

# How To Market Your Website

**Date:** February 5, 2010 9:15 AM

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**Tags:** [search engine marketing](#), [search engine optimization](#), [search engines](#), [traffic](#), [web marketing](#)

**Permalink:** <http://bit.ly/dvoKxf>

There are many good ways to market your website. We made a list of some of the best. While some of these methods require an investment, most of them do not. Check out our list below:

## 1. Article Marketing.

Sign up for an account with Ezine Articles or some other article database, write articles, and include a tagline about your website in the about the author section.

## 2. Blog Regularly.

Be sure to notify (or ping) aggregators and search engines when you post new content.

## 3. Comment On Popular Blogs.

Most blogs allow you to enter a URL when you comment. Take advantage of this by writing a useful content and posting your domain.

## 4. Social Networking Sites.

There are a wide variety of social networking websites such as Facebook, LinkedIn, and MySpace. If you have an account, be sure to include your URL in your portfolio, along with a brief blurb, if applicable. You can also opt to create an account or page to advertise your business. When doing so, do make sure that you are abiding by the terms of use.

## 5. Social Bookmarking Sites.

This is probably one of the easiest ways to generate traffic. Simply create an account with Digg or

StumbleUpon and begin submitting your own articles.

## **6. Email At Your Domain.**

To get your domain name out there, create an email account at your domain. And if you still want to use gmail (or other free email services), consider forwarding your email.

## **7. Forum Posting.**

Include a signature for each of your forum posts containing your domain name along with a tagline.

## **8. Optimize For Search Engines.**

Organic search will bring you highly targeted traffic. If you do not have the skills to optimize your website, consider hiring an SEO expert; it will be worth the effort.

## **9. Submit Your Site To Directories.**

There are numerous free (and paid) directories to which you can submit your website for inclusion.

## **10. Pay-Per-Click.**

Unfortunately, this method is not free, however it does generate a lot of traffic quickly. Google's AdWords will give you the most traffic, but you can also consider similar programs at other large search engines such as Yahoo or Ask.

## **11. Submit Sitemaps.**

To ensure that search engines know about all of your website's pages, create a sitemap inXML format and submit it to all of the large search engines. Some popular search engines that accept sitemaps include Google, Yahoo, MSN Live, and Ask.

## **12. Press Release.**

Similar to article marketing, creating and distributing a press release can result in a wide variety of inbound links. When drafting your press release, be sure to create an informative article about your business, what it offers, and why people should visit your website or use your services.

### **13. Content is the KING**

(we saved the best for last, to make sure you keep reading)

Web content is the most important marketing tool available to you. It has to be relevant to your industry, regularly updated and organized for easy finding and reading. Good content = good SEO.

We know these tips will help. You can also learn how Vesta Digital's IntelBuilder can help your website grow. It is easy, affordable and it is guaranteed to bring you dramatic results. We invite you to browse through our website to get answers to your questions. For additional information, please feel free to call, email or fill out a [Demo request form](#). Good luck!

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