

Home Business Websites Pty Ltd

Advertising

<http://www.homebusinesswebsites.com.au>

ADVERTISING

Advertising your Website and new Online Business is crucial!

PRINTED ADVERTISING

Although it may be considered a little old fashioned – ‘print’ can still be a useful advertising medium. For example: *advertising in local newspapers, catalogues and classifieds* can be very cost effective. You only require a few words to attract customers to your store. Including the word SALE is a very big draw card.

E.g.

Website Name.com BABY Products SALE this weekend only!
Up to 25% off (something along these lines)

You will find that an ad like this can attract many new and potential customers to your store.

Advertising in 'target specific' publications such as playgroup newsletters, child care newsletters and even school newsletters can be very affordable - often this type of advertising is made available for FREE.

- School Newsletters – Usually have very cheap or even FREE Advertising.
- Research local product specific or target market community clubs and advertise in their newsletters eg. Sporting or Car Clubs, Parenting Groups etc.
- Local and community newspapers can offer special double page spreads, advertising new local businesses. Advertising is usually free or otherwise very affordable. This is a fantastic way to promote your business to everyone in your community. Studies show that people love to support 'local' and Australian businesses.
- Magazines are also a great way to advertise. Choose publications that are product specific or those aimed at your target market.
- Give business cards to your friends and relatives to distribute amongst their friends. You can also leave business cards at other small business locations where your target market may visit eg. The local hairdresser, service station or take away food / restaurant.
- Advertise on your car, you can buy DIY car stickers to spell your website address or choose one of the many designs from the low cost range of window decals at vistaprint.com.au.
- Find a local store to partner with. Sell a range of your products through their shop front and offer them a percentage (commission) for each sale. Be sure to also leave business cards on their counter.
- Selling at Markets, Expos or Trade Shows. Not only is it an opportunity to make more sales but also to promote your business by handing out business cards and/or flyers. It's also an opportunity for networking with other sellers.
- Online classifieds and directories: Refer to the List Of Online Classifieds And Directories - Free Advertising
- Sell on eBay, or other online auction sites. When sales are made send your customer an email, encouraging them to purchase directly from your website next time. eg: 'Next time buy direct from our website and Save'. This way you are encouraging your buyers away from eBay (where you have to pay listing fees & selling fees).
- Selling by Party Plan, having parties where you show your range of products to family and friends is a great (& fun) way to sell. Also very profitable!! You could also look at having other consultants conduct parties for you, paying them a small commission (the same as Tupperware and other party plan companies). Be sure to hand out business cards!

The possibilities for advertising and selling are endless and these are just some suggestions.

Business Cards

Before you order business cards, ask yourself if you have a genuine need for them? Many online businesses, particularly those using drop shipping suppliers, do not have a need for physical business cards.

For business cards we recommend [Vista Business Cards!](#)

You should also consider the following 'do it yourself' alternatives to buying business cards:

Design and print your own professional business cards.

Use the free online design app, with many different business card templates to choose from;
www.averyproducts.com.au/avery/en_au/Templates-%26-Software/Software/Avery-Design--Print-Online.htm?int_id=avery_au-buspromncards-linkset2_prntbuscards

Or download the tablet business card app.

Simply purchase pre-formatted cardboard business card sheets from Avery, Office Works or any stationary supplier, and print your own business cards using your own printer.

Download an easy to use Business Cards Template for Microsoft Word

www.vertex42.com/WordTemplates/business-cards.html

Many different designs to choose from.

Business Card Templates for Word and PowerPoint

www.templates.office.com/en-us/Business

You can also attach a printed brochure of your current best-selling items to your business card; just to be sure you grab people's attention and show them an example of the products you have available.

LIST OF ONLINE CLASSIFIEDS AND DIRECTORIES - FREE ADVERTISING!!

Below is a list of online classifieds and business directories where you are able to list your business details and details of your website. These sites are subject to change so please check their listing terms etc for further details.

The important thing here is that 'Most online classifieds and business directories automatically submit all of their listings and sites to all of the top search engines' including Google. So this is a great way to get your site to the top of major search engines without really having to do very much work. An example of this is; Gumtree – listing on Gumtree will usually get your business and website listed in the top few pages of Google if you use relevant keywords in your ad title.

