

# 4 Free Ways to Promote Your Website

People like getting something for free or on the cheap. This is also true when it comes to websites and small businesses. Here is a list of 4 quick and easy ways to promote your website at no cost to you.

## Write a Blog

Those who blog regularly experience a huge increase in web traffic. If you have a blog it is important to make sure you update it least once a month. More than that is even better. Don't start one if you cannot update it regularly. There is nothing worse than a blog that hasn't been updated... it makes the visitor wonder if you are still in business. When you blog, target specific keywords for your business and make sure your posts are worth reading. Ask yourself if you would enjoy or benefit from what you are writing about. If the answer is Yes then you are on the right track.

## Participate in Forums or Online Communities

Online forums and niche interest communities are everywhere on the web. Hundreds of folks use them every day to get ideas and If you are an expert in a particular industry you might want to consider joining one or more of these groups, especially local ones, and providing a little advice to the community for free. The free information you provide can pay big dividends down the road. By doing so you will establish yourself as an expert and people will in turn come to you for future advice at which point you can charge for your services. As you participate, always make sure to link back to your website either in your signature or after you provide some helpful advice. Never offer just a link to your website without actually providing something usefull. Online communities are used to spammers in their forums and they will immediately blacklist you or worse if you come off as a non-contributing spammer.

## Social Media

If you don't have a Facebook Page, get one. Link to your website from your personal profile on all your social media accounts and try and setup business pages where it makes sense. Try to regularly update your social media profiles with relevant, helpful tips and information for your fans. You can offer free information, give away items or contests. Raffle off a Starbucks card each week. Give away a free hour of consulting once a month. Do whatever it takes (within reason) to get people excited about your product but never spam. It is like being at a party, talk about business all the time and people will hide from you.

# Email Signature

Your email signature should ALWAYS be promoting your business and website. Think of how many emails you send out every day. That is **FREE MARKETING!!!!** Keep your email signature simple and avoid looking like spam. A good rule of thumb is to only have one or two links in your signature. Links with your social media contact information are also good. Keep it short and simple with a link to your website where more information can be found.