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About Free Website Advertising For Small Business

There are an increasing number of people using the internet every year. If you want to get more people to buy your products, you can advertise it online. Online advertising is better compare to magazine advertising because it can reach a wider audience. If you want to reach a larger group of targeted audience, online advertising is your best option. You will be able to track the conversion rate with the analytic tool effectively.

By tracking the advertising campaign, you will be able to measure the result. Furthermore, online advertising is cheaper. There are ways you can get free website advertising on the internet. If you are a webmaster with small budget, the online advertising will suit you. There are many types of free website advertising methods.

If you want, you can post your ads to the free classified sites. In the advertisement, you should describe what you are selling. You can include a URL to the website you are promoting in the advertisement. Since classified ads can expire in a relatively short time, you need to keep posting it if you want your advertisement to remain there. If you want the advertisement to remain on the classified site for a longer time, you can use the paid option.

Another free website advertising option is submission of articles to the directories. Submitting articles to the directories enable you to increase the number of backlinks to your website. Popular article directories get millions of visitors from the search engines each month. When you submit an article, it will be reviewed by an editor. After it gets approved, it will be published in the directory. People will be able to easily learn about your website after reading your articles. Without article submission, it can be difficult to make people notice your products.

You can also advertise your website by submitting it to the web 2.0 content sites, press release directories and web directories. It is necessary to submit articles to these websites because it can increase your targeted traffic. There is a type of free website advertising program called traffic exchange program. Traffic exchange involves members clicking on each other ads and generating impressions. It is not recommended that you use traffic exchange because it can damage your search engine ranking. Paid advertising is always better than free advertising. If you use paid advertising, others will be responsible in promoting your website.

Alex Wu operates a [free advertising](#) website that lets people advertise, build groups, and connect. He hopes to create an active environment for businesses to place their [jobs](#).

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