



For these tips to work, you should ideally have a memorable domain name, and be able to tell people about a clear benefit for them of visiting your website. You might be able to offer out-of-hours support, discounts, online ordering or exclusive content, for example.



Links aren't just beneficial for search engine rankings. A link in a prominent position on a busy website can bring you lots of visitors. The best link relationships come when somebody has a genuine desire to recommend your website, so focus on creating great content and building solid relationships, rather than begging strangers for links.

More promotion tips

It's not just about SEO and advertising. There are many other ways and places you could promote your site. You've probably thought of some already, but here are a few suggestions:

- **In your business.** Include your website address on your business cards, letters, vans, carrier bags, and receipts. Add a plug for your website to your email signature so that a short advert goes out with every email you send.
- **Offline advertisements.** Buy adverts in magazines, shop windows or wherever else your potential visitors might be.
- **Online advertisements.** You can bid for placement in search engine results using Google Ads (<https://adwords.google.com>) or Bing's advertising system (<https://about.ads.microsoft.com/>). Set a daily budget limit! Both sites also operate a partner network that you can advertise across. If you know of a website that reaches your target audience, you might be able to advertise on it, too, if you contact it directly.
- **Network.** Participate in forums, social networks, and blog commenting to connect with others who might like your website content. You can't just turn up and start advertising, but if you become a valued member of the community, people will notice you and your profile with a link to your website.
- **Create an affiliate program.** Affiliate programs enable you to pay websites for sending you paying customers. Amazon has pioneered this model with its Associates program, which pays websites a commission on any sales referred through a link. Several intermediaries exist to help you set up your affiliate program, including Tradedoubler (www.tradedoubler.com) and Commission Junction (www.cj.com).
- **Create an email newsletter.** Mailchimp (www.mailchimp.com) is an affordable system for managing lists and sending emails. It provides a subscription form for your website. A newsletter helps you to build a relationship with your website visitors and to convert them into customers.
- **Add a sharing button.** Help visitors to recommend your site on their social networks. Many social networks provide buttons you can embed in your site to help visitors share your link with their friends.