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<http://onlinevisibleweb.com/FreeOnlinePromoTips.html>

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# Online Visibility: 35 Free Online Promotion Ideas

A Gift For You From Thea Westra At

[www.onlinevisibleweb.com](http://www.onlinevisibleweb.com)

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## **This Is A Free Report**

**The author of this book has written a few tips about their personal experiences with internet marketing.**

**Results will vary.**

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There is so much more that could be written about each of the 35 tips listed in this free report for you. However, it was best to keep this short and easy to skim, so there are only the nutshell descriptions for each item on this list.

Every one of these tips could be expanded to fill the contents of a book.

Also note, these tips are not in any particular order of priority, or in order of effectiveness with regard returns & results that these activities will produce.

## **Get A Web Site**

There are so many ways you can get a website. Do a Google search and you'll find many. You need a website for directing potential clients somewhere. It is your online business card and enables online branding.

One of the best membership sites I have known to give you 100 easy steps for creating your own site, is <http://tinyurl.com/icreateprofits>. Josh and Christopher are friends of mine and you can trust their integrity. They even host your site for you, when you are a member.

## **Post To A Blog**

A blog is a great way to be personally connected with visitors because it enables two-way communication by way of the comments. Having a blog link on your website gives your visitors direct access to you, and they do appreciate and trust someone who is easily contacted. Regular posts also communicate that you are interested in what you do and are interested in providing value to your customers. Your blog(s) will also give you back links to your website, and blogs are spidered more often by the search engines. Having your own blog, also enables you to leave behind your blog link when commenting at other people's blogs. The blogging world is a whole community on its own, with its intrinsic camaraderie.

Once you have your blog, I welcome you to come and connect with me at <http://www.mybloglog.com/buzz/members/ForwardSteps>

## **Search Engine Friendly Labels, Titles, Tags and Terms**

For everything you do online, think 'keywords'.

To do that think, "What would I type into Google if I were looking for me?" When choosing a link for your blog, website, or article title, make sure that you use terms that feature highly in Google searches. You can research those at <https://adwords.google.com/select/KeywordToolExternal>

Just type in your preferred terms and Google will tell you how often internet users searched those terms and whether it is rising or declining in popularity.

## **Write And Publish Articles**

Articles are very targeted marketing tools because they are found and selected by site owners and ezine publishers, who feature your topics of expertise. When you publish your articles to places as [ezinearticles.com](http://ezinearticles.com), [isnare.com](http://isnare.com), [goarticles.com](http://goarticles.com) or [buzzle.com](http://buzzle.com), they are picked up and used by website owners who are searching for new content.

That benefits you because your bio., at the end of each article, is also published. This gives you free links back to your site, links that are attractive to people interested in your niche. Articles also give you perceived expert status in your industry. You might find this to be a handy publishing resource [www.forwardsteps.com.au/RecommendsArticleMarketer.html](http://www.forwardsteps.com.au/RecommendsArticleMarketer.html)

## **Social Networks**

Ask any of your friends if they have a Facebook page or a Twitter account (or other popular sites). Connect up with them and suddenly their whole world of friends-of-friends opens up to you. A ready market, that trusts you because you are the friend of a friend. At the bottom right of

<http://onlinevisibleweb.blogspot.com> you can see a handful of the communities at which I participate.

You are welcome to connect with me at any. Plus at my Forward Steps site you can see how I have grouped a small selection of niche related communities, see <http://www.forwardsteps.com.au/community.htm> and you can copycat! This little tool is also great for adding to your blog or site [www.dbachrach.com/showyourself](http://www.dbachrach.com/showyourself) and it's a list of which to join as well.

## **Your Own List Of Fans**

A large list of people who you mail to regularly gives you a lot of leverage. You can offer promotions to your list in return for someone else offering to promote you, at theirs. You can easily arrange reciprocal promotions with online businesses that complement your own industry.

Whenever you have something new on offer for your market, you'll have an immediate group to send that announcement, free! Use the larger mail services such as <http://www.forwardsteps.com.au/RecommendsAweber.html> and offer something free to entice visitors to join your list.

As my business has grown, I now regularly receive invitations from other business owners who would like me to join them with setting up a reciprocal promotion. The larger my mailing list, the better my site's ranking and the higher quality the invitations I receive.

