newsgroups are indeed a gold mine of information!

### Benefits of using Newsgroups

As an online business you can rip varieties of benefits from effective use of Newsgroups.

Establish yourself as an expert of your chosen field  
People will prefer doing business with you if they know that

you are an expert in your field. Post important and relevant information in your chosen Newsgroup, answer to the questions posted. Very soon, people from the Newsgroup will start considering you as an expert and you will be amazed to see quantity of new visitors checking out your site.

### Conduct market survey

Newsgroups can be a great source of marketing information. By asking questions in relevant Newsgroups you can find a way of figuring out what people think about your product, your website, etc.

### Get new clients

There are Newsgroups, which are formed with the sole purpose of various announcements and promotions. Prudent use of these Newsgroups along with your relevant Newsgroups will definitely increase your site traffic and get new clients.

### Promote your site

In relevant groups you can post announcement about your site launch, press releases, product information, etc. Participation in the discussions in your subject matter with your signature file, which should include your website address, will help getting new visitors and increase the quantity of backward links to your website.

### Get answers to your questions

You can't be an expert in every thing! Often, you will need

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answers to various questions. Ask them in relevant Newsgroups along with your signature file. Not only you will have answers to your questions, along with this you will also promote your site.

### Make friends

Newsgroups can be a great place to find like-minded friends and partners.

### Posting do's and don'ts

You have to be very careful with what you post in a Newsgroup. Before making your first post, go through the FAQ and posting rules of the Newsgroup and read some of the postings. You want to position yourself as an expert not an idiot! Some Newsgroups users are pretty aggressive. If they feel that you are spamming their precious Newsgroup you will be flamed in no time.

Here are some basic rules:

- Don't post commercials, advertisements or press releases; unless the newsgroup specifically mentions that it endorses these things.
- While posting a respond, stick to the original topic.
- Quote only the portion of the message you are responding not the whole message.
- Don't cross post. This means, do not post same messages in several relevant Newsgroups.
- Never post unrelated messages to Newsgroups. This is considered as spamming!
- While posting a message be specific and concise in the subject line.
- Post your signature file with each and every message. This is important for your web promotion!
- Check your spelling and grammar before posting a message.

The idea is to make valuable contribution to the Newsgroups and by doing so at the same time promote your online business. Ask questions that you perceive useful to you and others. Post

responds to messages, which are informative, thought-provoking and of high quality. Soon you will build credibility among your fellow Newsgroup members and start receiving a flow of loyal customers.

Nowshade Kabir is the founder, primary developer and present CEO of Rusbiz.com. He has Ph. D. degree in Information Technology. Dr. Kabir has over 12 years of experience in International Trade and has worked as an advisor to several government projects. You can contact him at mailto: nowshade@rusbiz.com, <http://www.rusbiz.com>

## **"How to Market Your Free Articles with No Money"**

**By David McKenzie**

### **"How to Market Your Free Articles with No Money" by David McKenzie**

Feel free to use this article in your ezine and for posting at your website. Please include the resource box at the end of the article.

Thankyou

David McKenzie

"How to Market Your Free Articles with No Money"

by David McKenzie

What? You mean I have written these great, informative, valuable articles and now I have to market them! Surely if they are free, people will just come and read them.

Ah, the internet.

Thou shalt market, market and market some more on the internet.

It does not matter if you are selling a product or service or giving your information away for free. You still have to market your stuff.

Otherwise no one will find you to read your excellent content.

The following 2 free marketing techniques will help increase the readership of your articles.

## 1. Newsgroups.

With google groups, newsgroups are suddenly easier to use and easier to post to. Google groups are basically newsgroups in html form.

OK. Here is a quick action plan for getting your article read by people on newsgroups.

Go to <http://groups.google.com> and search for groups related to your topic. Either search using the search box or manually

scrolling through newsgroups. If you are familiar with newsgroups there may already be some groups you know you can post to.

Select about 12 groups related to your topic and monitor these groups for the next 2 weeks to get a feel for them.

Then after this time, if appropriate, post a message offering your free article.

Include a link back to your web site where your free article is located.

## 2. Signature Files

A signature file or 'sig file' is a message at the bottom of your email. For example one of my simple sig files is:

Regards  
David McKenzie  
<http://www.brisney.com>

It does 1 important thing. It tells people who receive an email from me who I am and how to find out more about me. By having a link back to my web site people are inclined to click that link.

You can also use your sig file to give away your free articles. For example:

Regards  
David McKenzie  
For a free article on writing articles on the internet go to  
<http://www.brisney.com/internet-writing.htm>

## Promote your website using Newsgroups

That way people can go to your web site and read your free article.

These are just 2 of the free marketing techniques available for marketing your free articles. Use them and you will increase the readership of your articles.



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**Menopause, Andropause And Other Hormone Imbalances**  
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