

# Promoting Your Website For Free

Day	Number Of Visitors	Pages	Hits	Bandwidth
01 Aug	848	2458	10496	145.18
02 Aug	946	2738	13686	165.80
03 Aug	964	2704	12914	151.12
04 Aug	920	2232	10344	100.70
05 Aug	874	2640	12368	143.16
06 Aug	936	2762	12172	136.86
07 Aug	866	2644	11752	161.12
08 Aug	1004	3062	14464	123.28
09 Aug	1040	2734	12878	174.22

Written By  
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**SCVI.NET**

The Vanguard Of The Video Revolution  
[www.scvi.net](http://www.scvi.net)

Professional Internet Media Streaming  
**Stream**  
*Solutions*

[www.streamsolutions.co.uk](http://www.streamsolutions.co.uk)

Scenic Radio is your source for watching unique free video content

[www.scenicradio.com](http://www.scenicradio.com)

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## Foreword

Website promotion is a continuous process of evaluating web traffic, website goals, and providing the ability to target traffic to websites.

This is a self paced guide designed for both the beginner and the seasoned webmaster.

I would like to thank Anji Williams ( [www.wyldroze.ca](http://www.wyldroze.ca) ) and Tina Coker for content and editorial review.

I would like to dedicate this guide to Donatella in Scotland and Laura in Slovenia, may you both achieve many great things.

David Childers  
August, 2007

Society of Motion Picture Television Engineers



[www.smpte.org](http://www.smpte.org)

Discovery is seeing what everybody else has seen, and thinking what nobody else has thought.

Albert Szent-Gyorgyi

## Promoting Your Website For Free

It is important to actively promote your website so visitor traffic can be established or increased. Without any promotional effort, the website visitor potential will be negligible.

You should consider a variety of concepts for website promotion.

Some suggested concepts include:

- Promotion techniques
- Planning the promotion
- Tracking website traffic
- Search engine placement
- Search engine optimization
- Articles
- Youtube / social video marketing
- Online communities
- Blogs (web logs)
- Mail lists
- Social bookmark sites
- Social networking sites
- Text and link exchanges
- Promotional Items
- Visitor feedback

### Promotion Techniques

There are two techniques to promoting a website.

The first one is to spend large amounts of money on Internet advertising such as banner placement, or pay per click promotion. It is important to realize that spending large amounts of money does not guarantee an increase in your visitor traffic potential.

The second technique is to utilize existing resources and your own time. A well thought out promotion plan, in conjunction with a nominal financial budget, can achieve far greater results.

### Planning The Promotion

An outline of a promotional plan should be drafted. This outline will allow you to compare all the individual elements. Any revisions to the promotion plan should be kept with the original for comparison and reference.

The key to achieving results with promoting a website is a commitment to following the promotion plan. Sustained results will not occur overnight. It is important to keep a record and track the results of implementing each element of the promotional plan. Adjustments to the plan can be made based on the results. This can allow you to achieve the desired goals.

### Tracking Website Traffic

Monitoring the website traffic is very important. This information can provide data on the results of implementing different elements of the promotional plan.

If the web host does not provide access to website statistics, you can find these services offered free on the Internet.

These are examples of services that provide free web traffic logging information : [www.statcounter.com](http://www.statcounter.com) or [www.google.com/analytics](http://www.google.com/analytics)

Here are some examples of useful website traffic information:

- Total daily visitors ( This is the total for unique and return website visitors. )
- Daily unique visitors ( This is the total for unique website visitors. )
- Daily Page views ( The is the total number of pages viewed. )
- Time spent on website ( Average duration for all website visitors. )
- Location of website visitors ( Where the website visitor is located. )
- Source of website traffic.
  - Referrals ( Links from other websites. )
  - Search engines ( Which search engines directed visitor traffic to the website. )
- Errors ( This information can indicate errors in HTML or links. )

\* "Hits" are not considered a valid statistic to gauge website traffic by.

