

PROMOTE YOUR WEBSITE FOR FREE!

BY GARLAND COULSON



ket
our Website



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...or just looking for new customers? The bottom
ally™. Marketing communication is an investment **ROI**
specific customers, knowing their needs, and
is a process to build brand awareness and performance in

Helped build successful brand and promotional
best companies in Silicon Valley and the Global Community.
to discuss how we can do the same for you.

Human Solutions For
B2B

Corporate Identity -
Starting a new
business, creating new
identities

Sales Collateral -
Tools to support the
sales process

Promote Your Web Site For FREE! *By Garland Coulson, "The E-Business Tutor"*

Since 1998, I have been testing different methods of marketing on the Internet. I have spent 1,000s of dollars on Internet advertising and programs.



Guess what? The techniques that ***worked best were the FREE and low cost ones***, NOT the ones I paid for!

The Internet lets you compete with much larger businesses by connecting you with thousands of potential clients around the world at almost no cost. In this e-book, I'll cover some of my favorite ways to market your web site online for FREE!

Before you promote

Before you promote your site, it is important that you have an attractive, easy to use web site that has great content, products and services for your target audience. After all, there is no sense in bringing thousands of visitors to your site if your web site isn't set up to turn them from visitors into customers.

To get help with making sure your web site is ready to sell, check out our other [e-books, courses and coaching](#).

Garland explains things clearly, offers informed suggestions, and is very focused on the success of his clients and customers. I came away from all of his programs with more than I expected, going in: tools and tips that I can use on an ongoing basis. I highly recommend The E-Business Tutor if you want support in marketing on the internet.

Ginger Blanchette,
Communication Coach,
[Lantern Coaching](#)

Now let's look at some techniques you can use to promote your web site for free.

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Technique #1 – Free Traffic Bar



The [Free Traffic Bar](#) (developed by The E-Business Tutor) is a traffic exchange that lets you advertise while you surf while giving you access to over 100 of the best search and marketing tools on the web!

Members exchange headline ads within an Internet Explorer or FireFox toolbar.

As you browse the web, visiting whatever pages you want, you generate advertising credits each time you visit a new web page and the headline updates. You generate credits at a ratio of 1 credit for each 4 pages you visit and these credits are used to show your ad headline in someone else's browser toolbar.

You get credits for each new screen or page you visit, not just when you go to a new site. If you use the Internet as much as I do, that works out to a LOT of credits in a day.

You can change your headline any time you like and point it to either your own web page or to an affiliate program you earn money on. You can even put a link to your favorite charity to help them out.

Both seminars were absolutely fantastic! The presentations were very easy to understand and follow.

The tools he shared with us were extremely useful, fun and easy to work with. I came out of both seminars bubbling over with new ideas to improve my website.

I would highly recommend Garland's seminars to anyone who is interested in driving more traffic to their website.

Shanon Hamilton
[Ally Personal Assistance](#)

The real power is when you invite others to join using your referral link!

When you tell others about the [Free Traffic Bar](#), they become part of your downline when they join and you earn credits on their browsing. When your downline people invite more people their invitees become part of your credit generating downline, up to 10 levels deep!

The [Free Traffic Bar](#) is much more than just an advertising exchange – it also lets people access over 100 search and marketing tools right from the toolbar! You can search major search engines, reference

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sites, news sites opinion sites, and even find people, all from one search box. The system also has many analysis tools to analyze web sites plus links to the most powerful free and low cost tools I have found on the web.

If you would like to track how many visitors to your web site came as a result of [Free Traffic Bar](#) (or any other marketing method) and track how many people bought from you, we recommend [1ShoppingCart](#) (\$29 per month) or [Ultimate Affiliate Manager](#) (\$97 one time fee). While they are not free, they offer unlimited ad tracking and auto responders. I use tools like these to track every Internet marketing technique I use to see which ones work and which ones are just hype.

In addition to the Internet Explorer toolbar advertisements, [Free Traffic Bar](#) also lets you exchange text advertising on web sites as well.

[Click here for a video tour of the Free Traffic Bar.](#)

As you can see, the ads don't interfere with my browsing experience. There are NO popups or popunders!

Technique #2 – FREE Search Engine Listings

Search engines are the way most people find things on the web. ***Most of the major search engines, including Google, Yahoo and MSN let you list your web site with them for free.***



We have built a FREE [database of free search engine submission sites on our web site.](#)

You can use these links to get your site indexed in the major search engines.

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We do NOT recommend automated submitter systems as many search engines penalize you for using these systems.

