

Marketing Strategies to Promote Your Web Site



www.motivawebconsulting.com

Whether you are building a new site or have an existing site you want to expand, you need to get visitors to your site. How do you grow traffic? For starters, you should have a web marketing strategy in place. Here's a useful summary of the most important techniques to help you create an overall strategy to promote your site.

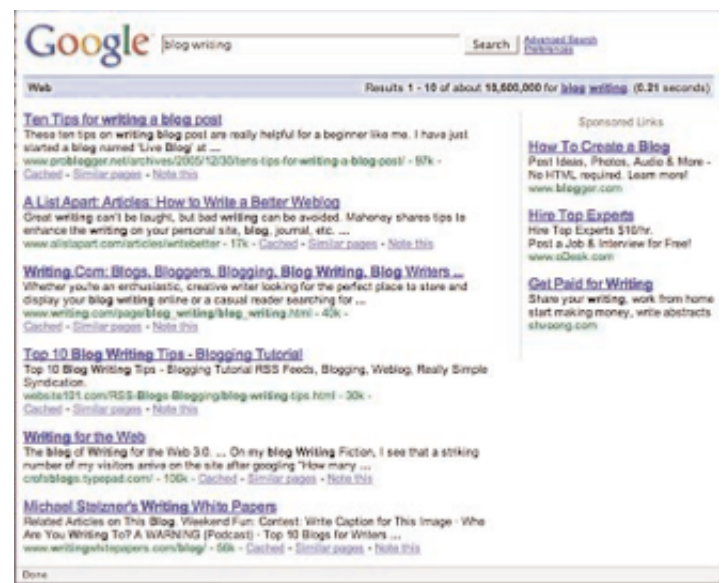
Search Engine Strategies

The most important strategy in driving traffic to your site is to rank high on the main search engines in natural or "organic" searches. A natural search is what customers are typing into Google, MSN, Yahoo, and other search engines when they seek information on a product, service or topic. Search engines operate by sending out automated software agents known as robots that proceed to follow internal and external links throughout the site to index them, a process referred to as spidering or crawling. You want to be sure to optimize your site to help these robots crawl through your site easily.

What is Search Engine Optimization (SEO)?

Search engine optimization (SEO) is the editorial, design, and coding methods that a site can use to improve its rankings on major search engines.

There are two aspects of SEO. One is technical; it ensures that HTML code has been written to be as accessible to search robots as possible. The other is editorial and deals with keyword optimization, presenting content to maximize the use of targeted keywords and popular subject themes. In this article, I will focus more on the editorial aspect, but do present key points on site optimization techniques as well.



What are keywords?

Keywords are the words used to identify and catalog your web pages. They are strategic and editorially driven; they are the “art” in the “art and science of SEO.” Multi-word keywords are known as keyphrases (e.g., “Asian vacation packages” versus “vacation”).

Keywords are used in:

- Page titles
- Description and keyword metatags
- Hierarchy elements (headlines, subheads, body content)
- Link copy
- Image ALT (alternate) attributes
- URL file names

Determine the best keywords

Keyword selection is a business in and of itself. Search engines look for them to formulate page rankings and search results and paid search campaigns rely on bidding on keywords. In brief, here are the steps used to determine the best keywords for a site:

- Identify the terms most commonly associated with the topics your site covers.
- If you have an existing site, use a web analytics program* to see which words are bringing people to your site.
- Using online keyword tools (see end of article for a list of resources), find out which keywords are searched the most and determine variations on keywords.
- Do searches with the keywords to see where you and your competitors rank.
- Look at the source code of competitors’ sites that rank high on search engines to determine the keywords they are using. (In your browser, select “View > Page Source” on a Mac, or “View > Source” on a PC.)
- Compile a list of keywords and keyphrases and rank them according to the terms that draw the most interest. Use the plural form of a word as this will account for searches using both the singular and plural forms.
- Ensure that the site adequately delivers on those terms that are already most heavily searched.

