

HOME BUSINESS WORLD

For the Best Home Based Business Opportunities and Resources

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[-HOME](#)

[-MARKETING](#)

[TIPS](#)

[-BUSINESS
OPPORTUNITIES](#)

[-GET PAID TO..](#)

[-TECH TIPS](#)

[-RESOURCE
LINKS](#)

[-FEEDBACK](#)

Marketing Your Website

This is all the stuff I wish I had known when I started building my home business. Make sure you keep up-to-date by subscribing to my newsletter on my HOME page. Let me do the research for YOU!

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|---------------------|-------------------|-----------------------|--------------------|
| 1. Your attitude | 2. Your signature | 3. Leaflets | 4. Email Addresses |
| 5. Data Capture | 6. Ezines | 7. Doorway Pages | 8. Tracking |
| 9. Search Engines | 10. HTML | 11. Pay-Per-Click | 12. Linking |
| 13. Domain Names | 14. Web Hosting | 15. Traffic Exchanges | 16. Banner Ads |
| 17. Purchased Leads | 18. Ebay | 19. Pop Ups | 20. Safelists |
| 21. FFAs | 22. Forums | 23. Great Sites | |

1. Your attitude

"If you have a website, they will come"? Wrong. It is up to you to bring the visitors. Do nothing, and nobody will come. You must attack the task of getting traffic, and believe that you will succeed. Otherwise, give up and stop wasting webspace.

2. Your signature

Include your website as part of your email signature. Every bit helps. If your website name is boring/uninspiring/common, go grab a new domain name (See Domain Names section).

3. Leaflets

Where legal, use leaflets. Letterbox drops, shopping centre noticeboards, car windscreens. Obey 'No junk mail' signs. Be creative. Include your website address rather than your phone number, to ward off lazy crank calls and ensure a minimum of web access.

4. Email Addresses

If you are going to advertise online, you must have more than one email address. Otherwise your main email address will get filled up with heaps of junk you don't want.

I have one free hotmail address for each purpose: Personal, Subscribing to Ezines, Submitting to FFAs/Safelists, One for each business. I then forward them all to Incredimail so I can read them all without signing in and out all the time.

[Incredimail](#) - a free, fancy mail manager

[EmailAddresses](#) - lists free email addresses

Having different email handlers is good, as you can open them all at the same time. My favourites are Yahoo, Hotmail and Mail.com, moomia.com and zwallet.com.

5. Data Capture

Your goal as a serious marketer, is to build your own email list that you can market to - with their permission, of course. These great free programs offer email capture, lead processing and autoresponder message control.

[Bravenet](#)

[GetResponse](#)

[FreeAutobot](#)

Capturing people's email address is the most important thing you can do. Serious marketers know that even the best websites only get about a 0.5% signup rate from their visitors. But following them up via email can increase that rate to a good 5%. So capture their address, by offering them something free, and then follow them up with one of the autoresponders mentioned above, to remind them how good you are, and how much you are willing to help them.

6. Ezines

E-zines are electronic newsletters sent by e-mail to a list of people who have chosen to subscribe to them. They are probably the most popular method of advertising right now. Some ezines are little more than a paragraph in length.

Get people to subscribe to your own ezine by offering them something for free. This is a great way of building a mailing list. Let them opt-out at any time, and never handout your list.

Advertise in other people's ezines. The bigger the circulation, the better your results (although usually dearer).

This site will list your ezine free of charge:

[Ezine-Universe](#)

Here are sites to get free content for your ezine:

[E-Zinez](#)

[Success Doctor](#)

[Idea Marketers](#)

Join a webring, to get traffic from other ezines.

[EzineWebring](#)

Here are some free ezine directories:

[NewsLetterAccess](#)

[Ezine-Universe](#)

Here are ezine sites that trade links:

[Bizpromo](#)

[E-Zinez](#)

[Cash Connections](#)

[PromoteFree](#)

Check out reviews of other ezines:

[Best Ezines](#)

Announce your ezine at New-list:

[New List](#)

This is just a great site:

[Ezine-Tips](#)

Top Ezines requiring payment to advertise:

[Cash From Home](#)

[Work At Home News](#)

[Build Your Home Biz](#)

[KillerAd](#) (also has a free ad section)

[Bizweb2000](#)

7. Doorway Pages

A doorway page is a separate website that leads people to your main website. You may want to create a doorway page for each of your main

websites. This will:

- 1) Increase your link popularity for search engines
- 2) Let you have different exciting ways of catching people's attention. Eg one could focus on marketing aspects, another could focus on financial or subject aspects of your main site. Make them keyword rich for your selected market.
- 3) Get around the problem of some search engines not listing multiple sites with the same domain name, or with question marks in them.

Your doorway page will need its own address and host. See Domain Names and Web Hosting sections.

8. Tracking

Before you start serious online advertising, prepare to track which doorway your hits came from, and how many you have.