Relevant keywords would be along the lines of 'Baby Products' 'Maternity Products' 'Discount Baby Goods' and also perhaps some of the brand names themselves 'Mother's Choice Baby Products', 'Fisher Price Baby Toys' etc.

Please note that you should try to choose specific advertising for the products you are selling. For example if you have a Tools and Auto Store - you wouldn't waste your time advertising on www.babybusiness.com.au - this would be suited to a Mums & Bubs or Children's Clothing Store.

Below is a list of the Top 20 Australian Directories where you can list your website and business details. All of these directories have a high Google Page Rank and a high Alexa Traffic Ranking.

Most of these directories offer Free Listings, which equals quality "Free Advertising for your Business" and Free traffic!

What is Alexa Ranking?

Alexa is a website that ranks the top visited websites worldwide. They also provide an estimate of a websites popularity in a specific country using a combination of average daily visitors and page views.

The Top 20 Australian Business Directories

Business Directory	Alexa Traffic Ranking
www.yellowpages.com.au	124
www.truelocal.com.au	175
www.yelp.com.au	320
www.hotfrog.com.au	802
www.startlocal.com.au	897
www.womo.com.au	1035
www.aussieweb.com.au	1549
dlook.com.au	1947
www.localstore.com.au	2724
www.localbusinessguide.com.au	3504
www.yalwa.com.au	4380
www.localbd.com.au	6262
www.superpages.com.au	8108
www.businesslistings.net.au	8325
www.comeonaussie.com	10062

www.local.com.au	11389
www.yellowbook.com.au	14466
www.raveaboutit.com.au	18720
www.shopseek.com.au	20479
www.companylist.com.au	24902

Top 60 High Page Rank Business Classifieds

You can further increase your website exposure with this list of 60 high Page Rank classifieds sites in Australia. These sites allow you to post ads in all Australian cities like Queensland, Brisbane, Perth, Melbourne, Sydney, Gippsland, Kimberley, Cocos Islands and more. Using this online posting strategy, your website receive a greater amount of exposure and publicity. The sites below all offer free advertising!

No	Site Name	Page Rank
1	http://startlocal.com.au	5
2	http://freead.com.au	4
3	http://flegoo.com	2
4	http://freeadsaustralia.com	3
5	http://yellowadvertising.com.au	6
6	http://australia.sebule.com	2
7	http://adeexaustralia.com	2
8	http://allclassifieds.com.au	5
9	http://aufreeads.com	2
10	http://australia.flegoo.com	2
11	http://my105.com	2
12	http://adelaideexchange.com.au	3
13	http://bondiclassifieds.com.au	1
14	http://adsnity.com	1
15	http://businesssearch.com.au	2
16	http://gopost.com.au	2
17	http://australia.flegoo.com	2
18	http://addlistaustralia.org	1
19	http://musiciansclassifieds.com.au	4
20	http://australiaonlineclassifieds.com	1
21	http://cracker.com.au	7
22	http://flegoo.com	2
23	http://businesslistings.net.au	3
24	http://smartbuild.com.au	2
25	http://hotfrog.com.au	4
26	http://greenfinder.com.au	4
27	http://australia.flegoo.com	2
28	http://finda.com.au	4
29	http://cavalletti.com.au	3
30	http://melbourneaustraliaclassifieds.com	3
31	http://olx.com.au	3

No	Site Name	Page Rank
32	http://newsclassifieds.com.au	5
33	http://localstore.com.au	3
34	http://tradingpost.com.au	6
35	http://raveaboutit.com.au	4
36	http://gumtree.com.au	6
37	http://ozads.com.au	3
38	http://ablewise.com	3
39	http://australia.flegoo.com	2
40	http://adonview.com	0
41	http://freeadsau.com	2
42	http://royalpost.com	1
43	http://adanad.com.au	2
44	http://mypets.net.au	4
45	http://noflies.com.au	4
46	http://netbikes.com.au	2
47	http://ockalist.com.au	1
48	http://ozfreeonline.com	4
49	http://farmstock.com.au	3
50	http://usenature.com.au	2
51	http://carsearch.net.au	2
52	http://simpletrade.com.au	3
53	http://australia.flegoo.com	2
54	http://truckworld.com.au	2
55	http://classifieds.fairfax.com.au	6
56	http://dewalist.com	1
57	http://hukes.com	1
58	http://onlinebendigo.com	1
59	http://sydneyaustraliaclassifieds.com	1
60	http://australianplanet.com	4

Get yourself a listing on Google Plus Local (Google Places) www.google.com/business/placesforbusiness it's also FREE!