*Basic web analytics should come with your hosting package. However, for a more robust, easy and low-cost (free!) version, look into adding Google Analytics to your site (<http://www.google.com/analytics/>)



Implement your keyword strategy

Now that you have your list of keywords and keyphrases, let's go back to the list of where they are used, and customize for each element. These are all areas that search engines will parse for importance and rank the pages with relevant keywords in these elements higher. See the attached content worksheet and use as a sample of how you may clearly deliver your content with keyword specifications to your Web developer.

IMPORTANT: Avoid keyword stuffing, which is to repeat keywords and minor variations of keywords many times. This will hurt your site's ranking.

Page titles

Effective page titles are critical to improving search rankings. Not only do page titles appear at the top of the browser window, but they are also used in the following areas: bookmarks, title bar, navigation tables, session histories, navigation histories (back buttons), and search engine results. You want to create provocative page titles as these are what searchers will click on in search engine results if it matches their search criteria well.

Each page should have a short and meaningful descriptive title of about 5 to 8 words, with no filler words such as "the," "and," etc. The titles should be keyword-focused, unique, and summarize the page's contents in 60 characters or less. Place the portion of the title describing the page first and the company name last. Avoid special characters in the title, repeating the same name for all documents, or not having page titles at all.

Example:

Use "*Canon EOS Rebel SLR Digital Camera -- Acme Photo Store*" instead of "*Acme Photo Store*" or "*Acme Photo Store - Canon Rebel SLR Digital Camera*"

Description and keyword metatags

A metatag is information in your Web page coding that is hidden from the visitor, but is important for how search engines get and display information about your site. Metatags are placed in the <head></head> tags on your pages, as your web developer will know.

Description metatags

- Create a sentence or two describing the content of the Web page, using the main keywords and keyphrases so that a searcher will have a good idea of what will be found on your page and make them want to click to it.
- Maximum number of characters should be about 255, but the first 60 characters are the most important.
- Make sure every page has a meaningful, unique, and keyword rich description tag.
- Some search engines display the description under the hyperlinked page title.
- Sample: "E-commerce, e-mail marketing, and web marketing information for small business"

entrepreneurs, researchers, non-profits, and merchants interested in Internet marketing.”

Keyword metatags

- To come up with your keyword list, start by taking your description metatag. Strip out the common words, connectors, etc. Just leave the meaty words and phrases.
- Google and other search engines no longer use this metatag, but as other engines such as Yahoo use it, it doesn't hurt to leave it in. They may also be useful to have for other applications you may have running on your site, such as database catalogs.
- Sample: “Internet marketing, e-commerce, e-mail, web marketing, small business, entrepreneurs, researchers, non-profits, merchants”

Hierarchy elements (headlines, subheads, body content):

As you write your copy, try to include keywords in the headlines and subheads as they provide clues to the search engines. Don't be too cute or clever with headlines. This may work in magazines where readers take the time to understand the copy, but the cleverness will get lost online. Make headlines clear and straightforward, as this is the copy that will appear on search engine lists.

Your site's body content should be of high quality, with attention to spelling and grammar. Search engines will rank the site as more trustworthy, and your customers will too. The content should be rich in keyphrases, especially the first paragraph, where search engines expect most introductory copy to be found.

A technical note: Use standard Cascading Style Sheet (CSS) markup tags H1, H2, H3 etc. for headlines and subheads. Search engines will rank terms in these tags as more relevant.

Link copy

Use your keywords within linked text for increased SEO effectiveness as well as to aid in better copy flow. Avoid using “click here.” Instead, hyperlink your important keywords and keyphrases. You should also consider using keywords in navigation links wherever appropriate. For example, instead of “More >” use “More *pumpkin recipes* >”

Image ALT (alternate text) attribute

This is one step in SEO that is often overlooked, and is a lost opportunity for better rankings. Images on a site contain alternate text (ALT) attributes in their coding functions. The purpose of the ALT attribute is to provide the same functional information that a visual user would see. The alternative text is accessed by screen readers and read aloud, and is also displayed on the browser screen if an image does not load properly or is missing. Likewise, search engine robots and spiders cannot see an image, so they pull information from the alternative text function to understand what the image is. These attributes are mandatory for compliance with web standards and accessibility.