### Search Engine Placement

It is important to submit the website to Internet search engines for listing. Once the submissions have been made, you need to verify that the website has been listed on the various search engines.

The 3 primary Internet search engines to submit to and check are :

[www.google.com](http://www.google.com), [www.yahoo.com](http://www.yahoo.com) and [www.msn.com](http://www.msn.com)

### Search Engine Optimization

Search Engine Optimization is the process of ensuring that a website is configured for easy search engine accessibility. Webmasters can adjust various internal and external website elements to increase their website ranking on search engines.

I have also put together a self-paced guide designed for both the beginner and the seasoned webmaster, entitled Search Engine Optimization. This FREE guide can help you adjust websites for maximum search engine exposure.

### Articles

Articles can be written on topics that are related to the content of your website. These articles can be submitted to various websites that allow people to post electronic articles on various topics for free. Some websites that accept articles allow authors to use a byline that includes a website link.

Here are two excellent services that allow you to post free articles :

[www.ezinearticles.com](http://www.ezinearticles.com) and [www.ezine-articles-planet.com](http://www.ezine-articles-planet.com)

### YouTube / Social Video Marketing

Audio and video can be very persuasive tools for website promotion. Multimedia can convey meaning that text and static graphics cannot.

Video clips can be hosted free using various social video hosting sites. Youtube is the most well known video clip host. Advertising pays for the hosting and content distributions costs.

You can find additional information on various social video hosting here : <http://www.lifegoggles.com/?p=250>.

Basic video equipment can be used to produce the video clip. Open source software can then be used to edit and encode the video and audio portions.

Proper lighting should be used to produce the video clip. Poor lighting and shadows can detract from the presentation. Quality microphones should be used to ensure that the audio can be properly recorded. Poor audio can also detract from the presentation.

Audio edit software : [audacity.sourceforge.net](http://audacity.sourceforge.net)

Video edit software : [www.zs4.net](http://www.zs4.net)

Audio / video transcoder software : [www.erightssoft.com/SUPER.html](http://www.erightssoft.com/SUPER.html)

A very important consideration is the quality of produced video. It is far more important to achieve quality rather than quantity of produced video.

The finished video clip should contain the following elements:

Who ( is promoting ) : address of website

What ( is being promoted ) : purpose of website

Why ( is it being promoted ) : why people need to visit

Video clips submitted to social video hosting sites, can be identified with meta tags. These meta tags are used to identify content for searches on the social video host site. Specific or broad meta tags can be used for identification of the multimedia clip.

### Online Communities

Online communities can provide a method to promote your website. You need to research online communities and find ones that match the subject material of the website. Some examples of online communities include : Forums, Bulletin Boards and IRC chat rooms.

The Acceptable Use Policy should be carefully reviewed prior to submitting comments to these online venues. It is important that you present yourself in a positive and professional manner through your interaction with the community.

Resourceful advertising techniques can be used while contributing to these online communities. Website logos or links to the website can be included with your contributions to these online communities as long as such activity is permitted.

Another form of online community interaction is Internet web rings. These are websites that link together because of common interests or activities. You can join an existing one or start a new one.

An example of a free web ring service is [www.ezwebring.com](http://www.ezwebring.com).

### Blogs (Web Logs)

A blog is a webpage or website where routine entries are written by individuals. Blogs can be used to keep the visitors of a website informed of changes or upcoming events. They can also be used as a tool to retain and expand website visitors .

Blogs can be used to keep visitors informed of events, that do not wish to join an e mail news letter list.

## Blog Feed Subscription Service

This service allows people to subscribe to particular blogs and to automatically be notified when the blogs are updated with new content.

Some examples of this service that are free include : [www.feedburner.com](http://www.feedburner.com) and [www.ifeedreaders.com](http://www.ifeedreaders.com).

## Mail Lists

Mail lists allow website visitors to receive website information or news through e mail.

