

Five Simple Ways to Promote Your Website

These five methods of self-promotion are often overlooked by online entrepreneurs, and are simple strategies to increase online traffic.

1. Write testimonials for products or services or subscriptions that you like. A well written testimonial will often appear on the product sales page, along with your name and website.
2. Write and distribute press releases to relevant media sources. Whenever something newsworthy takes place, might take place, could take place you write a press release and you can use the wire services to spread the good word, for you.
3. Don't forget to write articles. This is an opportunity to showcase your expertise. Submit your articles to directories. You can use paid services or free directories. Just be sure the article is error free, you've checked your sources, and the resource box includes information about you, your product, and has a link to your website.
4. Visit the online bookstores and write a review. Biggies like Amazon.com and BarnesandNoble.com accept and publish customer reviews. Your name and website will appear on the product review page. If you are witty and say something in a unique way you can expect to generate traffic.
5. Don't forget to mention to your visitors that they can bookmark your site or subscribe to your RSS feed. If you give them good reason to visit again, you can be they will be back.