Of course, submitting your site to search engines doesn't mean you will automatically get high ranking. To get better ranking in the search engines for the key words your prospects are looking for, you should:

- € Ensure you have a content rich site.
- € Have lots of text on your site.
- € Include text links in addition to your graphic navigation system.
- € Set up each page of your web site for a different key word phrase.
- € Avoid Flash, multimedia and database driven sites or have an alternative html/text site.

Here is a great, [FREE tool from Digital Point](#) that will tell you how many people are searching for certain key words on the Internet to ensure your web site contains the words people are looking for.

A more in-depth tool called [Niche Finder](#) not only checks how many people are searching for a keyword, it also suggests additional keywords and tells you how many sites are competing with you for that phrase. This lets you find the high demand, low competition key words your competitor may have missed. [Click here for a free trial.](#)

Beware of companies that "guarantee" top ranking. No one can "guarantee" that your site will be #1 in the search engines. Many of these companies use techniques to trick the search engines temporarily to give you a higher ranking. When the search engines find out, they plug hole in their system the trick used and often penalize sites using that trick – in this case, YOUR site.

Our favorite tool we use to help our clients gain top ranking in the major search engines is the Page Critic feature of [Web Position Gold](#). [Web Position Gold](#) analyzes your site and gives you step by step

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I am impressed with your depth of knowledge on internet marketing, and in your ability to share it in an easy to follow, and informative way.

Your delivery as a teacher is smooth, thorough, on topic, professional, and thoroughly enjoyable. As someone who practiced teaching as a profession, I am delighted to say that you certainly have "what it takes" to hold your audience's attention and to get your content messages on Internet marketing across.

Many thanks for the excellent workshop, and I look forward to gaining additional insights in upcoming sessions.

Tony Dobson
[Odyssey Learning Systems Inc.](#)

instructions on how to improve your ranking. [Web Position Gold](#) is the software used by the majority of professional search engine optimization firms. They offer a free trial so you can test their effectiveness.

Technique #3 - Online Directories

In addition to search engines, there are many online directories that gather web site resources and arrange them by topic. Some are specialty directories that only deal with a certain topic or industry, such as health, oil and gas, travel and others.



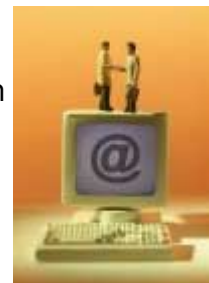
You can find these by searching through search engines for key words relating to your industry and seeing which directories show up high in the search. You can also search for directories in your industry by doing a search on key words in your industry with the word "directory" added on.

Some of these directories are free for basic listings, some charge a nominal fee. An example of a large, free general directory is the Open Directory Project. Click on this link to add your web site to [the Open Directory Project](#).

Our [FREE database of free search engine submission sites](#) on our web site also includes some directories where you can list your site for free, but you should also search for directories relating to your web site topic.

Technique #4 – Link Exchanges

Exchanging links with other busy, non-competing web sites AND newsletters who reach your target market is a great way to bring traffic to your site. Best of all, it's free. As an added bonus, many search engines rank you higher if you have lots of busy sites linking to yours.



To find sites to link to you, search through the major search engines to find out which sites have good rankings

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and do not compete with you. Then send them an email asking them if they will exchange links. Some sites will say no, but many are happy to exchange links to build traffic to their own site.

You can also register your site for link exchanges at [SiteSell's Value Exchange](#). [SiteSell's Value Exchange](#) lets you register your web site as one willing to exchange links with others.

Technique #5 - Exchange Advertising with Other Sites

Why not exchange advertisements with other, non-competing web sites AND newsletters? This way you can each reach 1,000s of new readers and visitors at no charge.



To find sites to link to you, search through the major search engines to find out which sites have good rankings and do not compete with you. Then send them an email asking them if they will exchange advertising on their web site and in their newsletter. Some sites will say no, but many are happy to exchange advertising to build traffic to their own site.

To find other newsletters to approach about exchanging ads, you can visit the [newsletter marketing resource](#) area of my web site.

Technique #6 – Writing articles

Writing articles are a great way of positioning yourself as an expert in your field. Web sites, especially informational ones, are very interested in quality new content for their site.



Make sure the article content is of genuine interest to the target audience and not just a "sales pitch."

Ensure each article has a signature line with a little about the author and a link to your web site.

You can submit your articles to online communities, online media and other high traffic sites dealing with your target markets.

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This generates traffic, improves your ranking in the search engines and makes people eager to deal with the “expert” in your field.

One free place you can submit your articles to is [Idea Marketers](#). This is an article repository site where 1,000s of web content managers go to find content for their web sites.

You can find additional article repository sites and resources at the [article marketing resource area](#) of my web site.