Other sites where you can find free advertising:

Please note that sites are 'subject to change', and they can remove free advertising at anytime.

www.about.me
www.addyou.org
www.adelaidebd.com.au
www.adelaidesouthaustralia.net
www.atozpages.com.au
www.atpl.net.au
www.atug.com.au
www.au.vicdir.com
www.aubiz.org
www.aussienow.com.au
www.aussiepages.com.au

www.aussie-shopping.com
www.aussieweb.com.au
www.australia.pinbud.com
www.australianbizdirectory.com.au
www.australianguide.net
www.australianmanufacturing.com.au
www.australiaonlineadvertising.com.au
www.babybusiness.com.au/advertising.php
www.bcl.com.au/shop/onlineshops.htm
www.biea.com.au
www.biizsearch.com
www.bizdirect.com.au
www.biz-directory.com.au
www.bizsheet.com
www.bloo.com.au
www.brownbook.net
www.bubhub.com.au
www.buckeyeads.com
www.buderimvillage.biz
www.businessdirectory.salesinaustralia.com.au
www.businesslistingnow.com
www.businesslistings.net.au
www.businesszoom.com.au
www.buysouthaustralian.com.au
www.byzhub.com
www.classifiedads.com
www.classifieds.shopmania.com.au
www.clickblue.com.au
www.comeonaussie.com
www.communityengine.com.au
www.company.com
www.cracker.com.au
www.ctah.com.au/links2/portal/shopping/shopping.htm
www.cylex.com.au
www.desi.com.au
www.diamonds.com.au
www.dingodirectories.com.au
www.directory.com.au
www.dlook.com.au
www.dnscombo.com
www.dynamicsearch.com.au
www.easylocalpages.com.au
www.eatability.com.au
www.enterprisesearch.com.au
www.essentialbaby.com.au
www.expressbusinessdirectory.com
www.ezistreet.com
www.findbusinessonline.com.au
www.findlocal.com.au
www.finest4.com
www.franchisebusiness.com.au
www.freead.com.au
www.freeads.com.au
www.freebusinessdirectory.com.au
www.freedirectory.com.au
www.fridayflyer.com.au
www.fyple.biz
www.giftware.net.au
www.gimmequotes.com
www.gohospitality.com.au
www.GrabADiscount.com.au

www.greenfinder.com.au
www.guideaustralia.com
www.gumsquare.com
www.hirepulse.com.au
www.hobby.net.au
www.hotfrog.com.au
www.idealists.org
www.ifido.com.au
www.iglobal.co
www.ilandscape.com.au
www.industrylink.com.au
www.ineedto.com.au
www.issuu.com
www.kangaroobiz.com
www.kidspot.com.au
www.kmdirectory.com.au
www.knoxbusinessdirect.com.au
www.livepages.com.au
www.local.com.au
www.localadelaide.com.au
www.localbd.com.au
www.localbook.com.au
www.localbusinessguide.com.au
www.local-listings.com.au
www.localstore.com.au
www.mactumbo.com.au
www.manlybeachonline.com.au
www.melbourne.angloinfo.com
www.mybusinesscentral.com.au
www.mybusinessdirectory.net.au
www.mysheriffau.com
www.mytradie.com
www.nationaldirectory.com.au
www.nationwide.com.au
www.nbtrade.com.au
www.newcastle-nsw-australia.com
www.opendi.com.au
www.osearch.com.au
www.ozebiz.com.au/contact.html
www.ozseolinks.com.au
www.poidb.com
www.productreview.com.au
www.queenbee.com.au/content.aspx?Dyn=true&pageID=10
www.ratingsandreviews.com.au
www.raveaboutit.com.au
www.relmactop.com
www.salespider.com
www.scribd.com
www.searchmysuburb.com.au
www.seegma.com
www.shopmania.com.au
www.site-connect.net
www.smartbuild.com.au
www.southafricansinaustralia.com.au
www.southaustralia.localitylist.com.au
www.spotabusiness.com
www.startlocal.com.au
www.storeboard.com
www.streetoz.com
www.subscribe.directorym.com/register.aspx
www.sunrisefamily.com.au