To craft the alternate text effectively, think of it as the text equivalent of the image. It should convey the same information or serve the same purpose as the image does. A simple example is how to describe a “next” button image. The alternative text attribute should not be “button” but should explain the action, which is “next.” For images accompanying articles, be sure to use relevant keywords in describing them. For example, to describe an image of a camera in their product catalog, here is what one online store uses: *“Canon EOS Digital Rebel XTi Digital Camera Body (Silver).”*

A word of caution: As with other tags, do not use this attribute as a vehicle for keyword stuffing, as this will automatically be picked up by the search engines.

URLs and file names

For additional emphasis, have your web developer name your site files with keywords and relevant information instead of generic names. For example, instead of structuring your files with names such as product1.html, product2.html, etc., give them names to describe the content: pumpkin-soup-recipe.html. Use this strategy to also name images. Instead of “image023.jpg” try “pumpkin-soup.jpg.” Use hyphens to separate the words (don’t leave blank spaces). These days it seems that search engines prefer hyphens over underscores.

How to be more search friendly

There are many technical aspects of optimizing a site for search engine indexing that are worth noting here so you can be aware of the topics. Your web developer should be familiar with most of these techniques when creating or redesigning your site.

- Keep body copy as high up in the coding as possible. Don’t make the search engines go through a ton of coding before it actually can find the content. Use external CSS and JavaScript files to reduce the clutter.
- Use structural markup and separate content from presentation as much as possible.
- Provide a site map for your site.
- Provide metadata and text alternatives for audio and other rich media files.
- Create customized 404 error pages (Page Not Found) and include a mini-site map to keep people clicking to your site. Don’t just let the generic page appear as that is a dead-end and you may lose visitors.
- Submit sitemaps to Google and Yahoo.
- Avoid the use of splash pages, Flash content and frames. If you must use a Flash navigation system, be sure to include hyperlinks at the bottom of the page. This will help search engines to track the site navigation and crawl your site, and it will also make your site useful if the Flash software is not working on a visitor’s computer.
- Avoid dynamic URLs that contain ?, &, \$, =, + and % characters, cgi-bin, session IDs, or cookies. These URLs are usually created dynamically by sites using content management systems and e-commerce catalogs.

How to avoid being banned by search engines

Search engine companies frown upon the tactics taken by many Webmasters to unethically boost their site's ranking. Sometimes these SEO methods, referred to as spamming, are unknowingly done, so it is important to be aware of what these tactics are and to avoid using them, as they will get your site banned from being indexed.

- Keyword stuffing throughout the site
- False redirects to try to trick search engines (even justifiable page redirects, especially on a home page, can hurt your rankings, even though it doesn't get your site banned)
- Hidden links or hidden text
- Pages filled with irrelevant keywords
- Duplicate content on several pages
- Intentional misspelling of popular keywords and Web site names
- Reciprocal linking or link farms

Submit your Website URL to search engines and directories

Once you have your keyword strategy implemented, it's time to submit your new or overhauled Web site to search engines. Concentrate on the few key search engines and directories (Google, Yahoo! Search, DMOZ) and you'll be well on your way to getting indexed. Many of the major search engines power the smaller ones, such as Altavista. It's a waste of money to use automated submission services that will list your site with hundreds of search engines and directories for a fee.

Be sure to research each directory or search engine and become familiar with their categories and hierarchical structure. Look for links to "Add Your URL" or "Submit Your Site." Follow instructions precisely in submitting your Web site. Have ready several descriptions of different lengths to copy and paste into the forms. Ensure that your most important keywords are included in the description.

Concentrate on submitting your homepage only; you don't need to submit each individual page. Once the search engine robots and spiders find your site, they will follow the links on your homepage to index the rest of the pages. If you have pages or sections on specialized topics, submit those after the site has been indexed. Note that it normally takes one to two weeks for a site to appear. Once your site appears, you don't have to resubmit it unless you redesign the site and make major changes.

Analyze and fine-tune your SEO strategy

Over time, you will want to monitor your strategy and fine-tune it. However, avoid making major changes to your strategy for at least three months after you optimize your site as

search engine optimization takes time to build. Use your Web analytic tools to review keyphrases, rankings, and how visitors find your site. Add new keywords to your strategy as you create new content. Be sure to add announcements about new content and links to them from your homepage. Check back with search engines often to track your link popularity.

