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# **Publicize Your Web Site Or Internet Business – The Significant Bits Of Internet Promotion**

This is the seventh in a series of articles by J Keightley who is a professional a href=http://www.wikicoaching.co.uk target=\_blanklife coaching/a specialist and ecommerce business owner of Gigggleberries a href=http://www.wikicoaching.co.uk target=\_blankMens Underwear/a, which explores the important internet marketing strategies for improving your natural position in google.br /

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Having focused on making a good start with your SEO, you should now be in a good position to maximize on that with some effective internet marketing. Remember that internet marketing is not all about increasing the SERP of your website and does involve many other marketing aspects. However, as the basis of these articles is concerned with increasing SERP's I am going to focus on the internet marketing approaches that promote this.br /

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Link Building – link building is one of the most principal things that you can do to promote your website and Google loves it. Link building is a process whereby you try to secure as many links pointing to your site as possible from other sites. There are a number of ways in which you can do this and these are explained below. However, it is important to know a few things. Reciprocal link exchanges have little or no benefit. This is where you link to one website in exchange for them linking to yourself. The better the site offering the link, the better the link will be and so it is important to find sites that have a good page rank, preferably a page rank that is at least equal to your site. Ideally, the site also needs to be in context and relevant to the content of your site. For example, if you sell dog collars, then you would be better getting a link from a kennel club site rather than a site that has nothing to do with dogs, such as a site that sells ladies shoes. Authoritative sites are also good, such as academic sites with the domain .ac in the url or other respectable sites such as the BBC website or .gov sites. Lastly, it is important to ensure that your links are 'keyword anchor text links' and incorporate the keywords you identified later and that the link lands on a page that is consistent with the keywords.br /

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Comment Posting – this is a useful way of developing one way back links to your website. Find blogs that have content relevant to your site and post suitable and appropriate comments about topics on the blog. In your comment leave a link to your website. Not all blogs allow you to include urls in the comments box, so you will have to find ones that do and it is even harder to find ones that accept HTML so that you can create keyword anchor text links.br /

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Forum Posting Signatures – similar to comment posting, this is another way to donate usefully to forums and to leave your link signature at the end of your comments. Beware, that with both comment and forum posting, moderators will block you for spamming if you just post irrelevant comments with links in.br /

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Article Submission – this is one of the best ways to get one way back links to your site as many article submissions sites accept you to use HTML and therefore publish keyword anchor text links in your articles. Use something like iSnare, which not only allows you to submit articles, but will also distribute them for you. You need to write an article a day that is relevant to your website and submit them online. Once posted the link in it will point back to your website.br /

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Directory Submissions – this is an old method and less useful nowadays unless you pay to be listed in quality directories. There are thousands of online directories you can submit to for free, but I wouldn't bother as you are far better paying to be listed in about 10 or 15 quality ones rather than a 1000 poor ones. The Yahoo directory is an absolute must and will cost you \$299 a year. Best of The Web (BOTW) is another and I would achieve you a lot of back links. Using someone such as PR Leap who can distribute your press release to all their list of news agencies could get your story published on some authoritative sites such as the BBC.br /

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Social Bookmarking – this is regarded as one of the latest web 2.0 strategies and involves bookmarking your website pages on bookmarking sites such as Furl, Spurl, Propeller and Slashdot to name a few. There are about 60 good ones and this not only gets you one way back links, it also broadens your exposure to other members of these sites in the hope that they will also choose to bookmark your pages.

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