

online marketing white paper



Marketing Your
Website Online

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White Paper

Marketing Your Web Site Online

The most important aspect of promoting your products online is to get visitors into your site. Many people build an online presence by designing a website hoping that the website alone will promote sales. However, both website marketing and online promotion are required to drive quality traffic to your website.

Basic marketing online should include:

1) Develop strong content.

2) Use high rankings in the search engines to promote your website.

Just having your website listed in the search engines isn't enough. Your website should be found in the top 1-30 positions (typically the first 3 pages) per key word applicable to your website. For more information about marketing your website in the search engines, request a copy of our free eBook, "Moving Up the Ranks" at http://capturehits.com/contact_us.htm

3) Improve your website link popularity.

If your website already is listed in the search engines, is properly optimized and yet still isn't consistently listed in the search engines, consider improving your link popularity. Link popularity is the number of links which point into your website from other sites online. Ideally, these external links (or links from other websites) should be of a similar theme/subject/industry to your website. Keep in mind that link popularity is more about the quality of links than the quantity of links. For more information about link popularity enhancement, download a free copy of "Link Popularity Campaigning" at http://capturehits.com/white_paper/link_popularity.pdf.

4) Gain exposure about your website through effective publicity and public relations.

Publicity begins with a well-written press release. A press release should resemble the following:

Media Contact: Your Name
Name of Company
Telephone Number (A toll-free number is preferred)
Email address

FOR IMMEDIATE RELEASE

HEADLINE

CITY, STATE, Month 00, 2003—Body begins here.

1. Limit press release to no more than 2 pages, double spaced.
2. Make sure to double space the press release content.
3. Tie first paragraph to a current statistic, event or trend. (e.g. "A recent study by XYZ indicates that high blood pressure is, again, on the rise." Then, announce the development of a new medication that has shown promising results in the reduction of blood pressure and has shown to reduce the chance of a heart attack.)
4. If using quotes, make sure they contain information and aren't just a way to blatantly self-promote or boost an ego.
5. Include bullet points when possible. (Readers like this.)
6. The last paragraph is a "boilerplate" summary of the organization and can be used over and over again.
7. End the press release with "###" to indicate that the press release is completed.

###

After you've written your press release, submit it to the press release announcement services. (A list of press release announcement services are listed in the Resources section of this document.)

- 5) **Develop a newsletter to keep your business name and products/services in front of your customers as well as keep them coming back to your site.**
- 6) **Create great ads and test them for effectiveness.**
- 7) **Place ads in other online newsletters or e-zines which reach your target audience.**
- 8) **Become an expert in your field by:**
 - a) **Creating articles related to your website's topic/subject/theme.**
 - i. **Submit them to e-zines which reach your target audience. Be sure that the e-zines allow article submission.**
 - ii. **Submit them to e-zines content directories. A listing of content directories can be found in the Resources section of this document.**
 - b) **Participating in newsgroups and blogs which are relevant to your field. Remember, that the goal here is to be the voice of knowledge, not to aggressively pitch your product/service.**
 - c) **Developing white papers or short, free eBooks to showcase your expertise. Offer only information which will be helpful to your audience. List these in as many eBook directories as possible. A listing of eBook directories can be found in the Resources section of this document.**

Be sure to include your business information and site URL at the end of each article and insist that this biographical data be run with each article that is published.

- 9) Get listed in industry/subject directories.

- 10) Improve your word-of-mouth advertising.

Resources

Press Release Announcement Services

(Last Updated: July 2004)

Progressive Ideas, Inc. makes no recommendations about the below services. This list has been developed solely for the convenience of our clients, business associates and others. Use these resources at your own risk!

EReleases

<http://www.ereleases.com>

For \$399 you can submit your press release to over 17,000 media outlets (newspapers, television, radio, etc.) and over 4,000 news websites. Price also includes PR wire distribution which goes to 22,000 newsrooms, 60,000 journalists through its media websites, and 1.4 million equities terminals; plus industry specific media outlets.

