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## Driving Traffic to Your Website

Everyone wants more people to visit their website. My clients are always asking me how to accomplish this. Well, I can answer that question in just one word -- ARTICLES!

More and more people are using articles to generate traffic directly to their website and it works great! The secret is to provide something interesting and closely related to your website. For example, if you are selling insurance, you could write an article explaining the difference between term life and whole life insurance and the benefits of each.

Make sure your article is well-written, grammatical correct and free of spelling errors before you submit it. You should provide links in your article pointing to your website, and most importantly, there should be a resource box at the end of the article. A resource box tells people a little bit about you; directs them to your website; and gives others permission to reprint your article as long they include the resource box.

Okay, now you have a well written article; what's next, where do you submit the article? There are many places to submit articles, just Google "free articles" and you will get millions of links.

Here are just a few of the ones that I use:

- [www.goarticles.com](http://www.goarticles.com)
- [www.isnare.com](http://www.isnare.com)
- [www.ezinearticles.com](http://www.ezinearticles.com)

By the way, the above links are also great places to pick up free articles that you can reprint in your newsletter or on your website. Just be sure to leave the author's information box in the article.

Another great place to submit articles is in my e-newsletters! I send out several newsletters each month to over 2300 subscribers (and that number is growing each month). Visit my website: [www.webdesign4him.com](http://www.webdesign4him.com) and register to receive my newsletters, there are several to select from and they are all packed with informative articles and great resource information.

Your own articles also make great fillers for your newsletters when you need to fill that white space. The best way to use articles in an e-newsletter is to just have the first paragraph or two as a teaser then include a link to your website where readers can get the full content of the article. What are you waiting for, start writing your articles and watch your website traffic begin to increase!

## Advertising on Websites

I am often asked about advertising on websites. Does it work? Does it make the site look junky? Are there any affiliate programs that will actually pay?

I have tried several different affiliate programs and finally found a couple that work...and yes I have been receiving paychecks from these two. Both of these are FREE to join. The best by far is [Google AdSense](#). The other one that I use is [Commission Junction](#). Below is a sample of an ad I have been using successfully from Commission Junction.



The key is to place ads that are relevant to the content of the website that you are putting them on. For example you would not want ads about fishing and hunting on a website that caters to women. The above ad for Women's Suits fits well on a site that is targeted to women.

You have to be careful with ads because too many ads will not only look junky but it will confuse your visitors. You don't want to give them too many choices to make or they won't make any choice at all!

## **Do I Need a Newsletter?**

A common question that I get is, "Does my business need a newsletter?"

My answer is simple..."No, not if you would like to loose your customers to your competition!"

In other words, the answer is, "YES, every business and organization needs a newsletter!" You see, if you are not using a newsletter as a marketing tool in your business, then you are missing out on turning your existing customers and prospects into long-term buyers! Newsletters keep customers.

It is a great way to keep in touch with your customers. You don't want your clients to forget about you, so you should not forget about them.

Now with the Internet, there is no postage to worry about with your newsletters. What a great, cost-effective way to keep your name in front of your customers. Make your newsletter interesting and informative so it will be read. Offer money saving specials or introduce new products and services to your readers.

If you just don't have the time or patience to put together a newsletter, contact me and I will do it for you; my rates are very affordable.

### **Learn HTML**

There are many great WYSIWYG (What You See Is What You Get) programs out there that make website design easy; however, I would strongly advise that you take the time to learn HTML (Hyper Text Markup Language). When you design a site with even the best WYSIWYG programs you can always enhance it by adding some HTML code of your own.

I use Net Objects Fusion [www.netobjects.com](http://www.netobjects.com) to design my websites and have been using the same program for years. It is easy to use and I really like its features, but I still add my own HTML to fine-tune the websites.

You can search the Internet for HTML guides and will find a wealth of information is available for FREE. You can teach yourself HTML in no time at all, just by using the FREE resources on the web. If you need more help you can always find books in your local library or bookstore. You will be glad that you took the time to learn HTML and your web pages will look much better.

## **Branding**

Branding is important, just think about McDonald's. Everybody knows the Golden Arches. Your business or organization should have a recognizable logo and color scheme. If I asked you what color is a Coke can, you probably would know the answer.

Your logo and colors should be on your website and all of your banner ads or printed advertisements.

[Web Design 4 Him](#) offers logo and banner ad design at affordable prizes.

## **Color**

You should choose colors that compliment each other. I find it best to select a primary color which will be the main color scheme of your site and two secondary colors which will go well with your primary color.

If you need help in selecting colors that blend well go to: [www.colorschemer.com/online.html](http://www.colorschemer.com/online.html). This is a great tool for picking colors that are complimentary.

## **Photos**

Many websites use clipart, personally, I think that clipart looks cheap and unprofessional. I prefer photos, you can find FREE photos to use on your website at: [www.freestockphotos.com](http://www.freestockphotos.com), or just google free photos and see what you come up with.

## **Type Size**

Make sure that your font is easy to read. Make it big and make it dark. Light-colored type and small fonts are very hard to read.