Linking Strategies

Link popularity is another important measure search engines look at in ranking your site in their indexes. Although the primary source of traffic for the majority of web sites is through search engine results, links to and from other Web sites can help you to increase your search engine rankings, even if they might not generate as much traffic themselves. Therefore, link building should be part of your overall strategy. Remember to keep good records on where you have listed, with details on submission dates and content descriptions.

What can you do on your own site to enhance link popularity? Keep creating ongoing, quality content to which other sites want to link. Conversely, provide relevant, outbound links to Web sites you find useful and would recommend. As you establish linking relationships, be sure to inform those who link to your site whenever links change on your site. Avoid reciprocal linking, link farms and paid links; although they worked in the past, search engines now downgrade sites with such linking strategies.

Submit your site to key directories

Directories are different from search engines in that they are overseen by human editors. Your site may or may not be selected for inclusion depending on the site's criteria and accuracy of your submission (for example, you might not have selected the best category for your site). A key directory to be listed on is the free Open Directory Project (DMOZ), which provides feeds to all the major search engines, and is a site that Google deems important.

Yahoo! Directory is another important one. Non-commercial sites can submit for free, but business sites are required to pay a \$299 annually recurring fee. Business site submissions are reviewed and expedited for inclusion within 7 days.

Submit your site to industry directories and trade organizations

Do some research and discover what directories exist in your industry and register with them. Look within your own circles as well. What trade associations and professional networking groups do you belong to that may be able to place a link to your site from theirs? You may have to pay a small fee for some of these, so be sure to evaluate which are worth doing. Be wary of sites that ask you for "upgraded listings." These premium ads don't necessarily help get you new business, but the link may help boost your page rank in search

engines. Again, evaluate how trustworthy a site is and whether paying a premium for the listing is effective overall. Don't overlook relevant blogs in your field as they have become powerful tools in generating traffic.

Research competitor site back links

See who is linking to your competitors' sites. Use the back link method on search engines to come up with a list. Then introduce your Web site to the sites relevant to your business and ask for a link, review, etc. An easy way to see back links is to go to a search engine, and in the search box type either "link:www.domainname.com" or "link:domainname.com." (Sometimes results from the site itself appear, but weed through the lists to find a few good leads.)

Share your expertise in your field via online communication vehicles

If you aren't doing so already, you should start visiting and researching other sites in your field and participating wherever possible. Enter dialogues on online forums. Post comments on other people's blogs. Share your expertise and become a presence in the field, and people will gradually become curious about you or your business and will visit your site to get more information. Just be sure to post your site's URL in your signature at the end of your message. These efforts are only successful if you engage truthfully and your comments are natural. Any blatant promotional approaches are transparent, and may even get you kicked off of the forums. You are making a commitment here to reach out to and interact with colleagues and potential customers. See it as a new way of doing business and sharing information.

Another way to increase your visibility is to write articles in your area of expertise and distribute them to editors as free content for their newsletters or their sites (be sure not to duplicate content on your own site!). In exchange, ask for a link to your Web site at the minimum. Most of the time the articles are archived indefinitely on their sites, and over time can produce many links to your site.

Begin your own business blog

Identify one or more people in your company to keep up a business blog. People will link to it if you offer useful and timely content. Blogs are wonderful tools in that they are easy to set up and use. Be creative on what you do with your blog. If appropriate, you can even set up several blogs with different writers or on different topics. On a technical note, try to publish the content to your own site so that the traffic will be counted on your site and increase page rank. If this is not possible, be sure to link from your blog to your site. For more information about setting up a blog, be sure to read my article *How to Build a Business Blog*.

Develop and offer a free service

A unique online tool or service offered for free will entice visitors to come to your site and keep them coming back. If you have the time and resources to develop some sort of online widget, you will increase your traffic. For example, a home renovation site may offer a kitchen remodeling calculator or color combination selector; language schools offer free online exercises. Or you can offer white papers for free. Make the tool relevant to what your company offers so that you will attract good business prospects, and be sure to cross-promote the other areas of your site on the free service page.

