

Top 10 Free Or Cheap Ways To Market Your Website

If you are an internet marketer, own a blog, have a local company that also has a website, or just want to get more people to visit your website, then you need to know how to market your website. But when marketers or business owners are just starting out, costs need to be kept low. Ideally, you want to market your website using cheap or free methods, and after you start to turn a profit, you can then reinvest those earnings into other marketing methods, to scale up your business! Below I will go over some of the best ways to market your website free or on the cheap.

#1. Create A Youtube Video. Video is an ever-growing phenomenon, as sites such as Youtube have exploded onto the scene in recent years. Creating a youtube video that promotes your website or explains the service or product you provide can be an awesome way to market a website. Statistics prove that more and more people prefer to watch a video than read an article. So jump on the bandwagon!

#2. Facebook Fanpage. We all know how popular Facebook is. Building a fanpage that describes what your website is about, and then gaining likes and friends is possibly the fastest way to go viral and explode your earnings and brandability. Tap into this monster traffic source and watch your website woes go bye-bye!

#3. Article Marketing. One of the most tried and true methods to marketing a website is article marketing. In a nutshell, you will write articles based on "keywords" and then submit them to article directories. This is hard work, but well worth the effort, as these articles stick around for years to come.

#4. Social Bookmarking Sites. Websites such as Digg and Reddit have become massively popular in the past few years. It is a way for people to share stories, and other cool news, and the possibility to go viral is very viable. Just make sure to make your social bookmark entry as interesting as possible, so it has a good chance of hitting the first page.

#5. Passing Out Flyers/Business Cards. With so much focus on marketing online, people often forget that marketing offline can be WAY easier! Print up some cheap flyers or business cards, and pass them out in areas where you think people would be interested. For example if you have a website about student loans, pass them out at colleges.

#6. Grow A Twitter Following. Hand in hand with Facebook, Twitter is a hugely growing social website that has skyrocketed in the past few years. Twitter allows users to "follow" people that they like or find interesting. You can build up a huge and loyal customer base by simply spending an hour a day on Twitter.

#7. Forum Marketing. Another classic, forum marketing is almost as old as the internet itself, but to put it simply, it works! Most forums allow you to put a "signature" which contains a link to your website. Simply make useful and helpful posts in the forums of your choice, and watch the traffic flow in.

#8. [Search Engine Optimization. Calgary SEO](#) is one of the best ways to not only market your website but gain natural and free traffic. So, lets say you have a website about training puppies. You may wish to rank #1 in Google for the term "how to train a puppy." Can you imagine the power of this? Get highly ranked in Google for any term and you have instant free traffic for life.

#9. Go Mobile. Hint: Mobile marketing is HOT in 2012. All the big fish are starting to build a mobile following and market themselves through text messaging and SMS. The returns with this kind of marketing can be outrageous, due to it being a new and untapped form of marketing.

#10. Pay-Per-Click. I know what you might be thinking, "PPC, ahhhh!" While it is true that PPC is a great way to lose a bundle of money if you don't know what you're doing, it can also be the complete opposite. At certain PPC websites such as Facebook, Plenty-of-Fish and 7search, you can routinely buy clicks to your website for as low as .01 per click! Try to avoid Google Adwords for PPC as you will never be able to buy cheap traffic.

Follow these 10 cheap or free ways to market your website, and you will soon find yourself on the way to blog super-stardom!