

## Looking for Free advertising, here it is!

Contributed by Veronica Bath  
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I posed the question of "free advertising" to a few forums and they all can back the same, but with new links to check out. It's basically what I already knew, but it's nice to try and find new ways of doing things.

For this article that has helpful links in it, Please go to my Website and click on Free Advertising.

Link Popularity:

{bot\_wrgoogle}This is the most important thing and in doing any or all of the below things, you will gain link popularity. Links to your Website, wither you link back or not, gets you ranked good with search engines ( the best free advertising of all) and you will get visitors from other sites that are "targeted visitors" that are interested in what you have to offer, and that my friend is your "MAIN GOAL"

So here is what I know about free advertising and what I have recently learned in no particular order:

Articles:

Writing articles and submitting them to different Website will get you the exposure you need and also build your credibility. It's not so difficult to do this, just give good advise on a subject you know a-lot about, hopefully it is somehow connected to the product/service you are selling on your Website. Make sure in your signature that you have your URL or a way to contact you. When you go to submit your article, they usually give you a step-by-step way to do this. You can always go to one of the site first to get an idea of what you will need to write and publish your article. You can also go to my Website and see how I have written them. You can go to Google or Yahoo and search on "Submit your article for free".

Classified Ads:

Classified Ads are another way of getting free advertising for your business. In this you can highlight the benefits of your site and/or offer a special to get people to come to your site. These have limited space, so you need to make it short-n-sweet, and to the point to get them to your site. The key is to have a headline that sells, I can't give you my source because I buy a program to get this kind of info., but you can do a search on Google or Yahoo for "Headlines that Sell" and it will give you some resources. If you would like to know what program I received my sources from e-mail me and I will give you the link.

Again, you can search on "Free Classified ad submission" to find places to place your ads.

#### Forums:

Forums are not only away for free advertising but you can also ask questions from people that have different way of looking at things or just plain have the answer to your questions. You can also answer question for other; it builds your credibility up and gets you exposure for your business. The way to find forums that relation to your Website is to do a search for "\_\_\_\_\_ forums", example: it could be video games forums, cb radios forums, Internet business forums, etc...

#### Press releases:

Sounds so professional, but you can do it, I have faith! A press release simply tells the World about your company and that you are ready to do business. Most sites you go to will have a temple you can go by to do this, I will be providing that soon, maybe by the time you read this. It's pretty straightforward and anyone that can type can do this. You can do a search on " Free Press release submission"

#### Link exchange:

Link exchange is a good way to get free advertising and looks good for the search engines. You can do this in a couple of ways but you need to do what is right for you! There are link exchange programs out there that are for free and some you pay for. Stay away for ones that you cannot pick and choose which sites you want to link with. Link farm are very bad for your site and can go against you with the search engines. Link farms are from companies that upload, let's say 100 links to your site and those same links will be on all the other sites as well. It's like a generic links pages, way not good. It defeats the purpose of links and shuts you out of search engines.

Paid vs free, Paid everything is done for you, all you have to do is accept links from other sites or go out and request a link exchange with another site with basically a touch of a button. The free link exchange you have to go out and request individual link exchanges manually. Then manually add their links to your site and there is not guarantee they will link back after doing so. It all depends on how much time you want to put into this.

Good Luck and Please contact me if you need help or have any questions. That is what I'm here for,

Veronica Bath

#### About the Author

My mission is to help people with their goals of becoming their own boss or just make extra money. I have been scammed big time before and want to help other avoid doing the same thing.

My Website is for this purpose, "Home Based Business Opportunities Central" at <http://www.home-based-business-opportunities-central.com/> !