



Easy Online Promotions

When it comes to building an online business, being able to generate targeted, quality traffic is vital to your success.

Even if you are not currently promoting a product or service of your own, but are instead involved in affiliate marketing or CPA offers, you still need to be able to generate traffic in order to create profitable campaigns.

For many new marketers, the first step in building an online presence involves creating a newsletter that targets a specific niche market. Again, you will need to know how to promote your squeeze page in order to generate traffic, build your lists and monetize your email campaigns.

Thankfully, setting up effective promotional campaigns isn't difficult or expensive.

In fact, you can build a high-powered traffic funnel absolutely free if you're willing to dedicate the time and effort into taking a grassroots approach to online marketing.

Let's take a look at the most effective promotional methods for generating fresh traffic to your websites!

Promotion Strategy #1: Search Engine Optimization

When it comes to driving in organic traffic, and positioning yourself within the major search engines, it all begins with what is referred to as “on site SEO”.

SEO, stands for “Search Engine Optimization” and it involves optimizing your webpages so that they quickly rank for specific keywords, relating to your market.

SEO doesn’t have to be a time consuming or difficult process, in fact, you can quickly optimize your entire website in less than 30 minutes just by making a few quick adjustments or modifications to your existing pages.

This includes:

Anchor Text

Title & Header Tags

Keyword Proximity

Site Map Inclusion

Title & Header Tags:

A title tag should include a description of what your website is about, rather than just including your website's URL, you should always incorporate your primary keyword phrase into the title tags of each webpage you own.

Example: Instead of just calling your index page "Your Domain Name", include your primary keyword.

The title tag can be found in the head area of your HTML document. It is placed between title tags and appears within the search engine results for your listing.

Header Tags also play an important part in search engine optimization, because by using head tags within your website's content, you are able to highlight important text on your website, ensuring that search engine spiders pay special attention to the text contained within these head tags.

Create A Sitemap:

You can create a sitemap very easily by using free services such as:

<http://www.XML-Sitemaps.com>

Start by entering in your main website's URL, selecting the change frequency to update daily. Then, save your XML file and upload to your website's root (http_docs or public_html)

You will want to update your sitemap each time you add new pages to your website, so that it is kept up to date and so search engine spiders are instructed to re-visit your website to index the new pages as they are published.

Finally, create a free Google Webmaster account at:

<http://www.google.com/webmasters/sitemaps/siteoverview> and add your sitemap's URL so that you are able to instantly update it, at any time as well as monitor traffic stats for your entire website.

Keyword Proximity:

When it comes to developing your content so that you are optimizing your website for the search engines, you should pay attention to keyword proximity, prominence as well as the order of the content itself.

The prominence of your keyword is based on the first instance of where it

appears within your content. A keyword phrase that is used at the end of your content will be considered less relevant than a keyword phrase that appears in the first portion of your content or article.

Anchor Text

Anchor text is also exceptionally important in search engine optimization. With anchor text, you are describing a link, whether it is internal (one page linking to another) or external (where you link to an outside website).

Example: A regular link would look like this: www.your-website-url.com but an anchor text based link would look like this: [Your Keyword Phrase](#)

Anchor text is important because it allows you to rank for specific keywords, rather than just for your main website's URL.

Promotion Strategy #2: Building Backlinks

There's a lot of buzz around building quality backlinks in order to boost search engine ranking, and generate organic, targeted traffic to your site.

There's a good reason for this; backlinks count as "votes" for your website and the more you have of them, the greater your exposure will be within the major search engines including www.Google.com and www.Yahoo.com

Backlinks identify the value of your website, and the source as well as quantity of backlinks signify to the search engines, just how relevant your website is.

This means that it's important to focus your back-link building efforts, on both obtaining a high number of backlinks as well as quality backlinks that link to your site from established, relevant websites and blogs.

There are a number of different ways to build an effective backlink campaign including generating backlinks from authority blogs, communities & forums!

When it comes to generating back-links from authority blogs you simply spend time posting comments within open threads, using anchor text (when possible) to link back to your website using relevant keywords.

While not all blogs provide "do follow" links, (meaning that the link will count within the search engines), it's relatively easy to locate blogs that offer link juice.

One of the easiest ways of finding relevant 'do follow' blogs is by downloading the free Firefox plugin, available at:

<https://addons.mozilla.org/en-US/firefox/collection/seo-tools>

Building back-links can be time consuming however, it's an essential component in boosting your search engine ranking while being able to generate targeted, high quality traffic to your website!

You want to make sure that you post quality comments, so that the blog administrator retains your backlinks. You also want to represent yourself as a credible source for quality information within your niche market.

When creating your back-link, make sure that you use anchor text to describe the website where you are directing people to.