[SiteMeter](#) - Free visitor stats

[AXS Tracking](#) - Free tracking statistics CGI source

9. Search engines

There are two main types of search engines: spider engines and listing engines. Spider engines (eg Google, Altavista) automatically search through the web from link to link, using algorithms to evaluate sites and their rankings. Listing engines (eg Yahoo) are evaluated individually by human editors.

For a great introduction to search engines, go to:

[SearchEngineWatch](#)

Yahoo is the most well-known search engine. Yahoo organises sites by category. To get into the main Yahoo search listings, first study the categories to determine where your site will fit best. To add your site, select Suggest A Site. Standard submission is free, but it may take several weeks to get your site reviewed and added. You can pay extra to get your site reviewed quickly. Then carefully add your site description, title and keywords. Getting your site onto Yahoo will help you to be found in Google as well. You can also advertise in the Yahoo classified section for free, although the volume of sites submitted means your site won't be on top for very long.

LookSmart is an important directory because it provides input to other engines. To get added for free, you need to go through [Zeal](#) to be assessed. You can also pay. Mind you, Zeal don't like overtly commercial sites with obvious affinity programs. They rejected my site.

Also try to get added to [DMOZ](#), the Open Directory, again being assessed by

real live volunteer people. DMOZ also contributes to other engines. Don't miss this one.

Google is probably the most important engine of all. The best way to get onto Google, is by having lots of links to your site. And by being added to the smaller engines. You can also select Add URL from the Google page. Read up more on this at searchenginewatch.com.

These sites have tools to submit to heaps of search engines FREE!

[JimTools](#)

[AddMe](#)

[WorldwidePromoter](#)

This site has enough free information for you to select your keywords, optimise your code, and submit to the MAJOR engines individually for free. They also sell their services.

[1stSearchRanking](#) - an excellent resource

10. HTML

If you want to build your own website, as a learning resource, you can't go past the tutorials at:

[HTMLGoodies](#)

Designing your webpage for use by search engines is an artform. KEYWORDS, KEYWORDS, KEYWORDS. They are the most important thing to a search engine. Carefully select your top 20 keywords, analysing popularity versus competition. Again, see [1stsearchranking](#) for tips there. Then make sure you mention your keywords in your page.

Title: Up to 200 characters. Make it captivating - it will probably appear next to your site in the search engine listing, and will affect whether people choose to visit your site. Use your keywords in it.

Keywords: Up to about 20 words and phrases. EG "work at home, earn, income, earn, money". People are getting more savvy about search engines and use phrases more frequently now. Too much repetition may be considered spamming by search engines. Prepare your keywords carefully first. Don't just pick the most popular keywords eg home business, as the competition will be incredibly stiff. Analyse them.

Description: Again, try to make it interesting - it may appear in the search engine listing. Use your keywords.

Headings: Use your keywords in your headings.

Text: Aim for your keywords to be about 4-8% of your text content. Use them in the first paragraph of your page.

Alt: Use your keywords in your image-alt-text

Comments: Use your keywords in your comments

Page name: Use your keywords in your page name eg work-from-home-links.htm

Links: Use your keywords in your link description

11. Pay-per-Click (PPC)

PPCs are what most successful internet marketers recommend to begin generating traffic to your site. It involves placing a bid for keywords used in search engines.

These are the biggest PPC engines:

[Overture](#)

[FindWhat](#)

[7search](#)

[Kanoodle](#)

Normally you would bid on as many keywords as you could, using a lower bid for unusual keywords, and a higher bid for popular keywords. This is because nobody else is using the unusual keywords, so a low bid would win top spot.

However Google's PPC - Adwords doesn't like you having lots of useless keywords - if you don't get the business, they will suspend you until you fix it. So only choose good ones on Google. They do have a free suggestion tool in the Adwords site.

Look here for reviews and ratings and listings of PPC engines. The NEW section often lists engines that let you join for free, with a starting bonus. Great to practise on.

[PayPerClickSearchEngines](#)

12. Linking

The best way to increase your ranking with Google, is by having other highly-rated sites linking to your site. Try to keep to related subject sites, and avoid the "link" farms. Some engines will ignore pages that only contain links. Or have too many links.

Find who is linking to your site by using one of these free sites:

[TrafficRanking](#)

[Link Popularity](#)

[Jim Tools](#)

Find sites to exchange links with you:

[Links To You](#)

[EProfitNews](#)

[LinkPartners](#)

13. Domain Names

A meaningful domain name is the best asset you can have. The name you promote on search engines often affects whether somebody chooses your site. In addition, many search engines will not include sites with question marks (as used by most affinity programs), or multiple sites per domain name.