Social Media Linking

You may have noticed sites asking you to recommend their articles via button icons to several social media sites, including Del.icio.us, Digg, StumbleUpon, and more. On these sites, you can see what people are reading, “bookmarking” and recommending. Popular articles will receive increased traffic to your site. Set up an account, add the icons to your pages, and watch your visitors click away. These bookmark links also add an easy interactive element to your pages. If you have products to sell, you can tap into shopping recommendation sites, such as ThisNext, DealBundle or Kaboodle.

You may also want to set up a profile page (with links to your Web site) on such social networking sites as LinkedIn, Facebook, MySpace, etc. These sites are not just for teenagers anymore, but a way for businesses to create networks. Since there are so many of these sites, you have to monitor the time that you put into them. You might put up a minimal profile page on most, and concentrate your efforts on evolving only a handful that you deem are the most relevant or useful.

Other Ideas to Drive Interest

In their article “Beginner’s Guide to SEO,” the site SEOmoz.org came up with a list of several ideas to drive visitors to your site, including:

- Web 2.0 Applications
- Collaborative Work Documents
- Exposés / High Profile Criticism
- Top 10 Lists
- Industry-Related Humor
- Reviews of Events
- Surveys or Collections of Data
- Film or Animation
- Charts, Graphs or Spreadsheets
- Trend-Spotting
- Advice from Multiple Experts
- Interviews with Well-Known Insiders

E-Mail Strategies

E-mail marketing is a critical component to bringing new visitors to your site and past visitors coming back. Just never send unsolicited e-mails. Spamming will hurt the reputation of your company. E-mail marketing is a huge topic in itself, so I'll just summarize a few key strategies here.

Add a "signature" in your e-mail program

Don't overlook all the people you reach on a daily basis through regular e-mail communication. Is your company's URL included in the signature? If not, you are losing many opportunities to promote your Web site. Through your e-mail program you should be able to set up a "signature" that will be attached to the end of each message you send. It should include company name, address, phone number, URL, e-mail address and a tagline (a one-phrase description of your unique business offering). You may even include your company logo.

Publish an e-mail newsletter

Publishing a monthly or quarterly newsletter is one of the best ways to keep in touch with current and potential customers who have expressed an interest in your company or products. They develop brand awareness, generate trust and help build future business. Keep the writing customer-focused with many action items that will entice them to link back to your site.

Start building your e-mail list by adding a sign-up box to your site (via your selected newsletter service tools). Don't forget to collect e-mails at any live touch points with clients, such as trade shows, brick & mortar stores, etc. depending on your industry. You must ask for their permission to add them to your list. Entice them to sign up with free gifts, discounts, contests, or any other creative method relevant to your company. Collect their e-mail address and first name at a minimum. Keep cultivating and growing this list, and you will find that a good percentage of your business is coming from them.

Send offers to your visitors and customers

Use your e-mail list to also send out special offers, coupon specials, product updates and more. If the offer is good, you will entice a good portion to click to your site, and increase traffic. Use it sparingly; sending out too many offers will wear out your customers and they will start unsubscribing or reporting your e-mail as spam.

Other Strategies

Offline Marketing Strategies

Offline and traditional media strategies should not be overlooked. You can make them cross over to the online world and create a mixed media marketing approach. Some ideas include:

- Include your URL on stationery, business cards and all printed literature
- Promote using traditional media; be sure to include your URL in advertisements and create actions that will drive people to your site
- Issue press releases: Find key, newsworthy events in your business and send out press releases. These days there are many online release distribution services that have a basic membership level that allows you to post for free. Include your URL address as these links will be posted in online news databases and help with link popularity.
- Run contests and sweepstakes (be sure to follow state regulations)

Paid Advertising Strategies

At some point you may need to build up traffic more rapidly or you want to get more exposure for a special campaign. Depending on your business and budget, you may need to look into paid advertising options. Online advertising comes in three basic payment models: (1) CPM (cost per thousand views), (2) PPC (pay per click), and (3) PPA/PPL (pay per action / pay per lead). Research probable venues relating to your industry and make sure the target audience is relevant to your business. Wherever possible, do small tests before wasting your budget on ineffective strategies.