## Social BookMark Sites

These are a websites that allow internet users to store, classify, share, and search individual websites that have been bookmarked by others. They are the equivalent of open web link directories that can be used to attract more visitors.

Examples include:

[del.icio.us](http://del.icio.us) and [www.furl.net](http://www.furl.net)

## Social Networking Sites

These websites allow businesses, organizations and people to electronically network and build associations through the use of the global Internet.

Examples include:

Socially related

[www.myspace.com](http://www.myspace.com) and [www.bebo.com](http://www.bebo.com)

Business related

[www.linkedin.com](http://www.linkedin.com) and [www.naymz.com](http://www.naymz.com)

## Text And Link Exchanges

Numerous websites allow people to exchange text and website links free of charge. This can provide unique and targeted web traffic.

Avoid the use of text and link exchange farms. These are websites that contain no relevant information, but allow people to place website links. Such websites provide negligible promotional value and can have your website penalized in search engine rankings.

You can also offer to exchange links with other websites that have similar content as your website.

Please see the Resource Links page for more information.

## Promotional Items

Various Items can be sold to help promote the website such as hats, cups, shirts or bumper stickers. There are several Internet businesses that can help you create and sell

such promotional items. Cafe Press is a well known example. This business handles the entire process from ordering to production and delivery of ordered items. Cafe Press offers a free basic sales package.

More information can be found here : [www.cafepress.com](http://www.cafepress.com)

### Visitor Feed Back

Website visitors can provide input that can be used to adjust the promotional plan. Outside sources can provide valuable suggestions and perspectives.

### Conclusion

Follow through with each element of the promotional plan and track the overall progress. Remember to keep a record of how the promotional plan is implemented as well as tracking the results.

A promotional plan should never be cast in stone. The plan needs to be flexible and have the ability to be changed based on visitor feedback and traffic patterns. Having the ability to quickly modify or update the promotional plan is very important.

It is very important to always consider what your website visitors have to say.

## Resource Links

### Text And Link Exchanges

Spottt is a free way to trade links with similiar sites.

[www.spottt.com](http://www.spottt.com)

FREE Text Link Ads helps businesses with their online marketing needs. Create and display Text Ads through our Advertising Exchange.

[www.freetextlinkads.com](http://www.freetextlinkads.com)

Adgridwork is a free advertising network and text link exchange.

[www.adgridwork.com](http://www.adgridwork.com)

Adleaf is a text advertisement that shows the advertisement placed by members in the Adleaf network.

[www.adleaf.com](http://www.adleaf.com)

### Pop Up / Pop Under advertising

ExitExchange® is an AD Agency that also maintains the largest Pop-Under network on the Internet.

[www.exitexchange.com](http://www.exitexchange.com)

Join and generate more visitor traffic for your website, absolutely free!

[www.fffex-media.com/services/traffic.php](http://www.fffex-media.com/services/traffic.php)

ExitExplosion.com is a turbocharged traffic exchange with a clever twist.

[www.exitexplosion.com](http://www.exitexplosion.com)

Your ad will instantly be displayed on thousands of websites and read by over 10 Million people per week.

[www.myviralads.com](http://www.myviralads.com)

### E Mail Lists

We provide the best in quality free safelist email advertising !

[www.globalsafelist.com](http://www.globalsafelist.com)

Free website advertising using e mail safe lists.

[www.themadvlad.com](http://www.themadvlad.com)

### Miscellaneous

We provide free manual and auto submission to the highest-rated, Free Internet Search Engines and Directories.

[www.freewebsubmission.com](http://www.freewebsubmission.com)

We offer FREE classified advertising solutions for anyone to use and use as often as needed.

[www.freeadvertisingexchange.com](http://www.freeadvertisingexchange.com)

Free website viral marketing.  
[www.ultimatetrafficsystem.com](http://www.ultimatetrafficsystem.com)