To do this, you need to include a bit of HTML code to create your back-link with anchor text:

`your keywords here`

You want to make sure that you include relevant keywords within your actual anchor text so that you can rank for specific keywords.

Promotion Strategy #3: Article Marketing

The greater the number of articles in circulation, the more exposure you will receive, however you always want to focus on producing high quality content, rather than just on the quantity that is being distributed between these networks.

Since articles are available for re-print, where webmasters can use your content on their websites and communities, (as long as the Author's resource box is left intact), you will also be able to build additional back links from the websites that feature your content throughout their network.

Here are the top article directories that you should focus on submitting content to:

<http://www.EzineArticles.com>

<http://www.GoArticles.com>

<http://www.ArticlesFactory.com>

<http://www.WebProNews.com>

<http://www.ArticleDashboard.com>

<http://www.ArticlesBase.com>

<http://www.ArticleRich.com>

<http://www.Articles-Hub.com>

<http://www.SubmitYourNewArticle.com>

<http://www.Articlesnatch.com>

The most important thing to remember is that you need to create a compelling Author's Resource box as this is the area where you are able to include a link to your website and direct readers to explore your own personal site.

Since the space allocated is quite limited, you need to focus on using a strong call to action that prompts the reader to click your link and visit your website.

The best way to go about creating your Author's Resource box is to think of it as a short commercial, where you are given a very limited time to explain the benefits and highlight the most important features of your product or service.

In addition, if you offer a freebie or giveaway within your Resource Box, rather than a direct pitch (such as directing your reader to download a free report or ebook by visiting your squeeze page), you will instantly maximize your articles performance in terms of driving targeted traffic to your websites, as well as in building relevant mailing lists of potential buyers.

Promotion Strategy #4: Social Networking

You can generate a lot of traffic to your website, with establishing a reputation within your niche through social networking communities. While this traffic strategy does take a bit of time, you will find it incredibly easy to set up and manage your accounts and campaigns.

There are literally hundreds of different social networking websites available online, with the most popular communities being:

Facebook | Sign Up: <http://www.Facebook.com>

With Facebook, you can interact with those in your market by adding them as a contact, but you can also generate exposure a number of other ways from within the Facebook community:

Facebook also offers an internal advertising channel, where you can set up PPC or CPC campaigns. Facebook offers extensive customization options including the ability to define your advertising schedule, as well as target specific segments of your market based on gender, age and even location.

You can create your advertisement by visiting
<http://www.Facebook.com/advertising>

You can also begin generating exposure by creating a “Facebook Fan Page” that allows potential customers and subscribers to join your fan page, and receive instant updates and alerts each time you publish new material to your page.

Twitter | Sign Up: <http://www.Twitter.com>

Twitter is the leading social network and information portal online. You can quickly establish an online presence, generate targeted traffic and even build a mailing list by submitting regular broadcasts, growing a following and using free tools including <http://www.SocialOomph.com> to schedule automated broadcasts that are sent out to everyone who chooses to follow you.

Other Social Networks Include:

<http://www.Digg.com>

<http://www.MySpace.com>

<http://www.Linkedin.com>

<http://www.Xanga.com>

<http://www.Friendster.com>

<http://www.Zorpia.com>

<http://www.Tagged.com>

<http://www.Fubar.com>

Promotion Strategy #5: PPC Marketing

One of the easiest ways to create an automated traffic system is by harnessing the power of pay per click marketplaces, like Google's Adwords.

In case, you are unfamiliar with what PPC entails, here is a brief summary of how it works:

Visit <http://www.Google.com> and enter in any keyword phrase you wish, such as 'Acne Solutions'.

The screenshot displays Google search results for the keyword 'Acne Solutions'. On the left, organic search results are visible, including links to 'Acne Solutions Canada.Proactiv.com', 'Top 3 Acne Solutions? www.Acne-Reviews.org/AcneSolutions', 'Acne Solutions www.clarisea.com', 'Solutions For Acne - Find a solution that's right for you!', 'Acne Solutions - product reviews, acne information, treatment methods', and 'Adult Acne Solutions - Home'. On the right, a yellow box labeled 'Sponsored Links' contains several advertisements. Two red arrows point from the text 'These are Pay Per Click Advertisements.' to the sponsored links. The sponsored links include 'Top 5 Acne Treatments', 'Got Pimples?', 'Acne Complex® Kit', and 'Acne Causes & Cures'.

Acne Solutions
Canada.Proactiv.com Heal & prevent **acne** blemishes with Proactiv. Over 10 million users.

Top 3 Acne Solutions?
www.Acne-Reviews.org/AcneSolutions Check Out The Reviews Get Clear Skin Today!