Some of the most popular forms of online advertising are:

- Buy a text or banner ad in an e-mail newsletter (usually CPM model)
- Buy a text or banner ad on targeted sites (usually CPM model)
- Begin an affiliate program (CPA model). You pay commissions on sales on your site resulting from links embedded on other retailer sites.
- Do paid search advertising on popular search engines (PPC model). Your research on focused keywords will be useful here. Be sure to set up daily limits appropriate to your budget as the results could eat up your budget quickly without a good return.
- List your products on shopping comparison and auction sites. These type of sites compare your products and prices to others. Some services are free (Google's Froogle), and others work on a PPC (mySimon, BizRate, PriceGrabber) or CPA (eBay, Yahoo! Shopping Auctions, Amazon Marketplace) model.

In this article, I've focused on summarizing search engine optimization and linking strategies as a means to increase your Web site exposure. I've also touched upon other traditional and paid strategies to get you started thinking about them as part of your overall marketing strategy. The list is not exhaustive, so be sure to look through the list of resources below to go deeper on any topic.

Resources

Visit my site at www.antonellasevero.com to get an updated list of resources as well as direct linking to the sites.

INTERNET MARKETING STRATEGIES

Web Marketing Today

Comprehensive internet marketing resource
<http://www.wilsonweb.com>

Larry Chase's Web Digest for Marketers

A weekly e-mail newsletter delivering reviews of marketing-oriented Web sites.
<http://www.wdfm.com>

SEARCH ENGINE OPTIMIZATION

SEOMoz.org

SEOMoz has a large collection of free articles relating to SEO, marketing, analytics, and more including The Beginner's Guide to SEO.
<http://SEOMoz.org>
<http://www.seomoz.org/article/bg0>

Matt Cutts: Gadgets, Google, and SEO

<http://www.mattcutts.com/blog>

Google AdWords Keyword Suggestion Sandbox

You don't have to be an AdWords client to use this tool. It is useful for generating new keyword and keyphrase combinations, giving you options you hadn't considered as well as show you which are irrelevant or too competitive.
<https://adwords.google.com/select/KeywordToolExternal>

SEO Tools

Comprehensive list of SEO tools
<http://www.seocompany.ca/tool/seo-tools.html>

Yahoo! Search Site Explorer

Allows you to explore all the web pages indexed by Yahoo! Search. View the most popular pages from any site, dive into a comprehensive site map, and find pages that link to that site or any page.
<http://siteexplorer.search.yahoo.com/>

Google Diagnostics

A comprehensive diagnostic tool to help you self-diagnose your Web site and figure out what you are doing wrong (and right!) in SEO. Open up the Website Diagnostics Panel to start.
<http://diagnostics.google rankings.com>
<http://diagnostics.google rankings.com/website-diagnostics-panel.php>

Search Engine Optimization Analysis Tool

This free handy tool is a great start to do basic SEO analysis of your site. Just enter your URL and it will analyze a host of features, including the most common metatags, keyword density, title, description and keyword metatag relevancy to page content.
<http://www.seoworkers.com/tools/analyzer.html>

Google WebMaster Tools

<https://www.google.com/webmasters/tools/>

XML-Sitemaps.com

Sitemap generator.
<http://www.xml-sitemaps.com/index.php>

AuditMyPC Free Sitemap Generator

<http://www.auditmypc.com/free-sitemap-generator.asp>

Alt Attributes and SEO

In-depth look at the ALT attribute.
<http://www.seoworkers.com/seo-articles-tutorials/alt-attribute.html>

Do Alt and Title Attributes Help With SEO?

<http://ezinearticles.com/?Do-Alt-and-Title-Attributes-Help-With-SEO?&id=432783>

SEARCH ENGINE & DIRECTORY SUBMISSION PAGES**Google**

<http://www.google.com/addurl/>

Yahoo! Search

<https://siteexplorer.search.yahoo.com/submit>

Yahoo! Directory

Start out at this help page to find out how to submit a site:

<http://help.yahoo.com/help/us/dir/suggest/suggest-01.html>

Open Directory Project

<http://www.dmoz.org>

WEB SITE ANALYTICS**Google Analytics**

www.google.com/analytics

Web Position Gold

Analytics software from WebTrends for smaller companies

<http://www.web-positiongold.com>

Omniture

Leading provider of web analytics solutions. Pricing structures more suitable for large companies.

