

3 Super-Tactics To Build, Promote and Profit From Your Website

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This ebook is brought to you by Steve M Nash and

Steve Nash of www.AnyoneCanSellOnline.com

Introduction

Hello

This is Steve M Nash of TextMeFree.com & HowIPromoteMyWebsite.com here.

Thank you for downloading *and reading* this ebook.

I've been building, promoting and profiting from my websites since 1999, and I've made a full-time living online since January 2002. Based on this experience, I've come up with 3 Super-Tactics that I'd now recommend to anyone to help them successfully build, promote and profit from their website. (And yes, that includes my Mum, if she had her own website that is.)

Really.

So here are the 3 Super-Tactics:

Chapter 1) Build Tactic: Make Sure Your Website Has A Most Wanted Response

Chapter 2) Promote Tactics: 6 Activities To Successfully Promote Your Site.

Chapter 3) Profit Tactic: Build Trust In You And Your Website

Read on, and enjoy.



PS. And if you'd like to know how to create your very own ebook (or even offer this ebook to your visitors, with your name and website added) then please read Chapter 4: Bonus Tactic: Viral Marketing Using Ebooks

Build Tactic: Make Sure Your Site Has A MOST WANTED RESPONSE

Are you thinking about creating a new website?

Or do you have a website and are you spending lots of time and money promoting it?

Whatever the case, you should definitely be able to answer this question:

- **What do you want your website to achieve?**

Maybe you just want a website because every other business has one. (And you'd simply like as many *hits* on your site as possible.)

Maybe you just want to generate more sales or more leads or more subscribers.

Maybe you... Well, tell me -- what is the main purpose of your site?

What exactly is your site's Most Wanted Response (MWR)?

I ask this question because in the excitement of creating and promoting your very own website, it is easy to forget (or not even consider) the main purpose of your site.

Alas, I talk from experience.

In late 1999 I created [Shop Tour UK](#). The site started life as a hobby site -- no problems there -- but it quickly started to take hours and hours of updating each day. (With no clear, measurable objectives it's very easy to continually change and *improve* a site.)

Shop Tour UK wasn't making any money for me. So I decided to redesign the site, join lots of affiliate programs, find the best affiliate programs, and focus the site on promoting those programs. (By the way, I wouldn't recommend this site-building strategy today.)

Build Tactic continued

--- sidebar ---

Affiliate marketing really does provide a great opportunity for ALL site owners to make extra income. But choose your affiliate programs wisely; otherwise, you'll still be working hard but for very little reward. To learn more about the pros and cons of affiliate marketing, visit:

- <http://www.associateprograms.com> , and
- <http://www.a4uforum.co.uk>

--- sidebar ---

Yes, it took months to sign-up to affiliate programs and seek out the best of them. Yes, it took a couple of site redesigns. And yes, it is better to have clear, and measurable objectives right from the start. (That is, to know your site's Most Wanted Response before you begin designing your site.)

Still, with a new focus, I was able to start making money from Shop Tour UK, and to increase subscribers to a variety of mailing lists.

So how does this affect you?

- Well, **does your site sell goods?** Then which items do you most want to sell? Or which goods are easiest to sell, easiest to convert a visitor into a customer (allowing you to follow-up afterwards)?
- Does your **site offer content**, supported by affiliate programs or advertising programs like Google AdSense. Then which affiliate programs are most relevant to your site and where on your site is the best place to promote them? What is the best way to integrate AdSense into your site, in terms of benefit to your visitors and benefit to your business (e.g. income from AdSense)?
- Is your **site just a brochure site?** Then do you encourage people to contact you or to sign-up to your ezine (or newsletter) on every page?

Build Tactic continued

Dr Ken Evoy introduced the Most Wanted Response (MWR), at least to me, in his ebook *Make Your Words Sell*. For me, it's probably the most important lesson in all of *Make Your Words Sell*.

In essence, the **MWR** is what you **most want your visitor to do** after reviewing your content. According to Dr Evoy, it should always:

- Be reasonable
- Be measurable
- Be a good fit
- Qualify the visitor; i.e. ensure the visitor is suited to take the required action

Some techniques of getting your Most Wanted Response include using the word 'you' often in sentences, using commands, making sentences active rather than passive, and creating powerful headlines and sub-headlines that spell out to site visitors what's in it for them.

These are just a few ways to achieve your site's Most Wanted Response.

What's MOST IMPORTANT, however, is that you understand the concept of a Most Wanted Response for your website, and that you set about trying to achieve it. Then, and only then, will all the effort you make in building and promoting your website be worth it.

Promote Tactic: 6 Activities To Successfully Promote Your Website

Don't you just love reading tips about website promotion!

Sometimes the tips are confusing. Sometimes the tips are dangerous (and can get you or your site into lots of trouble). Sometimes the tips are contradictory. And sometimes -- very occasionally -- the tips work.

