

How to Market Your Site for Free

by Mason Hinton

An increasing number of website and business owners are turning toward a new approach to advertising and, best of all, it's free. Article marketing, as it is technically known among webmasters, is achieved by translating expertise into a written article and effectively promoting it across the web. This can be achieved by the use of blogs, content directories and direct agreements with webmasters to publish your article in exchange for a link back to your website.

Article marketing is somewhat new in its technique, but is very effective if done properly. Free publicity is achieved as the article circulates more and more across the web. If you post your article to content directories, other webmasters may pick up your article and post it to their website with the only requirement being proper credit for the work. At the end of the article, the author's name is shown, along with their business name and a direct link to their website. As the work circulates onto new sites, more customers will have the opportunity to read the article. If it is interesting and successfully grabs their attention, they will be likely to visit your site in search of more information.

The key to successful article marketing and free publicity for your website is to possess a certain amount of knowledge about your subject. Your expertise will show through in the work that you do and will entice others to want to read more. By sharing what you know with others, customers will respect you and appreciate your willingness to help. For instance, if you operate a home improvement website, perhaps you would write an article detailing some home improvement tips. Try to avoid the commonly known hints and direct your article toward lesser known tips. If you share the rare information that you know, and it works, customers will be so happy with the new tips that they have learned and your business will be given instant credentials in their mind.

The best part of article marketing is the fact that it is free and it generates free publicity for your website. Once you get a new website up and running, you will still have to find a way to spread the word about your new venture. By enlisting the article marketing technique, you will be saving a lot of money on advertising costs. Print publications and other conventional advertising methods can end up costing a bundle of cash and, since many new businesses struggle just to stay afloat in the beginning, it's a good idea to save as much as you can.

A final thought about article marketing and free publicity for your website is to make sure that your articles are informative, thought provoking and rich in keywords relating to the topic of your website or service. The articles should reflect your website or service in some way and should always be relevant to the product that you are selling.

About the Author

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