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Web Marketing Basics
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Recently, I had a client come to me with a problem. You see, I just created a website for her, put it online, and submitted it to a few major search engines/directories. For about three months, she was receiving at least one order a day through her website, but then one day, the orders just stopped, so she emailed me asking what happened. My response? I asked what she was doing to promote her site. She never said, but from my previous contact with her, I could gather that she wasn't doing anything to promote her site.

She made the number one mistake that a lot of new website owners make. They think that once their site is online, visitors will find them automatically and their stats will go through the roof, so to speak. Not so!

To get visitors to your site, you have to tell them it's there, then you have to show them how to get to it. Promote, promote, promote, and when you're done, promote again.

So what can you do to advertise your website online?

1. Your website needs to have some real content on it, something that is of interest to your target market. Don't just fill up your site with a bunch of links or graphics. Give it content, and keep it fresh!
2. Submit to search engines and directories. It could take anywhere from 2 weeks to 6 months for your listing to show up. I would suggest re-submitting your site once a month until it does show up, but be careful! Too much submitting will be considered spamming the search engines and you could be banned from further submissions.
3. Visit forums, chats, and newsgroups, but follow their guidelines. Most forums and newsgroups do NOT allow blatant advertising. If you go to a forum just to advertise your product, most likely it will end up in being blacklisted from the forum. The way to get around this is to contribute to the forum, but put your small "ad" in your signature line.
4. Become an expert in your field. There are several places online, such as allexperts.com, where you can join for free to share your expertise.
5. Take advantage of the many free classified sites online.

6. Exchange links with other websites that will complement your product or service.
7. Use banner advertising sparingly.
8. Advertise in e-zines. If done right, this will result in targeted marketing.

To succeed online, you need to promote in everything you do. Start up a business and they will NOT come...unless you promote!

NOTE: The following information must be included if you reprint this article.

Desktop Dilemma's is a Virtual Assistant Company that specializes in administrative tasks and various computer-type jobs from their home office. For more information about the company, please visit them online at <http://www.desktopdilemmas.com> or email them at web@desktopdilemmas.com .