EmailWire

<http://www.emailwire.com>

Publish and target distribute your press releases to 70,000 journalists in over 22,000 newsrooms. Use EmailWireClip™ to watch your press release appear in full text over 3,600 possible online news sites, databases, major newswires and news search engines. Prices range from \$59 to \$399. Also offers an unlimited press release service for \$499 annually.

Press Release Network

<http://www.pressreleasenetwork.com/>

This site offers a variety of press release distribution services ranging from industry specific announcements at \$200 to full blown geographic/industry announcements to over 52 groups per year at \$6000 per year. This site has an extremely comprehensive list of services available.

Xpresspress

<http://www.xpresspress.com/>

Media distribution package enables your press release to reach top reporters at major news organizations via both e-mail and satellite including over 4,000 online databases and websites. Combine the power of e-mail and satellite technology for a publicity solution for \$349 (for 400 words, \$499 if purchased as stand alone services). Other announcement services also available.

Send2Press

<http://www.send2press.com>

This site contains targeted media outlets comprising over 25,000 journalists, news desks, and freelance writers — as well as major wire services and content syndicates, including The Associated Press (AP). News article excerpts are also clipped by CustomScoop, CyberAlert, eWatch, and WebClipping.com. Pricing ranges from \$69-\$349 per release depending on the distribution size.

EMediaWire (PRWeb)

<http://www.emediawire.com/>

Appears you may submit your press release for distribution at no charge. Quite a comprehensive database of media outlets, considering it is a free service. 100,000 media contacts, newsrooms, industry analysts, and freelance writers and syndicated news feed as well as 4 1/2 million page views per month on the PR Web site. Must sign up for a free account to use this service.

Majon Marketing

<http://www.majon.com/advanced/advanced-pr.html>

Press Release Distribution Database has over 190,000+ press contacts, UPDATED DAILY with many TARGETED categories. Claim that press releases will be distributed to 9,000 - 12,000 media contacts and outlets across the globe (primarily in the USA and Canada). This covers all the major (and many mid-size) newspapers, electronic magazines and radio/tv stations as well as all the applicable trade and consumer magazines that apply to your product, service or company. Pricing starts at \$249 for one announcement.

e-Book Promotion

Before starting to list your eBook in the directories, create a document with the following information. This will make uploading your details into the eBook directories as simple as copy and pasting!

- 1) Title of the eBook.
- 2) Name of Author.
- 3) Name of Publisher (if available).
- 4) ISBN (if available).
- 5) Description/eBook Summary (under 210 characters, including spaces.)
- 6) Key Phrases-separate by commas (approximately 90 characters, including spaces).
- 7) Price (if applicable).
- 8) URL where the eBook can be found. (DO NOT list the URL for the actual download. This should be the page where someone can "click to download" the eBook, or purchase the eBook.)

Free Listing Directories

List your eBook in these free directories. Be aware, that some may require a link back to their website before they will add your eBook to their directory. Others may offer an enhanced listing for a nominal fee.

- 1) <http://www.mindlikewater.com/submitebook.html>
- 2) <http://www.jogena.com/ebookdir/ebookform.htm>
- 3) http://www.ebookpalace.com/cgi-bin/search/add_url.cgi
- 4) <http://www.ebooksnbytes.com/cgi-bin/search/hyperseek.cgi>
- 5) <http://www.virtual-ebooks.com/directory.htm>
- 6) <http://www.ebook2u.com/directory/add.shtml>

Paid Inclusion Directories

Advertise your eBook in these paid inclusion directories. Most charge a per book/publication fee. Others may charge a flat fee regardless as to how many publications you want to list.