www.superpages.com.au
www.sutherland-secure.straliaweb.com.au
www.sydneyexchange.com.au
www.tagzania.com
www.theaustralianbusinessregister.com.au
www.thegong.com.au
www.truelocal.com.au
www.tupalo.com
www.tuugo.biz
www.veredirectory.com.au
www.wampit.com.au
www.wand.com
www.webnetwork.com.au
www.womenwise.com.au
www.womo.com.au
www.yalwa.com.au
www.yellowadvertising.com.au
www.yellowbook.com.au
www.yelp.com.au
www.yesiness.com
www.youfind.com.au
www.yourcity.com.au
www.yourtradedirectory.com.au
www1.energysmartdirectory.com

You can find lots of additional Free Advertising in your Website Instruction package by referring to the 'SEO Friendly Directories' guide

List on HotFrog and Other Online Business Directories

www.hotfrog.com.au HotFrog is one of Australia's largest online business directories and is growing by the day. They help customers to find businesses and businesses to find customers - Australia-wide.

The great thing about HotFrog is that they also submit links and ads to all the major search engines. Even if you can't get your website listed in the major search engines yourself, listing with a directory like hotfrog will do it for you!!!

We recommend searching google.com.au for other free online business classifieds, shopping directories and general business directories. Also search for product related sites that make free advertising and classifieds available online.

For example:

www.childrensdirectory.com.au/index.php?option=com_sobi2&Itemid=53
www.babyuniverse.com.au

Start your Own Affiliate Program

This is a 'fantastic' way to promote your business & website!

By joining and starting your own Affiliate program, many other high traffic websites will advertise and promote your website on theirs. Your website will be advertised to thousands of new customers every day.

You can join and start your own affiliate programs at;

www.clixgalore.com.au

If you have a Content Box or Freebox on your Website, you can also advertise other affiliate banners on your own website and get paid for it.

Other Affiliate Programs include:-

www.commissionmonster.com.au
www.ozaffiliate.com.au
www.commissionfactory.com.au

Banner Exchange

Exchanging Banners and Links with other high traffic websites is a fantastic way to get instant customers and traffic to your website. It will also increase your search engine rankings. There are many websites out there that offer FREE link and banner exchanges.

Once you have a graphics banner with details of your products and your Website URL on it, you can swap it with other websites.

You can also pay to advertise your banner on other very high traffic websites. The websites you choose to advertise on should be those that include your 'target market'. For example Kids, Parents and Baby Related Websites such as www.babybusiness.com.au (there are hundreds more out there). Some baby related websites such as www.essentialbaby.com.au already have over 200,000 members, all with children! The amount you pay to advertise your banner - obviously depends on the website, the more traffic and members they have – the more you will pay for them to display your banner.

Most websites have different advertising banner requirements. Please check the individual requirements of any website you are considering advertising on (they will specify a recommended banner size, suitable for their website). You also obviously need to have at least one graphics banner created in order to participate in these types of programs.

TIP: You could use and resize the banners and/or your logo that we have included with your website instruction package.

Facebook & Social Media

Using Facebook and Social Media, such as Twitter, Pinterest etc - is a fantastic form of FREE advertising for your business.

Facebook now has over 1 billion users worldwide and having a Facebook page for your business, will ensure that your business is listed in all of the top search engines.

You can refer to your Website Instruction package contents for further guides and instruction on using 'Facebook and Social Media' for business.

You also have the option of using paid Facebook advertising, to promote your business and website. Ads are then displayed on Facebook, and you are able to target specific users within specific age groups, with specific interests.

