

## Two Basic Parts of a Low Cost Web Site Promotion

Anybody could own a web site. Anybody could up sell their own products and services to their target audience. Anyone could try to promote their web site with a low cost. But there are not many web sites that have a truly successful web site with traffic all day through. What these individuals or companies lack is the most essential factor of success - a low cost web site promotion that really works.

If you have been trying to promote your own web site and you have received traffic every hour, my hands are down for you. But for those people who need assistance, who does not have the patience to promote their own product and services, and lacks knowledge to properly advertise themselves, here are some guidelines to help you achieve success with a low cost web site promotion.

Search Engine Submission and Ranking are the two basic parts to a low cost web site promotion. Both of the parts have the same effect on the market of the web site - for your products and services presented in your web site catches the people's attention.

The first inexpensive method of web site promotion is the search engine submission. This first part is the act filing information and submitting your web site to search engines. There are two types of Search engine submission - manual and automatic. For a low cost and effective web site promotion, automatic submission is ideal because after filling up the information, a software program would forward this information to other search engines.

The second money-saving web site promotion is ranking. This refers to the numerical position in which your web site appears on a search engine, based upon the web site's criteria. Some search engines rank the order in which your search results appear primarily by how many other web sites link to each page. The leading web sites on this order would eventually fulfill a low cost web site promotion.

Other types of inexpensive web site promotion you could use to boost up traffic on your web site are banner advertising, classified ads, text links and section sponsorship. Banner advertisements pop up above and below web pages, and sometimes in another window. Text links and section sponsorship may cost more, but these methods helps in promoting to your specified target audience. It wouldn't harm your web site to try these methods.

Always remember that the effects of your not so costly web site promotion hits

are increasing significantly each day. Don't waste time; find an effective and affordable web site promotion of your choice today.