- 1) <http://www.ebookmall-publishing.com/ebook-sales/index.htm>

Directories for Free eBooks

If you have an eBook which you offer for free, or you are willing to give away an excerpt of your book for free, you can list your eBook in these directories:

- 1) <http://free-ebooks.net/>
- 2) <http://www.virtual-ebooks.com/directory.htm>

Directories for Publishers

If you have a publisher for your eBook, then get listed in these directories:

1. <http://www.knowbetter.com/>

E-zine Content and Promotion

Find E-zine Content and Articles

The following is a list of websites where you can procure articles and other content which can be used in your newsletter or on your website. Some of the resources may charge a fee and others are free. Keep in mind that the authors make articles and content available to increase their visibility on the web, so articles and content may be shared with a number of others. Therefore, don't assume you have exclusive rights to the article or that you will be the only one using the content.

Most Powerful E-zine and Content Directories

- <http://www.isnare.com/>
- <http://www.ideamarketers.com/>
- <http://www.articlesfactory.com/>
- <http://ezinearticles.com/>
- <http://www.goarticles.com/>
- <http://www.articledashboard.com/>

Other E-zine Content and Articles

- <http://www.articleresponder.com/>
- <http://www.e-zinez.com/>
- <http://www.articlecity.com/>
- <http://articlehub.com/>
- <http://certificate.net/wwio/>
- <http://www.clickit.com/library/abodoc.htm>
- <http://www.aracontent.com/>
- <http://www.findsticky.com/>
- http://www.website101.com/free_ezine_content/

Distribute Your Content and Articles

Have oodles of articles or other content? Consider sharing them! Place your articles or content on the following websites and watch your online exposure grow.

- <http://www.ideamarketers.com/>
- <http://ezinearticles.com/>
- <http://www.e-zinez.com/>
- http://www.website101.com/free_ezine_content/
- <http://lists.topica.com/lists/freeezinecontent>
- <http://1st-in-articles.com/>

- <http://www.articlecity.com/>
- <http://articlehub.com/>
- <http://goarticles.com/>

Automated Article Submission Services

Put your article out to eager webmasters and e-zine editors simply by sending an email.

- Article Announce (mailto:article_announce-subscribe@yahoogroups.com)
- Article Submission (<mailto:articlesubmission-subscribe@yahoogroups.com>)
- Free Content (<mailto:free-content-subscribe@yahoogroups.com>)
- Publisher Network (mailto:publisher_network-subscribe@yahoogroups.com)

Buy or Sell E-zine Advertising

Have an e-zine and want sponsors or advertisers? Want to advertise your product/service in an e-zine? Use these e-zine ad directories to find advertisers or an e-zine to place your ad! (Note: Some of these resources charge a nominal fee to have access to their directory.)

- <http://www.ezineadauction.com/>
- <http://www.directoryofezines.com>

Build Your Subscriber Base

Gain more exposure for your e-zine to increase your subscriber base—fast! List your e-zine in these popular e-zine directories.

- <http://www.ezine-dir.com/>
- <http://www.e-zinez.com/>
- <http://gort.ucsd.edu/newjour/submit.html>
- <http://magazines.yotta.com/>
- <http://scout.cs.wisc.edu>
- <http://www.bluechiptraffic.com/ezines>
- <http://www.copywriter.com/lists/submit.htm>
- <http://www.disobey.com/low/addere.shtml>
- <http://www.EzinePublisher.org>
- <http://www.freezineweb.com>
- <http://www.homeincome.com/>
- <http://escribe.com/listsuggest.html>
- <http://ezinewebring.hypermart.net/>
- <http://listtool.com/cgi/listTool/addList.cgi>
- <http://paml.net/submissions.html>
- <http://www.bestnewsletters.com/best/index.shtml>
- <http://www.etext.org/services.shtml>
- <http://www.ezinead.net>
- <http://www.ezine-dir.com/>
- <http://www.ezinehub.com/>
- <http://www.ezinelocater.com>
- <http://www.e-zinez.com>
- <http://www.hiplist.com>
- <http://www.ideamarketers.com>