You can view further details about Facebook Advertising below;

www.facebook.com/advertising/?campaign_id=196091829159&placement=exact&creative=5811769952&keyword=facebook+advertising&extra_1=79213ae4-af1b-27e9-ab08-00003e575b65

Online Auctions Sites

Consider selling a few products on Online Auction Sites to generate and boost your income and to drive customers to your website. When you send out orders include a business card with your website address on it. Invite buyers to buy directly from your website the next time they purchase (advertise that prices are cheaper on your website as there are no eBay listing or selling fees or overheads)!

www.eBay.com.au
www.quicksales.com.au
www.bidsell.com.au
www.auctionbidz.com.au/
www.lot123.com.au/

When listing on online Auction sites we recommend very short Auctions of 5 days* this ensures that the drop shippers don't run out of stock before the end of your auction. A fast auction is a good auction!

Be Creative

One of our customers let us know they were selling via their local daycare centres and playgroups. They drop off a catalogue (created in word using pictures and text from their website), some order forms, so that orders can be placed

and a pile of business cards with their website address on it. They have had great success and many repeat buyers to their website using this method.

Mailing Lists

There are companies on the internet that specialize in selling mailing lists. For example you can buy a mailing list of anyone who has purchased kids clothing or toys in the last 2 years.

Examples of these sites are;

www.listbroker.com.au/

www.impactlists.com.au/?gclid=CKeagZ7f7pICFQVGagodhCHf5Q

You will find many more mailing list sellers by searching Google for;- mailing lists, purchase mailing lists and similar.

Once you buy a mailing list you can simply (& legally) send an email with your website address and/or details of any sales to each person & email address on the list.

Forums

Forums are a great way to spread the word about your business! Some forums have special areas for WAHM (Work at Home Mums) and Home Businesses Owners to promote their products and services! Some even allow you to use a Banner as your signature, so any messages or posts that you leave will contain your business details & website address! Always check forum rules and guidelines prior to posting.

Posting on highly ranked forum sites (that have a high Google Page rank) will help with your own website search engine rankings and also help with link building (more about links and back links at the end of this document)

Blogs

Blogging and participating on highly ranked blog sites is also another great free way to spread the word about your business and to promote your store. It will also help to increase your Google and search engine rankings.

The higher the Blog site page rank, the better the results will be for your store.

Use the following FREE Google Page Rank Tool to check the page rank of any forum or blog site.

www.prchecker.info/

More about Page Ranks and Links at the end of this document.

Blogging on your own Website

Blogging on your own website will also really (really) assist with your Search Engine Rankings.

The more content you include on your website, the better your search engine rankings and search engine listings will be. Google and other search engines 'love' content' and being able to change and update your website content, by way of;- Blogs, Latest News, Articles etc will greatly assist with your search engine rankings. This in turn, will assist with the advertising and promotion of your store through Google (and other search engines).

The more pages of content that you have on your website, the more chances you have of your website and website pages being indexed and getting further keyword listings in Google. You can think of this like a lottery, the more entries you have, the more chances you have of winning a prize!

You can also use your own blog to advertise and promote new products, specials, sales and more.

By including a Blog or Latest News articles on your website, this allows you to easily add text, stories, articles, comments and images to your store. This not only keeps your customers engaged, but as mentioned it will really assist with Google search engine rankings.

Using 'keywords' within your stories and articles where ever possible is the aim of having a blog or news articles. It is very beneficial as these keywords will be indexed by Google. As an example if you have a mums & bubs website, including articles that contain relevant and related keywords such as; baby products, baby products online, bargain baby products, discounted baby products etc within your news and article text, can assist with your website being indexed for these particular keywords and search terms.

Note: Blog & Latest News modules are available for purchase as 'Additional Features' for your website.

Article Submission

Publishing articles on highly ranked 'Article Submission' sites and Directories is another fantastic FREE advertising tool. This is also a way to get quality 'back links' to your website. You can submit articles about topics of interest that are related to your website products or services. These articles will be published in the article directories, most of which have extremely high Google page ranks. This can result in the article and keywords within the article (particularly in the article title) being indexed by Google and listed in search pages.

You should always read the article submission site guidelines prior to submitting an article, as their rules and guidelines vary from site to site.