<http://www.omniture.com>

WebTrends

Leading provider of web analytics solutions. Pricing structures more suitable for large companies.

<http://www.webtrends.com>

LINKING RESOURCES**Alexa**

A web information company with many tools, including top ranking sites. In the search box, enter the URL of your site and competitor sites to see who's linking to them. Also do a search of your industry topic to find more site leads to contact.

<http://www.alexa.com>

Wikis

Wikipedia - <http://www.wikipedia.org>

AboutUs - <http://www.aboutus.org>

Also check out local wikis.

BLOG PUBLISHERS

Hosted Services (Great for Beginners)

WordPress

<http://wordpress.com>

Blogger

<http://blogger.com>

Live Journal

<http://www.livejournal.com>

Self-Hosted (Advanced)

TypePad

<http://www.typepad.com>

Movable Type

<http://www.movabletype.com>

BLOG CATALOGS**Blog Catalog**

Social blog directory

<http://www.blogcatalog.com>

Google Blog Search

<http://blogsearch.google.com>

Technorati

Let's you set up your own watchlist.

<http://www.technorati.com>

Truth Laid Bear

Search the latest and most popular blog posts

<http://truthlaidbear.com/index.php>

rssHugger

Helps bloggers promote their blogs, and visitors discover new ones

<http://www.rsshugger.com/>

SHOPPING COMPARISON SITES**Google Froogle**

<http://www.google.com/products>

mySimon

<http://www.mysimon.com>

BizRate

<http://www.bizrate.com>

PriceGrabber

<http://www.pricegrabber.com>

Shopping.com

<http://www.shopping.com>

eBay.com

<http://www.ebay.com>

Yahoo! Shopping Auctions

<http://auctions.shopping.yahoo.com>

Yahoo! Shopping

<http://shopping.yahoo.com>

Amazon zShops, Marketplace and Auctions

<http://zshops.amazon.com>

PRESS RELEASE DISTRIBUTION SERVICES**SanePr.com**

<http://www.sanepr.com>

PR.com

<http://www.pr.com>

Free Press Release

<http://www.free-press-release.com/>

24-7 Press Release

<http://www.24-7pressrelease.com/>

PR Free

<http://www.prfree.com/>

PR News Wire

<http://www.prnewswire.com/>

E-MAIL NEWSLETTER DISTRIBUTION SITES**Constant Contact**

<http://www.constantcontact.com>

Gammadyne

<http://gammadyne.com/mmail.htm?ref=10088>

Topica

<http://www.topica.com/>

infacta e-marketing solutions

<http://www.infacta.com/>

Vertical Response

<http://www.verticalresponse.com/>

EZezine

<http://www.ezezone.com/>

SOCIAL NETWORKING SITES***Social Media Marketing, eh? Let's See What's in Our Bag o' Goodies.***

Includes list of top 25 social media sites.

<http://www.seomoz.org/blog/social-media-marketing-eh-lets-see-whats-in-our-bag-o-goodies>

Top 38 Niche Social Media Sites

<http://tropicalseo.com/2007/top-17-niche-social-media-sites-that-actually-send-traffic>

Shopping Spree: 18 Sites for Social Shopping & Deals

<http://mashable.com/2007/08/08/social-shopping-2>

LinkedIn

Specifically set up for professional networks.

<http://www.linkedin.com>

Facebook

<http://www.facebook.com>

MySpace

<http://www.myspace.com>

Digg

<http://www.digg.com>

Del.icio.us

<http://del.icio.us/>

StumbleUpon

<http://www.stumbleupon.com>

Technorati

<http://www.technorati.com>

Squidoo

Show your expertise by creating a page on any topic, known as a lens in Squidoo speak.

<http://www.squidoo.com>

ThisNext

Real shopping recommendations from real people

<http://www.thisnext.com/>

DealBundle

Social shopping for deal fanatics

<http://dealbundle.com/>