## **Use Social Bookmarkings**

Set up a profile and submit your blog posts and other links to bookmarking sites that include community options. A couple of the larger ones include Digg, Technorati, De.licio.us and Ma.gnolia.com Create bookmark links for your blog and make it easy for visitors to save and share your content, too. As with the social networks, Google and Yahoo also follow the links at these communities, the search engines love them!

## **Video**

Web stickiness is anything about a website that encourages a visitor to stay longer. How long people stay at your site(s) is incorporated as a measurement in Google and Yahoo algorithms, with regard deciding which sites have greater relevance for searchers. It is also a quite well established fact that most sales are emotionally based. The personal touch of a human face on video does that so much better than pages of text.

When you do a search at Google, you may have noticed that recently more and more videos are floating to the first page and to the top of search results.

## **Podcast**

These need not be hour-long shows, and the content need not even be your own. You could have a weekly 5 minute message, with a powerful message or you could have a monthly interview with someone your audience would appreciate hearing.

Podcast aggregators will download the audio file onto the user's computer automatically, after they subscribe to the podcast via RSS.

A podcast offers similar benefits to having a video at your site. Even a brief 3-minute message like I have at my Forward Steps site, and a brief audio I'll be putting up at <http://onlinevisibleweb.com> supports web stickiness.

For the past few years, my favorite resource for video and audio publishing is <http://thea.audioacrobat.com>

## **Interviews**

Offer yourself to owners of sites that regularly host audio interviews. Just look at sites like [hardtofindseminars.com](http://hardtofindseminars.com) and your interview could be hosted at a high-ranking site that has lots of traffic coming through.

Anyone interested in your topic will listen, so you are not wasting time with other online visitors. Try a Google search for "online audio interviews with business owners" and explore the options you see.

As with articles, an interview sets you up as an expert in your area and as with video, an interview brings in that human and emotional element.

## **Photos And Images**

Add highly focused keyword titles to each of the images that you load to social image sites such as Flickr, Webshots, Photobucket, Imageshack, Fotolog.

If the photos are hosted at your website domain then again, these images provide a link back to your site.

Search engines love images too. You may have noticed that Google has an entire separate area for image searches.

## **Free Gifts**

You need a free gift that you can offer so you can take full advantage of joint ventures and bonuses for other people's products.

You will be invited to participate with various joint venture opportunities as your online visibility grows. Be ready with a free product, so that you can ride on the back of promotions run by people with much larger mailing lists than yourself.

Make sure the product is good quality and something people want, it will spread around the net and will be an ambassador for your website.

## **Products**

You need something to sell. Unless you want to increase your online visibility for narcissistic purposes! Whatever you offer need not be your own product. A muffler shop can promote a motor mechanic. A plumber can refer an electrician. You can promote someone else's e-book or program if your business is online. See the information about affiliate options, in this report, for ways to do that.

## **Widgets**

If you have a blog or any other site with feeds, you can create your own widgets and add them to your social networks or to the widget creation site's community. You can create an RSS reader with multiple feeds; badges for your profile on social networks such as MySpace, Facebook, and Bebo; countdown application widgets; and other cool gadgets for your blog. Take a look at [www.springwidgets.com](http://www.springwidgets.com) as a sample. There are similar sites around.

## **Reciprocal Linking**

Write to a few sites with more visitors than your own and whose products are complimentary to yours. Let them know that you would be willing to place their link on your site if they would be willing to do the same for you. Some webmasters also arrange article swaps. You write an article to be published on their website and they write an article for your site. This gives you an in-context link, which is much more effective than a mere link on a links page.

## **Directories**

Link directories have become more popular and successful over the last few years. A web directory is something akin to a huge reference library. Most directories are hierarchical and arranged by subject - from broad to specific. A couple that you simply must use are [dmoz.org](http://dmoz.org) and [craigslist.org](http://craigslist.org) and if you are local to Perth, Australia then add yourself to Gumtree and Truelocal. Do not be tempted to add yourself to every directory you find. Find the quality directories that have high Google rankings and ones that are relevant to your niche industry.