Your signature on the article should include the name of your website and of course your website URL. Also be sure to include 'keywords' throughout the article where ever possible. Many article sites also allow you to include links to specific pages on your website throughout the article.

For example; you may be selling a new product, an all in one 'baby sleeping bag'. You could choose to write an article about the benefits of this product, the benefits for the baby and the benefits for the parents including other facts and details. You could include a link within the article back to the product that you have listed for sale on your website. Anyone reading the article could click the link to be taken directly to your website. They could also refer to the link included at the bottom of the article, which would again take them directly to your website.

You can refer to the 'Article Submission Sites' document on your CD for a list of highly ranked article directories. You can also search Google to find other article directories.

Video Directories - YouTube

Did you know that www.youtube.com is the second largest search engine in the world, second only to Google? Posting videos on YouTube about your products or services, or reviewing products can get you some really highly ranked results in Google. Be sure to include the name of your website in the video and also in the video description and title. It's simple to record a video these days using any mobile phone, mobile device or a webcam.

GOOGLE ADWORDS

Google AdWords Paid Advertising

Google Adwords is referred to as PPC or Pay per Click Paid Advertising. You may have noticed the websites that are listed at the top of Google and also in the right hand side column when you do a Google search. These websites are paying to be there. Adwords is based on a Keyword bidding system, whereby you bid a nominated amount on 'keywords' that you would like your website and ad to be listed at the top of Google for.

You select the keywords that you would like to use and also set the bid amount. Your ads are displayed at the top of Google for as long as your budget allows. Your budget can be anything from \$5 per day through to \$500, or more.

Using AdWords and paid advertising is of course optional.

What is Google AdWords (Pay per Click) Advertising?

Pay per click advertising, Google AdWords, involves paying for ads, however you only pay, if or when a user clicks on your advertisement and visits your website. To display your advertisement if no one clicks on it – costs you nothing. How much you pay is governed by an auction system where you 'bid' for particular search phrases or keywords that users may be looking for on the search engine. You are in control of how much you pay for the clicks – the more you offer to pay, the higher your ad appears.

There are some other factors involved, but bidding is the basic principle behind ad position. Your ad is only displayed when the user searches on those keywords that you have bid on, so you are in control of relevance in the targeting of ads to your prospective audience.

For example, you might bid \$0.50 a click for terms such as 'baby goods', or 'baby products'. Whenever a user searches on these – your ad is displayed (for free), and you only pay the \$0.50 if they click on your ad which takes them to your website. If the user searches for some other term, your ad is not displayed.

You can certainly setup your own Google AdWords Advertising Campaign or you can pay a Google AdWords Certified professional to do it for you.

Although we do not recommend specific AdWords service providers, the following providers do offer Free AdWords trials or consultations.

<http://adwords.mywork.com.au/fix-my-adwords/>

<http://clickwinningcontent.com.au/services/google-adwords-trial/>

DIY Google AdWords

If you would like to setup your own Google AdWords Advertising you can visit the following websites which offer great introductory tutorials on AdWords; www.AdWords.Google.com

Or visit the AdWords learning centre at: www.Google.com/AdWords/learningcenter/

They offer great video tutorials and training services, all of which are FREE.

Also visit Google Adwords Academy

https://adwordsacademy.withgoogle.com/?utm_source=email&utm_medium=gammatest&utm_campaign=aa_announce&utm_content=audiences

Direct Help & Support

Google AdWords lets you manage your campaign by yourself, or you can call Google Adwords directly for free expert set up and support on **1800 058 078**.

BENEFITS OF USING ADWORDS!

Attract more customers!

Whether you're looking to bring in new website visitors, grow online sales, get the phones ringing or keep customers coming back for more, Google AdWords can help.

Reach the right people at the right time

Your business gets found by people on Google precisely when they're searching for the products and services that you offer.

Advertise locally or globally

Target your ads to customers in certain countries, regions or cities – or within a set distance from your business or shop. You only pay for results!!

No visit, no fee

Signing up for Google AdWords is free. You only pay when someone clicks your ad to visit your website, or calls you - in other words when your advertising is working.