## **Layout**

Your website should be designed so that it easy to navigate. People come to your website in search of information, make it simple for them to find what they are looking for. Nothing frustrates me more than trying to figure out how to get to the information I went to a website for in the first place. Most folks do not have time to waste stumbling around a poorly designed website.

## **Links**

Links are good, but too many links are bad! You need to have links on your website, but don't get carried away with them. First of all you want to keep people on your website, not send them away to another site. Do not ever remove the underline from the links in your text. Everyone has become accustomed to links being underlined. Without it links are hard to find unless your mouse is hovering over the text.

## **Promoting Your Website**

Remember to promote your website every chance you get. Make sure your business cards and all printed material include your website address. Leave business cards everywhere you go. I leave a business card on the table at restaurants, on bulletin boards in grocery stores, on the magazine table in the doctor's office, etc.

I always create my own business cards online using [Vista Print](#). They offer many stock designs or you can use your own design. The rates are very affordable and the results are high-quality. In addition to business cards, they have brochures, postcards, stationary, rubber stamps and several other items. Get 250 premium quality, color business cards FREE! [Order today!](#)

Don't forget about good old fashioned "word of mouth" advertising, this is still a great way to promote your website. You can say something as simple as, "By the way, have you checked out my new website?" Then hand the person a business card and ask them to visit your site and let you know what they think about it.

If you are anything like me, you probably send and receive hundreds of emails per day! Set your outgoing email to include a signature line with your website address, this is free advertising at its best!

## **Tips for Success**

Never forget who your Target Market is! When you are designing your website always keep in mind who it is you are designing it for. The colors you use, the type of fonts used and the graphics all should be directed towards the people who will be looking at your website. It really doesn't matter if you like those colors...it's your Target Market that counts; design your site for them. After all, they are your customers. Demographics are very important. I would not use the same font for adults age 25-54 as I would for kids age 12-18! Look around at your competitor's websites and see what type of design they are using.

Also remember to keep your content fresh and update your site frequently. You will get more repeat visitors this way. Give your visitors a reason to come to your website, "Make it sticky". Perhaps a form to sign up for your newsletter, or a quick survey. Maybe you could offer a money saving coupon that is available only on your website.

Another important thing to remember is that just because you have built a GREAT website that doesn't mean that everyone will flock to it! You have to promote your website, put your website address on your business card, your flyers, your newsletters; everywhere you put your phone number be sure to add your website address too.

## **KIS - Keep It Simple**

There are many ways to add fancy bells and whistles to your website, but most of them are not going to do you any good. In fact they will slow down the time it takes to load your website and take up valuable space that you are paying for. Besides that, people with older computers will not even be able to see some of these fancy additions you are using.

For example Flash intro pages may be fancy and exciting to look at, but search engine robots and spiders do not read flash pages and you may actually be hurting your standings in the search engines by using Flash pages.

Other things like music that plays when you open up a web page can be distracting and downright annoying! Too much movement on the screen will also get on your nerves pretty quickly, so think before you start adding all those bells and whistles. Our advice is **Keep It Simple**.

## **What's In A Name?**

Why pay for your own domain name anyway? You can launch a website without your own name for free. Sure you can - but if you want to make it in today's business world, then you had better come up with your own domain name that will be easily identifiable with your business!

What's in a name? Just take a look at some of your more familiar businesses like McDonald's or Coke. Notice how their domain names are very easy to remember. [www.mcdonalds.com](http://www.mcdonalds.com) or [www.coke.com](http://www.coke.com)

Spend a few dollars and get your own domain name. Be careful though, some sites will charge you \$20.00 - \$35.00 a year to register your domain name. Make sure you shop around; you should be able to register a domain name for as little as \$9.95 a year. If you want to establish an identity on the Internet then you really should have a domain name that is easy to remember.

## **Keep It Fresh**

If you want to get repeat visitors to your website you need to keep it fresh. If someone returns to your site frequently and it looks exactly the same all the time they will soon stop coming! You may want to consider redesigning your site completely every few months. If there is something new on your site each time a visitor returns they will keep coming back just to see what's changed.

## **Size Does Matter**

One of the most frustrating things is when it takes forever for a web page to load. If it takes more than a few seconds for your web page to load in a browser people will get impatient and leave! So it is important to keep your graphics to a minimum size. If there is a large amount of text on a page and it takes a long time to load, consider breaking the page up into separate pages.

## **Being Different is Good**

There are thousands of websites on the Internet and many of them are cookie-cutter sites all cut from the same mold. Try to make your website stand out from the crowd. Don't copy what has already been done a million times, dare to be different! For example, page counters are very amateurish looking. If you really need one, make it invisible. It looks like you are bragging if your counter shows tons of hits and if it only shows a few visits, do you really want the whole world to know that nobody visits your website?

## **Check Out the Competition**

Whatever your website is about chances are that someone else is already doing the same thing. Check out their websites and see what they are offering. Maybe you will get some good design ideas.

## **Thank You**

Thanks for visiting my website and downloading this e-book. I hope you found some tips in here that will help you. Feel free to share this e-book with others, provided you do not change anything.

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