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Free Internet Marketing Promotion Tips



Is there a way for you to market your website business with the greatest possible effect while spending little to no cash? Of course there is, but certainly not with Pay Per Click ads! This article will cover some of the best and most popular free [Internet marketing promotion](#) tips.

Below are my top 8 free online marketing methods:

1. Article Marketing - An article can be anywhere from 250 to 750 words long, or longer if you choose. Posting articles on article directories (such as ezinearticles.com) can help you get more traffic to your website through the link in your article resource box. Each article will also help in ranking the specific web page it links to higher in search engines for specific keyword phrases. This will inevitably bring more targeted traffic to your web page.

If writing is difficult for you, simply write shorter articles focused on just one or two points relating to the web page you want to promote. Write a bunch of 250 word articles and then post them on article directories that accept shorter articles (the top article directory, ezinearticles.com, accepts 250 word articles).

2. Do-It-Yourself Search Engine Optimization - You can find a substantial amount of information relating to simple SEO techniques free of charge by doing some basic research via Google. Study the techniques and build each of your web pages around solid SEO principles. This will attract some traffic to your site naturally - without you having to do any active publicity work.

This will prove to be very effective if you target long-tail keyword phrases. Long-tail keywords are longer keyword phrases that are very specific. They attract a smaller amount of visitors but are highly targeted and are much less competitive than more common keywords. If you create a series of ten web pages around ten long-tail phrases, and each page attracts just fifty visitors per month, you'll gain 500 highly targeted visitors in total. The more pages you build, the more your traffic will continue to grow without you having to do any further work.

3. Blogging - Blogging is a free or very cheap way to do **Internet marketing promotion**. Some Internet marketers use only blogging and focus on building an online presence through the power of their blog posts. So, if you have a lively writing style and a lot to say for yourself, start blogging! Whether you use Blogger, Wordpress, TypePad or some other blogging platform, blogs tend to get great results on the search engines. A blog post around a long-tail keyword can appear on the first page of Google for that search term within hours of being published.

4. Blog Commenting - This Internet marketing promotion method needs to be done with care. Find popular blogs that are related to your niche and post responses to the blog posts. When posting a comment, you're usually allowed to include a website URL which will hyperlink your name when your comment appears on the blog. Always post constructive comments in response to the topic of the blog. High quality comments will be appreciated and will get people curious to find out more about you. They will then click on the link and arrive on your website. Also, the backlinks created will help your site in the search engines.

5. Forum Posting - Sign up to several forums that deal with your market niche. Set up a signature file with a link

back to your website and contribute to the debates on the forums. Each time you post a comment your signature file will send a backlink to your site. Your comments will come to be accepted as an asset to the forum and will show that you are an expert in your field. When this happens, people will start clicking on your signature file links.

6. Post Videos On Video Sharing Sites - If your computer has a web cam, then it won't cost you anything to make "talking head" style videos and post them on YouTube.com. If you don't have a web cam, you can buy a very affordable one at most retail outlets. Whenever you upload a video, you can also post a blurb with a link back to your website.

7. Link Exchanging - This is a bit dated now, but it still offers a free method of getting your website "linked in" to the Internet. You can either seek out sites you'd like to exchange links with and contact the site owner, or join a free link exchange service and do it that way.

8. Traffic Exchange Surfing - If you have time to spare, you can always get free traffic by surfing traffic exchanges. However, be sure to post only simple squeeze page style pages on the exchanges because people usually click away from web pages very quickly on traffic exchanges. Create a simple page with a bold headline, a free offer and sign up form, and include a photo of yourself and your name to help build up your online profile.

There are plenty of ways to market your website and get free traffic. Nobody with an Internet connection can claim to be too poor to build and do **Internet marketing promotion** for an online business when all the methods I mentioned are free.

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