Associating your site with some of the more 'junky' directories can actually do more harm than good, to your online reputation.

## **Press Release**

Yes, you can actually write your own press release. Before you begin, it is useful to remember that a press release is not a sales document, resume, or an advertisement. At [www.prwebdirect.com](http://www.prwebdirect.com) they have a page full of tips, guidelines and templates for writing an effective press release.

At [www.empowerwomennow.com](http://www.empowerwomennow.com) you'll find a very comprehensive list of sites at which you could submit your own press release, many are free.

## **Content**

For your site, blog and articles the quality of your content is ultimately responsible for its ability or inability to get links from other web sites. Your online credibility is at stake with your content quality. Web owners must have a reason to link to your website. Give them a reason. See some samples [www.forwardsteps.com.au/article/TheaWestraArticles.htm](http://www.forwardsteps.com.au/article/TheaWestraArticles.htm)

## **Write An e-Book**

Whether you have an unlimited budget or if you're operating on a shoestring, or even if you're simply looking for a proven way to establish yourself online, creating an e-book still represents the simplest way to get going, build a list, make money, and establish yourself in the marketplace. The best information related to why you'd want to do that can be found at <http://tinyurl.com/7dayEbook> Scroll down that page and absolutely watch the 9-minute video at the page.

## **Social Aggregators**

Add the feeds for your blog and your social network messages into social aggregators such as Friendfeed, Google Shared Reader, Feedburner, Yahoo pipes, Readr.com These are very popular and always being picked up by search engines. This is likely because of the constantly changing content and the ease of publication. Aggregating all your blogs into one feed is also possible, as I have done at [www.forwardsteps.com.au/FSBlogs.htm](http://www.forwardsteps.com.au/FSBlogs.htm)

## **Viral Marketing**

Create something, or post something to your blog, that you know visitors will want to pass forward to their friends. I'm sure you've seen examples of videos, jokes, funny blog posts or PowerPoint displays that have been forwarded in emails all over the world. For example, wouldn't you love to have your link attached to the "wherethehellismatt.com" YouTube videos?

## **Comment At Blogs**

This one is huge and very much worth doing. Each time you comment, it is a link back to your site or blog. Remember too, to leave genuine comments that contribute to the blog's post and to future visitors. Anything that you write will ultimately be a reflection on you and your business. The internet has a long memory and nothing ever goes away. ☺

## **Real Friends**

There'll be people in social communities who are just passers by and then there'll be a select group of people who become very good friends. Honor

those friendships. Always remember that you're not interacting with a screen and computer. There are real people attached to those profiles, images and text messages online. I've helped some great people along their online journey and I've had some amazing people do great things for my online business.

### **Tell-A-Friend**

Remind readers to 'forward-to-a-friend' your newsletter mailings, if they think the information might be of use to other people they know.

Use 'Share This' buttons at your blogs and 'Tell A Friend' buttons at your sites.

Make it really easy for visitors to share around your content and offerings.

### **Give Testimonials**

Or write product reviews, the ones at Amazon get picked up quite well by search engines. Test some of the others, perhaps writing reviews at [download.com](http://download.com) and such is beneficial. Give testimonials about websites, products or services to connections who have complimentary offers to your own. See how my testimonial at <http://tinyurl.com/icreateprofits> is on Christopher's landing page. It is a win-win for both of us.

### **Collect Testimonials**

Testimonials influence people to purchase products. You can use them in advertising copy and of course at your site. You can share the ones you're excited about, at your blog(s), on your mini-sites, on your site(s) and you can announce them at your social media networks as something exciting to share. If you say something about your product or service it may sound like boasting. If someone else says it, it's believable. If you can get audio or video testimonials, then better yet. See a few examples at this page I created [www.forwardsteps.com.au/DailyFSClickBank.htm](http://www.forwardsteps.com.au/DailyFSClickBank.htm)

### **Affiliate Options**

Affiliate marketing is an internet-based marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's marketing efforts.

Here is an example [www.forwardsteps.com.au/TriggersAffiliate.htm](http://www.forwardsteps.com.au/TriggersAffiliate.htm)

One of my favorite affiliate resources is Clickbank.