Well, this website promotion Super-Tactic -- six activities, actually -- covers the major site promotion activities you should undertake, to successfully promote your site. And they are:

Activity 1: SUBMIT to search engines and directories

Activity 2: BID at pay per click search engines

Activity 3: SPREAD word of mouth

Activity 4: PUBLISH a newsletter

Activity 5: KNOW your visitor

Activity 6: CONTINUE to learn more....

So, without further ado...

Activity 1: SUBMIT to search engines and directories

First of all, be aware that a few major search engines will be responsible for most of the search engine traffic to your site. Currently, in 2006, there are just 3 major search engines: Google, Yahoo! and MSN.

So there is absolutely no need to submit your site to 10,000 search engines.

Apart from industry-specific directories that relate to your website or online business -- you'll find these by doing a search at <http://www.dmoz.org> -- I recommend that you only bother with the major search engines, and a handful of general directories.

Promote Tactic continued

So where are the major search engines?

Well, I could list them all in this ebook, but the links may well change or a new major search engine may emerge or... So, I'll point you to a page that has an updated list of these search engines and directories

- <http://www.HowIPromoteMyWebsite.com/site-submit> .

Activity 2: BID at pay per click search engines

"Pay per click to guarantee targeted traffic."

Pay-Per-Click search engines offer you the enticing prospect of a **guaranteed search engine position** (guaranteed, that is, at time of bidding). With the right keywords and the right bid, your site could feature prominently in all those sponsored listings you see in search engine results pages (SERPs) and in content websites.

A few of the major pay-per-click search engines are listed below:

- <http://searchmarketing.yahoo.com/>
- <http://www.miva.com>
- <http://www.google.com>

You can learn more about pay-per-click search engines via this page

- <http://www.HowIPromoteMyWebsite.com/pay-per-click> .

Promote Tactic continued

Activity 3: SPREAD word of mouth

Spread word of mouth?

I'm talking about viral marketing, or getting people to your site via any one of several ingenious means (including adding 'wow-factor' to your site).

There are a variety of examples of adding 'wow-factor' I can mention, that might give you some ideas. You could:

- Create a community
- Offer free stuff
- Offer a prize or competition
- Or simply let your imagination run free...
- Etc.

But you need to take these ideas, and come up with something unique.

The thing is, if I write about a particular viral-marketing strategy here it's, by definition, not going to work. (The idea has to be original, see!)

Here's an example site. Heard of it?

- <http://www.milliondollarhomepage.com>

I suggest that you do a search on Google for [viral marketing campaigns](#) and see how clever (and successful) other people have been. I also recommend that you read this excellent article by Dr Ralph Wilson: The Six Simple Principles of Viral Marketing

- <http://www.howipromotemywebsite.com/viral>

You could also read about Harvey Segal's Ultimate Supertip -- his viral marketing response to Google changing its search ranking algorithm, again!

- <http://www.howipromotemywebsite.com/goodbye-google.html>

Promote Tactic continued

Activity 4: PUBLISH a newsletter

Quite simply, write a newsletter (or ezine) to get your site visitors to return.

Writing a newsletter is the BEST WAY to stay in touch with site visitors and existing customers. At the very least you can remind them about your website on a regular basis. But, even better, you get a chance to **develop trust between you and your site visitors**. And on the faceless internet, trust is everything (as I'll explain in Chapter 3).

Here are a few guidelines to help you publish a successful newsletter or ezine:

- Make sure you add your personality to your newsletter/ezine
- Try and publish on the same date, and more than one issue per month
- Stick to a similar format
- Proof your newsletter (remove errors) before you publish it
- Have clear objectives, and meet them
- Encourage feedback
- And -- lastly -- keep it short.

Remember, publishing a newsletter/ezine lets you get to know your site visitors and it lets them get to know you.

Learn more, here:

- <http://www.HowIPromoteMyWebsite.com/publish-news>

Activity 5: KNOW your visitor

There are various ways to understand who your visitor is, and where s/he comes from. These include asking for feedback, tracking the links that they click, understanding your website stats (web log files), using cookies, personalising your website, using surveys, etc.

To keep things simple, I'll point you in the direction of a couple of articles that can explain how to go about doing all of the above.

- <http://www.HowIPromoteMywebsite.com/web traffic>

- <http://www.HowIPromoteMyWebsite.com/cookies.html>

- <http://www.HowIPromoteMyWebsite.com/know-your-visitor.html>

Promote Tactic continued

Activity 6: CONTINUE to learn more....

Yes I'm afraid that it's vital that you keep on learning about new ways to promote your website (or better ways of doing the promotion activities what work for you now).

There *are* other ways to promote your website, and some of these other methods may well suit you and your website better. The main point about website promotion is that it's never finished. You must always continue to promote, and therefore you must always continue to learn.