- <http://www.listsnet.com/cmwelcome.html>
- <http://www.liszt.com/submit.html>
- <http://www.MakingProfit.com>
- <http://www.meer.net/~johnl/e-zine-list/index.html>
- <http://www.nerdworld.com/nwadd.html>
- <http://www.netterweb.com/ezines/>
- <http://www.newsletteraccess.com/database/reg.html#new>
- <http://www.promotefree.com/add.html>
- <http://www.questfinder.com>
- <http://www.techmailings.com/submit.html>
- <http://www.villageoftidbits.com>
- <http://www.webheadcentral.com/ezine.html>
- <http://www.webscout.com/nominate.html>
- <http://zinos.com/cool/zinos/submitzine.html>
- <http://www.marketing-seek.com>
- <http://www.ezinesearch.com>
- <http://www.newsletteraccess.com>

Niche Directories

- <http://www.rentals365.com/articles>
- <http://www.rentals365.com/articles/>
- <http://www.noviceinvesting.com/Article/>
- <http://www.dognewscenter.com/>
- <http://www.haircarearticles.com/>
- <http://www.raz-sports.com/articles/>
- <http://www.fitnesshealtharticles.com/>
- <http://www.articlehealthandfitness.com/>
- <http://www.clickbankguide.com/article-index.htm>
- <http://www.klienwachter.com/adarticles/>
- <http://www.familyhistoryarticles.com/>
- <http://www.webmastertips.us/story/>
- <http://www.wedding-wisdom.com/>
- <http://www.mysummerholidays.co.uk/art/>
- <http://www.beachwear.net/articles/>
- <http://www.healthy-articles.com/>
- <http://www.coin-articles.com/>
- <http://www.niche-content-articles.com/>
- <http://www.spiritualcenter-handsontheworld.com/spiritual/>
- <http://ceramics-directory.com/articles/>
- <http://www.businessetiquettearticles.com/>
- <http://www.allthingspondered.com/article-directory/>

e-Commerce Directories

- <http://www.thewhir.com/find/articlecentral/>
- http://www.web-source.net/free_articles.htm
- <http://www.businessknowhow.com/>
- <http://www.powerhomebiz.com/>
- <http://www.addme.com/nlpast.htm>
- <http://www.webmasterslibrary.com/articles/>
- <http://www.digital-women.com/articles/articles.php>
- http://www.ibizresources.com/newsletter_articles.html
- <http://top7business.com/>

- <http://www.impactarticles.com/>
- <http://www.work-at-home-jobs-iowa.com/article/index.php>
- <http://www.webmasterarticles.net/>
- http://www.awomaninbusiness.com/work_at_home_business_articles.html
- <http://www.businessoolchest.com/>
- <http://www.smallbusinessoutpost.com/>
- <http://www.marketingideashop.com/freestuff.html>
- <http://www.impactarticles.com/>
- <http://equipmint.com/articles.php>
- <http://www.commandopress.com/>
- <http://www.websalesability.com/>
- <http://www.boazepublishing.biz/articledir/>
- <http://www.ezinetrendz.com/articles.htm>
- <http://www.cashflowseller.com/articles.html>
- <http://www.smallbusinessnewz.com/articlearchive.html>
- <http://www.uniterra.com/faq/Clasificaciones.asp>
- <http://www.upromote.com/articlearchive.html>
- http://www.business-opportunity.biz/article_index.php
- <http://www.dime-co.com/directory/>
- <http://www.ebusiness-articles.com/>
- <http://news.boconline.com/>
- <http://www.workathomearticles.net/content/section/1/2/>
- http://www.purplehelp.com/purplehelp/articles/total_articles.cfm
- <http://www.zongoo.com/article7.html>
- http://ebizwhiz-publishing.com/priya_shah.php
- <http://www.business-dynamics.com/articles/index.html>
- <http://www.theezine.net/>
- <http://www.website-articles.net/>

