



HOME BASED BUSINESS AND WORK AT HOME MARKETING

Let's face it, if you work at home and operate an online home based business, the number one goal has to be "website promotion". If you don't have a good Internet marketing plan in place, You will fail! Let's talk about ways to get traffic to your website and get the kind of sales you deserve.

Now, over the years, I have tried just about every home business and work at home idea that I could find on the Internet. I have spent thousands of dollars on scams and schemes. I have spent countless hours, days, weeks, months and years trying these programs. Why, you ask? Well, I am sure you have heard the term "trial and error". I have always considered these tasks, not as a loss, but as "Priceless Experience". I have been able to weed out the losers and find the winners!

There are several ways to promote your website or online home business that can easily fit into most any budget. Let's take a look at some methods that I have found to be extremely effective.

-Traffic Exchanges:

Some of these are useless! But if you do your homework, you can find the sites that will have an option to "upgrade" to some type of "Pro" membership, which generally comes with a lot of bonus credits each month and many different ways that you can get massive traffic to your website or online home business.

-Articles for Content:

One of the best ways to get links to go to your site (which will increase your search engine ranking) is to write articles. Whatever your home business is, create the articles utilizing keywords that relate to your website. You can submit these articles to article directories and other webmasters will gradually place them on blogs, ezines and newsletters. They will also be used for content on websites.

-Blogs:

Once you have your articles written you should create your own blog. Blogs are a very key method to promote your business online. People are always looking for information, and blogs have become some of the most popular websites on the Internet.

-Newspaper Classified Ads:

Yes, that's right! Newspaper ads. This is a great way to get traffic to your website. It is a very economical method of advertising. When you do this, make sure and be consistent. Run your ads for several weeks.

-PPC Advertising:

This is a very good way to get traffic to your website. It is necessary, especially when your website is new. It will get traffic to your site while you work on climbing up the search engine natural rankings.

-Search Engine Optimization:

Make sure you find a reputable company to help you with this. Ask them to email you with at least 12 websites that they have optimized and are ranking on the first page of Google and Yahoo! Don't use them if they cannot provide this information! Remember, "the proof is in the pudding".

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