This bears repeating. **You must always continue to learn.**

This Super-Tactic covers the basics of website promotion, and the basics shouldn't change, but there will always be new opportunities, new methods -- and they won't all be a waste of time. So stay alert to what's going on in the website promotion world.

I can highly recommend the learning resources listed on this page

- <http://www.HowIPromoteMywebsite.com/more>

Profit Tactic: Build Trust In You And Your Website

So you want to sell online!

You've got a great product or service; you're much cheaper than the competition; and you know you offer great after-sales support.

Great stuff.

Here's a question for you, though: why should I buy something from your website?

Or, more to the point, why should I trust you?

If you are Coca Cola or Nike or Microsoft then you probably don't have to worry about building trust online (as you've already spent millions building trust in your brand, offline). For the rest of us, building trust matters.

After all, what's the point of shopping for a bargain when you're not even certain whether the goods will arrive (or if the goods will arrive faulty or be of poor quality).

Now you know you'd never sell faulty goods, and that the goods always arrive within a set time, but how do your site visitors know this?

(I know people that are afraid to buy from a company's website, even though they do business with *the same company* offline. Think about that.)

So I ask again: why should I trust you?

"Okay, How Do I Build Trust Online?"

Good question, and you're already ahead of your competition for asking it.

Well, there are a variety of ways to build trust online, to **establish credibility**, but I'm only going to consider one powerful possibility here: **offer invaluable (and relevant) information free**, via repeat contact if at all possible.

Or in other words, offer a freebie ebook, email course or report (a bit like the ebook you're reading right now :-).

Profit Tactic continued

Here are some examples (some better than others) to explain my point:

1. <http://www.willdrafters.com>

Just how easy do you think it is to sell will-writing services online?

Well, Will Drafters Ltd -- a UK-based company -- have a prominent link to a Free Guide To Making A Will on their website (now called Will Facts). I've signed up to this course and it's very, very informative. I learned a lot about writing a will, and I definitely got the impression that Will Drafters know their stuff. And, in return, Will Drafters got my email address and phone number to follow-up with (which they did -- and, yes, I've now made a will via Will Drafters Ltd).

2. <http://www.best-digital-cameras.co.uk/buying-guide/>

This is one of my affiliate mini-sites. Usually, site visitors take a quick look at this site, and then head off to the main merchant site (in this case Amazon.co.uk). The merchant either makes the sale or it doesn't; either way it's unlikely that site visitors ever return to my mini-site.

So, I offer a guide to buying a digital camera online, in the hope that I can build a little bit of trust in my site.

3. <http://www.eurekaspringsonline.com>

This site aims to be a local site (for local people).

Visit the site, and what's one of the first things that you notice? A link to a free guide to Eureka Springs, Arkansas, in the left hand side of the site.

And the only way you get to download this guide -- invaluable, I'm sure, if you happen to live in Eureka Springs or simply want to know more about the place -- is to provide your email address (and some demographic information about yourself).

A simple demonstration of providing expertise, and collecting an email address in return.

Profit Tactic continued

Do you see how this 'freebie stuff' works yet, in building trust and ultimately improving the number of sales and/or leads that your site generates?

The thing is, you'll be surprised at what you know, that a site visitor might not know.

Example: let's say that you're a web designer. You could provide all sorts of information about graphic formats, or web hosting, or even website promotion, that complements your main business of web design. Your 'freebie' would answer (some of) your visitors' questions, demonstrate your expertise, and hopefully get an email address to follow-up with.

You don't even have to produce this 'freebie' yourself. You could be super-sneaky, and simply put together other peoples' articles. It doesn't matter, as long as your visitor gets useful information and starts to trust you, and you get their email address to follow-up with.

And if you don't know how to follow-up with a visitor or customer (once you've got their email address) then I recommend that you sign up to Aweber's Free Test Drive that will explain all to you, particularly the benefits of so-called follow-up marketing!

By the way, Aweber's Free Test Drive is a great example of demonstrating their expertise. Check it out!

- <http://responders.aweber.com>

**Bonus Tactic:
Viral Marketing Using Ebooks**

Acknowledgements

This ebook has been written by me, Steve M Nash, but I couldn't have written it without help from others, especially Dr Ken Evoy and his [Site Build It!](#) site.

I learned about the give-then-take principle, underlying the ethos of this ebook, when I became an owner of a Site Build It! website (SBI!). SBI! is a unique all-in-one tool aimed at letting the small business owner build, promote and profit without technical skills or search engine skills; s/he just needs to be passionate about their business.

(I've tried to explain SBI! in this [free guide to SBI](#), but it's not an easy job! :-) .)

So I guess if I was to try and reduce my 3 Super-Tactics to a single sentence, it would be this: **be passionate about your business!**

And if you like what you've read why not share this ebook with others (see Chapter 4), or simply do me a favour, here

- <http://www.wise-buys.info/favor.shtml>

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