Multiple Category Directories

- <http://www.theallined.com/>
- <http://www.bpubs.com/>
- <http://www.selfgrowth.com/>
- <http://www.buzzle.com/chapters/chapters.asp>
- <http://www.zinos.com/>
- <http://www.rlrouse.com/>
- <http://www.articledashboard.com/>
- <http://www.freesticky.com/stickyweb/>
- <http://www.goarticles.com/>
- <http://www.easyarticles.com/>
- <http://www.articlemotron.com/>
- <http://www.bigarticles.com/>
- <http://www.earticlesonline.com/>
- <http://www.article-emporium.com/>
- <http://www.sirlook.com/articles/>
- <http://www.articles911.com/>
- <http://www.mainstreetmom.com/>
- <http://www.knowledge-finder.com/>
- <http://www.howtoadvice.com/>
- <http://www.sideroad.com/>
- <http://articles.yeeheey.com/>
- <http://www.articledepot.co.uk/>
- <http://www.certificate.net/wwio/topics.shtml>

- <http://www.authorconnection.com/>
- <http://www.freezine-articles.com/>
- <http://www.articlecat.com/>
- <http://articles.simplysearch4it.com/>
- <http://www.amazines.com/recentarticles.cfm>
- <http://www.articlesbeyondbetter.com/>
- <http://www.connectionteam.com/current.html>
- <http://www.articlehub.com/>
- <http://www.content-articles.com/>
- <http://www.contentdesk.com/>
- <http://www.howitworks.net/reprint-rights.html>
- <http://www.infoground.com/>
- <http://articleresponder.com/>
- <http://linksnoop.com/>
- <http://www.marketing-seek.com/content/index.php>
- <http://www.nowlearnmore.com/>
- <http://www.olate.co.uk/articles/index.php>
- <http://www.lettertogod.net/>
- <http://www.articlekarma.com/>
- <http://www.articlesphere.com/>
- <http://www.articlestop.com/articles/search.php>
- <http://www.articles-submit.com/>
- <http://articlecrazy.com/>
- <http://www.pressarticle.com/>
- <http://www.pressarticle.com/>
- <http://www.articlesinn.com/>
- <http://www.articles.drbonomi.com/>
- <http://www.articlelookup.com/>
- <http://www.positivearticles.com/>
- <http://www.theresourcedirectory.com/>
- <http://www.articlecapital.com/>
- <http://www.articlecapital.com/>
- <http://www.articlesbase.com/>
- <http://www.vectorcentral.com/articles-reprint.html>
- <http://www.webpronews.com/>
- <http://www.fresh-articles.com/>
- <http://www.articles411.com/>
- <http://www.articles4business.com/>
- <http://www.ladypens.com/>
- <http://www.oocuz.com/>
- <http://www.myarticlepub.com/>
- <http://www.free-article-search.com/>
- <http://www.ezine-writer.com.au/>
- <http://www.articles-galore.com/>
- <http://www.articleshelf.com/>
- <http://www.article-warehouse.com/>
- <http://www.articlewiz.com/>
- <http://www.articletime.com/>
- <http://www.articletogo.com/>
- <http://www.1articles.com/>
- <http://www.allfreelancework.com/articles.php>
- <http://www.articlebag.com/>
- <http://www.articlejoe.com/>

- <http://www.articlelocker.com/>
- <http://www.articlepeak.com/>
- <http://www.articleportal.com/>
- <http://www.webarticles.com/>
- <http://www.webmomz.com/arts/search.shtml>
- <http://www.goodinfohome.com/>
- <http://homeforprofits.com/>
- <http://www.neokosmo.com/>
- <http://www.newarticlesonline.com/>
- <http://advisor.com/adv/Articles>
- <http://www.freezinesite.com/articles.shtml>
- <http://www.marketingtroll.co.uk/ma/internet-marketing-articles.php>
- <http://www.valuablecontent.com/>
- <http://www.articleobsession.com/>
- <http://www.articlesmart.net/>
- <http://www.articles-2-go.com/>