You can find products to sell, for which you gain commission, or become a Clickbank publisher at [www.forwardsteps.com.au/RecommendsClickbank.html](http://www.forwardsteps.com.au/RecommendsClickbank.html)

### **Mini-Sites**

Mini sites are quick and to the point which is a very effective way to cause sales, or an opt in to a mailing. Mini sites are easily maintained websites that



consist of 1-3 pages and rely heavily on a well written sales letter along with your affiliate link, your opt in form, or your own product. The benefit is that it is singularly focused and therefore a very effective sales tool, there is little maintenance or updating required. It is quick to load. Here is an example of a free give away link I use, even though it doesn't have its own domain [www.forwardsteps.com.au/TimeAbundance.htm](http://www.forwardsteps.com.au/TimeAbundance.htm) You can pick a separate domain name for each of the products that you are promoting and easily maintain them. It's then another web page that links back to your site. Search engines give higher preference to 1-way linked sites.

### **Focus Less On Traffic**

You can have 3 million visitors come by your website, however if your products were types of baby clothing, and your visitors were all derived from singles or dating sites, then how successful would be any of the conversion rates at your site? It isn't how much traffic you get at your site, it's all about how much targeted traffic that you have visiting your site. You want web visitors who already have an interest in your niche, and are therefore more likely to take action.

### **Google Maps**

Millions of people search Google Maps every day. A free listing on Google Maps makes it easy for them to find you. For example, just do a search for "forward steps Perth Australia" at <http://local.google.com> and you'll see me on the map. When you click on 'more information' you can see some of the range of information you can include. To include your business, just go to [www.google.com/local/add](http://www.google.com/local/add)

### **Learn To Write Headlines**

This needs to be tested over and over. Check your conversion rates with a variety of headlines. Take a look around the internet and keep a record of what is common about any of the headlines that catch your eye, and particularly the ones that caused you to take action, or almost got you to that point. It is important to realize that headlines work best when they appeal to your reader's interests, and not yours. I think you will absolutely love exploring [www.thegaryhalbertletter.com](http://www.thegaryhalbertletter.com) Effective headlines are needed in classified ads, on your blog posts, for article titles and as headings on your mini-sites or in sections on your website.

### **Forums**

Search for quality forums that are relevant to your interests. If your business is based locally, then stick to local forums. If your product is for start up business owners, then frequent forums where new business owners hang out.

Genuinely contribute at the larger forum sites that are picked up by the search engines, such as ask.com and groups.google.com.au Try to stick closely to topics related to your industry or niche. I've often left messages to help out someone at a forum, and days or weeks later found that Google or Yahoo had picked it up and the back link to my site was listed with them on a page one of a search.

### **Classified Ads**

Use craigslist.org, [www.oodle.com](http://www.oodle.com), or try out this terrific Adland community advertising option <http://tinyurl.com/adland>, to place classified ads online They too provide valuable back links to your site and will help find targeted traffic, that is, traffic already interested in what you have to offer, as opposed to passers by.

### **Optimize Your Web Pages**

Surveys indicate that if your page doesn't load in 8 seconds, you'll lose one-third of your visitors. Make sure that you do not carry too many images or, if you do then reduce their file sizes by converting your images in format. Some search engines are taking another look at meta tags and including the meta description content in search results text when the site is a Flash site. Just do a quick Google search about 'meta tags' to find out more about them. It can be another book in itself! ☺

### **Offline Options**

Make sure your web link is on your business cards and stationery. Get a simple transfer for the back windscreen of your car. Paint your link all over your car, and getting that done professionally is preferable! Give away branded products with your web link e.g. coffee mugs, caps, mouse mats, sports bags or pens (the good old standards that everyone will use). On weekends or casual days, wear a t-shirt with your website printed. There are many offline options to get your website seen for free.

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*If you enjoyed this free report, then you will also appreciate the information presented in "**Internet Marketing for Free: The Guide**" by Jinger Jarrett <http://www.forwardsteps.com.au/docs/InternetMarketingForFree.pdf>*

*Be sure to add yourself to my mailing list at [www.onlinevisibleweb.com](http://www.onlinevisibleweb.com) to stay connected, plus visit my blog at <http://onlinevisibleweb.blogspot.com>*



*Thea*