Acne Solutions
www.clarisea.com An **Acne Solution** that Really Works Clear up Skin Fast & Keep it Clear

Solutions For Acne - Find a solution that's right for you! ⓘ
Looking to finally rid your body of your unsightly **acne**. Visit **Solutions for Acne** and learn how you can get radiant clear skin in just weeks!
www.solutionsforacne.net/ - 17k - [Cached](#) - [Similar pages](#) - ⓘ

Acne Solutions - product reviews, acne information, treatment methods ⓘ
Get unbiased opinions and treatment reviews of the worlds most popular **acne** treatments.
www.acnesolutions.org/ - 17k - [Cached](#) - [Similar pages](#) - ⓘ

Adult Acne Solutions - Home ⓘ
Adult **Acne** Articles Offering **Acne** Treatment Tips. **Acne** Adults will discover how to apply makeup on **acne** prone skin, info on **acne** products for adult skin, ...

Sponsored Links

Top 5 Acne Treatments
Best **Acne** Treatments Revealed
Get Clear Skin in 7 Days!
www.AcneTreatmentsReview.net

Got Pimples?
Find What Will Clear Your Skin!
2009's Top **Acne** Products Exposed
www.researchacnetreatments.com

Acne Complex® Kit
Acne Management System
As seen on TV - Results Guaranteed!
Murad.ca

Acne Causes & Cures
Find Info on **Acne**.
Causes, Symptoms & Cures.
SamsShoppingSite.info

These are Pay Per Click Advertisements.

The advertisements that appear under the 'Sponsored Listings' on the results page are PPC advertisements, as shown above.

Advertisers can create as many advertising blocks (and campaigns) as they wish and by bidding on keywords, their advertisements will appear within different positions.

When it comes to developing the highest converting PPC campaigns, your keyword research is an important part in ensuring that you are effectively targeting the right keywords based on your niche market.

These keywords should be highly relevant and speak directly to your potential customer.

Google uses a proprietary system called the Quality Score.

The QS examines a number of different factors in order to figure out whether the page you are sending traffic to matches the keywords you are bidding for.

In addition, your quality score is determined based on your overall campaigns performance, so the higher your CTR (click through rate), the lower your cost per click will be.

This means that you need to ensure that you are using highly relevant, targeted keywords within your PPC advertisements.

Quality Score Factors Include:

- ✓ CTR for the keyword and the ad
- ✓ Overall CTR of your entire account
- ✓ The CTR of your display URL
- ✓ The quality of the landing page
- ✓ Relevance of the keywords to the landing page
- ✓ Relevance of the keywords to the ad

You want to make sure your landing page matches the keywords you choose very closely.

When creating your advertisement within your PPC administration panel, you will

need to assign specific keywords to each ad block. Start off with 5-10 keywords and gradually add in additional keywords as you begin to see progress with your PPC marketing.

This way, you won't become overwhelmed with trying to monitor and manage exceptionally lengthy keyword phrases and will be able to determine which ones are best performing, and which ones you should remove.

Remember, keep your keywords grouped tightly, use multiple landing pages when necessary, and test and track ads continually, always working to improve your CTR and conversions.

Create your PPC Account at <http://www.Google.com/ads>

Promotion Strategy #6: Social Bookmarking

Here are the top 10 social bookmarking websites for generating fresh back links and quality traffic to your site.

All of these websites contain DO follow, ensuring links leading to your website will count within the search engines as a valid back link:

- 1 - <http://slashdot.org> (PR9)
- 2 - <http://digg.com> (PR8)
- 3 - <http://technorati.com> (PR8)
- 4- <http://www.furl.net> (PR7)
- 5 - <http://www.backflip.com> (PR7)
- 6 - <http://www.hugg.com> (PR7)
- 7 - <http://www.mixx.com> (PR7)
- 8 - <http://ma.gnolia.com> (PR7)
- 9 - <http://www.connotea.org> (PR7)
- 10 - <http://mystuff.ask.com> (PR7)

Promotion Strategy #7: Directory Submission

With online directories, you can add your website into specific categories and instantly establish back links to your website, just be careful not to over-do it!

You want to develop a natural back link campaign!

Do NOT create thousands of backlinks using automated software or services, otherwise you run the risk of being penalized by the search engines.

A few directories to consider are:

<http://www.DMOZ.org>

<http://www.Lii.org>

<http://www.Info-Listings.com>

<http://www.Buzzle.com>

<http://www.MasterMOZ.com>

<http://www.maxpromo.com>

Promotion Strategy #8: Authority Blogging

One of the best tactics to use in order to build back links and generate fresh traffic to your site is by becoming an active blogger, both by creating your own blogs and commenting on authority, established blogs within your niche market.

To determine whether a specific blog will count as a link back, you can download the free Firefox plugin at: [http://www.quirk.biz/searchstatus /](http://www.quirk.biz/searchstatus/)

It's also important to use anchor text within your blog comments, especially if you want to rank for various keyword phrases.