Technique #7 – Electronic Newsletters

Electronic newsletters are a great way to attract visitors and to remind people who have already found you to visit your web site again. And you can use the articles we discussed in Technique #6.



We recommend that you only send your newsletter to people who have subscribed to it. You don't want to be accused of spam and your Internet service provider may cancel your service if you spam through their system.

A successful e-newsletter marketing program would include the following:

- € A way for people to automatically sign up (subscribe) on your site.
- € A plan to attract and increase subscribers. I use some free giveaways on my site, such as this free e-book, to encourage people to sign up for my newsletter.
- € Content of interest to your subscribers.
- € Some special or time limited offers. Be careful not to have your entire newsletter be just sales pitches. Try articles, reviews, customer feedback, “how-to’s.”

The service we and our clients use for newsletter and e-mail marketing is [Constant Contact](#).

It is an affordable, easy-to-use online system that lets our subscribers automatically subscribe and unsubscribe and allows us to create attractive newsletters in a fraction of the time it used to take us.

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Features include:

- € Builds and manages permission email lists of all sizes
- € Over 85 customizable HTML email templates (or start from scratch)
- € Measures email campaign results instantly
- € 100% web-based and no technical skill required
- € CAN-SPAM Act compliant
- € High email deliverability
- € Built in e-commerce

The system even tracks how many people open the e-mails and how many people click on the links!

[Click on this link for a free trial of Constant Contact.](#)

Technique #8 - Online Communities & Discussion Groups

The Internet isn't just a bunch of computers connected together; it is an amazing community of over 600 million people worldwide.



Internet users gather together into smaller communities of people interested in certain topics through online web communities, discussion groups and newsletters.

There are 100's of thousands of discussion groups on the Internet, including groups of people in YOUR target market.

Here is how you can market through these groups.

- € Find online communities that attract your target audience.
- € Join the group and participate regularly in discussions. Always use a "signature line" that contains a link to your web site. Many members of the group who read your participating messages will visit your site to find out more. (Read the rules of each discussion group before posting to make sure you don't "spam" the group)
- € Help others in online communities positioning you as an expert in your field. This also helps generate word of mouth referrals.

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One of our favorite online communities is [The Ryze Network](#). [The Ryze Network](#) is a wonderful, vibrant community of over 200,000 people who are very helpful and supportive of each other. Over 1,500 new people join every week. The community offers:

- € A profile page where you can tell others about yourself.
- € A guest book others can sign and ask questions in.
- € Private messaging between members.
- € Discussion groups.
- € Free places, such as classified ads where you can promote your products and services.

Investing an hour a day in marketing through online communities like Ryze can have huge payoffs.

Two of my other favorite online communities are [LinkedIn](#) with over 1 million members and my gateway to Europe, [Ecademy](#) with over 44,000 members.

Call or [e-mail me](#) for an invitation to my favorite online communities. This will give you access to more people than just joining yourself.

How can I help?

Here are 3 ways that I help people like you become more successful marketing on the Internet.

1. [I write](#): [E-books](#) like this one, my free monthly newsletter as well as [articles on my web site](#).
2. [I teach](#): [Live and online workshops](#)
3. [I coach](#): By email and telephone so you have a friendly, knowledgeable mentor to show you how to how to become more successful online.
4. [We outsource](#). For people who are too busy to set up Internet marketing programs, we have an Internet marketing virtual assistant who will do it for you.



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Contact me

For more information about my services and resources, visit my [web site](#), e-mail me at gcoulson@ebusinesstutor.com or call toll free in North America at 1-866-413-0951. Alternative number (250)-483-4155.

About The Author

Since 1998, Garland Coulson, "*The E-Business Tutor*" has been teaching entrepreneurs how to market successfully on the Internet by embracing the philosophy, "the Internet is about people, not technology."

Speaking the common language of the small and home business owner, he is a "technology translator" helping his audience understand how to unlock the power of the Internet without getting tangled up in the technical details of computers and technology.

Garland's special talent is finding powerful, affordable marketing tools and techniques that allow entrepreneurs to launch and market successful businesses worldwide for only a few dollars a day.

Chat with Garland for a few minutes and you'll be making statements like, "What a great idea!" and "Now I get it!" He is the e-business Buddha! Thanks to Garland my mind is racing – the possibilities for success are endless.

Murray Fuhrer
[Advanced Hypnosis
Seminars/Extreme Esteem
Workshops](#)

He has also authored an easy to understand e-book, "Internet Marketing for Beginners," and provides Internet marketing tips to readers of his FREE monthly newsletter, "The E-Success Express."

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