In return for showing a popup about the country Tokelau, you can get a free domain at:

[Dot.TK](#)

You can also purchase and register your own domain cheaply at these sites (in order of price):

[GoDaddy](#)

[SimpleURL](#)

[Dotster](#)

14. Free Hosting

Free hosts I enjoy are:

[Geocities](#)

[MySiteInc](#)

[FreeWebs](#)

Some others have recommended:

[Portland](#)

[DotEasy](#)

Sites listing free hosts include:

[OHosts](#)

[FreeWebSpace](#)

[100Best Free Web Space](#)

15. Traffic Exchanges

Basically this involves clicking on other people's pages, so that they will see yours when they click. This is actually a good market, as it is comprised of people who are willing to put in an effort to market.

MPAM is the granddaddy of traffic marketing on the web. They harness the power of many small free programs, into one huge unbeatable force. You can even earn money now, as you progress through the MPAM steps.
[MPAM](#)Compulsory!

Moneylegs is the next best traffic system, with several popular traffic programs of their own. Join for free to see the top 50 list, and to join their programs.
[MoneyLegs](#)

A great site that gives you analysis and comparison of traffic programs is:
[LivingWizards](#)

Crazybrowser is a free browser that lets you surf several traffic programs at once. It has been optimised to speed up handling of multiple screens. Actually, if you use traffic exchanges, you'd have to be crazy not to use Crazybrowser. It includes a free pop-up killer. I generally have 12 sites open at the same time for surfing.
[Crazybrowser](#)

If you have money and are tired of clicking, you can buy hits at most of the programs.

And while you are clicking, you would be crazy not to use one of the paying free pop-up programs. You still even get paid by people using Crazybrowser's pop-up killer.
[ExitcashFlow](#)

Autosurf programs had a brief spurt of popularity. But given that people usually start them up, and go off somewhere else, nobody sees your ads. So why bother?

16. Banner Ads

Banner Exchange programs allow your banner to appear on other people's websites in exchange for you allowing their banner to appear on yours. They provide code for you to put on your web page to allow display of these banners. Generally not as responsive as traffic exchanges

Again, you can buy hits if you have money.

[BannersGoMLM](#)

17. Purchased Leads

These companies have a reputation for good quality leads:

ProSTEP

Cutting Edge Media

Lead Factory

Profit Leads

18. Ebay

You can only sell your own products on eBay, so write your own ebook on Internet Marketing Success Secrets, sell it for a couple of dollars to pay for your listing, while including a link to your website.

Or else sell it for one cent, and offer a preview version that lists your website, so everyone can see it.

Or give the rights away for free, and let others sell it, as long as you have your affiliate links in it.

Convert your ezine to PDF format for free:

[Adobe CreatePDF](#)

[SanFace](#)

To reduce the download time of your E-book, compress it to a .zip file

[WinZip](#)

19. Pop-Ups- and- Unders

Small pop-ups that offer a freebie/subscription, and pop-unders that appear after you leave the site, are tolerated the most. Steve Shaw, King of the pop-ups, has produced a PopUp Master Course, which you can download here for FREE:

[PopUpMasters](#)

20. Safelists

Safe lists are email lists that people have opted-in to, so they can advertise without it being considered spam.

You must create create a separate email address for use here, otherwise your main one will be overloaded. If you subscribe to lots of lists, your emails can be in the thousands per day. You can probably squeeze 5-10 safelists per email account.

Most people use email filters to isolate validation/confirmation emails and send the rest to trash.

You will get the best value from safelists that reward you with points for clicking on a certain number a day, as people have to actually read some ads, to be able to send out their own.

My recommended free safelists are:
[Adtactics](#) - the best - points-based
and all the others inside the MPAM suite.

Recommended paid safelists are:

[KillerSafeList](#)
Safelistboys

21. FFAs

FFA means Free For All. Basically, everyone can post an ad to these pages. When you post an ad to an FFA page it is inserted at the top of page. But the next person's ad will push yours down one spot. Eventually yours will fall off the list. So you need to resubmit your ad frequently.

Most people never read the FFA pages, and automatically submit their ads, and create a spare email address for the automatic responses. So the only people who benefit from FFA pages are the owners, as they now have your email address (although only for one 'acceptance' email. FFAs are generally seen as the poorest form of advertising.

However if you HOST an FFA yourself, you then get to send out a confirmation email to all the posters. And you can place your ad in the confirmation email!

The biggest FFAs are:
[MegaResponse](#)
[FFANet](#)

22. Forums

Forums are excellent places to learn from, and also to leave your signature, assuming you have an answer to one of the questions.

[Bizweb2000 Forum](#)

[Associate Programs Forum](#)

[GetPaidForum](#) - Get paid to read etc

[MLLMForums](#)

23. Great marketing sites

These are just great all-round marketing sites.

[BizPromo](#)

[BizWeb2000](#)

[Snzeport](#)

24. Other Free Stuff

[Evrsoft](#) - Free HTML website builder

The Hunger Site