

How to Grow Your Website with Search Engine Traffic!

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Sample of Content:

Why wait? Grow your website's traffic today! Find out how!

Content:

A well-designed website is the best method I can think of to generate a steady flow of new ezine subscribers. And new subscribers who join your ezine's list through your website tend to be of higher quality than those who find you through other means (ezine directories, announcement lists, etc.). One primary reason for this is that new subscribers that come through your website were quite possibly seeking out the type of information you offer, especially if they found you through a search engine.

Search engines and web directories (such as Yahoo! and LookSmart.com) are one of the best sources of targeted web site traffic. Recent changes in the functionality and submission process of several search engines and directories are detailed below.

The biggest change in the search engine landscape has been a move towards paid submissions by several services. While some may consider it a bad thing that services that were once free now charge for submission, it's actually an improvement in many ways. Most notably, the time it takes to get listed is usually drastically reduced with a paid service, meaning your site can start receiving traffic within days of submitting. And the potential traffic you can receive from the various search engines that use paid submissions usually far outweighs the cost. That's more than can be said for most other marketing efforts, which carry a much higher risk.

One of the biggest recent announcements of this kind is that search provider Inktomi has recently added a paid submission. For prices starting at \$20, Inktomi guarantees they'll spider your Web site every 48 hours for a year. Inktomi search results are used by 125 partners, including HotBot, AOL, NBCi, MSN, and others.

Information on paid submissions to Inktomi is available at: <http://www.positiontech.com>. This service has just been released as I find out more and test its effectiveness, I'll mention my findings here.

Yahoo! has for quite some time featured its "Business Express" option of paid submission. LookSmart.com recently moved to accepting only paid submissions, doing away with its free submission process altogether. However, if I were going to spend only \$199 to market a Web site, I would spend it on a LookSmart submission. LookSmart's data is used by MSN, Excite, AltaVista, CNN.com, and others, and the results have been very good in my experience.

Matt Bacak became "#1 Best Selling Author" in just a few short hours. Recent Entrepreneur Magazine's e-Biz radio show host is turning Authors, Speakers, and Experts into Overnight Success Stories. Discover The Secrets To Unleash The Powerful Promoter In You! Sign up for Matt Bacak's Promoting Tips Ezine (\$100 value) just visit his website at <http://www.powerfulpromoter.com> or <http://promotingtips.com>

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