Start with any budget

How much you invest is up to you. Just begin with a daily budget that you're comfortable with, and then adjust as you go. Many businesses get off to a good start with a budget of at least \$20 to \$40 a day.

Free \$100 AdWords Credit

A Free \$100 AdWords Credit may be available for new users

www.google.com.au/adwords/start/#channel=ha-ef&channel=ha&subid=au-en-ha-aw-bkhp0~55993245558

Google AdWords Help & Support Centre

www.support.google.com/adwords/#topic=3119071

AdWords Training, Free Tools & Resources

www.wordstream.com/adwords-training

Free Keyword Tools, Training Seminars, Free eBooks, How AdWords Works and much more.

SUBMIT YOUR WEBSITE TO MAJOR SEARCH ENGINES

Below is a list of search engine submission sites where you can submit your website URL to all of the major search engines.

Search engines submission list:

- (1) **Google** :- <https://www.google.com/webmasters/tools/submit-url>
- (2) **Bing** :- <http://www.bing.com/toolbox/submit-site-url>
- (3) **Yandex** :- <http://webmaster.yandex.com/addurl.xml>
- (4) **Baidu** :- <http://zhazhang.baidu.com/sitesubmit/index>
- (5) **Sogou** :- <http://www.add-url.fr/2013/12/submit-url-to-sogou.html>
- (6) **Exalead** :- <http://www.exalead.fr/search/web/submit/>
- (7) **Gigs Blast** :- <http://www.gigablast.com/addurl>
- (8) **InfoTiger** :- <http://www.infotiger.com/addurl.html>
- (9) **ActiveSearchResults** :- <http://www.activesearchresults.com/addwebsite.php>
- (10) **Official** :- <http://www.official.my/addurl.php>
- (11) **Amfibi** :- <http://addurl.amfibi.com/>
- (12) **Anoox** :- http://www.anoox.com/add_for_indexing_free.php
- (13) **Beamed** :- <http://beamed.com/search/index.php?p=2>
- (14) **Wotbox** :- <http://www.wotbox.com/addurl>
- (15) **Voila** :- <http://referencement.ke.voila.fr/>
- (16) **UserTown** :- <http://www.usertown.de/submit/>

Multiple search engine submission sites

Below is a list of search engine submission sites which will help you to submit your site to many search engines using single submission.

- (1) **Free Web Submission** : <http://www.freewebsubmission.com/>
- (2) **MadSubmitter** : <http://www.madsubmitter.com/submit-website/>
- (3) **Submit Express** : www.submitexpress.com/submit.html

* We do not recommend using paid links services (eg: paying for any types of links or back links). Google does not approve of using paid link services.

SEARCH ENGINE RANKING (IMPORTANCE OF LINKS)

Something that will help and improve your website's search engine ranking - are LINKS and Back LINKS.
(Search Engine Ranking = where you are listed in Google and other search engines)

Links that you setup on your own website (to other websites) will help improve your search engine ranking. The best sites to link to are those with related content and most importantly those that have a high google page rank or search engine ranking page (SERP).

Google ranks pages from #0 - #10 in order of how important it considers them to be. Due to the ever increasing popularity of being listed in Google, and the number of websites in the world today - most websites will only ever achieve a page rank of between #0 and #2.

Back Links are the most important tool to getting yourself a better search engine ranking and Google page rank (a better listing in Google and other search engines). Back links are other websites that link back to you! Google (& other search engines) will look at these links and if they see lots of sites with a high page rank, linking to your website – Google will determine that your site must be important and give you a better page rank. The more websites that link to you (back link), the better your page rank will be. Ideally you should look for websites that have high traffic and a high page rank.

You can approach website owners and inquire if they have a 'links exchange' or 'reciprocal links' program (or you can search Google for link exchange etc). If they agree to exchange links with you - put their link on your website links page and they in turn will put your website link on their webpage. Links exchange can be free or can be paid for (most are free).

HOW TO CHECK A SITE'S PAGE RANK (HOW IMPORTANT THEY ARE TO GOOGLE)

Use the following FREE Google Page Rank Tool

www.prchecker.info/

Remember...

The more you advertise ...

The more potential customers will visit your store!

The more links you setup ...

The more important Google will see your website to be!

You can also refer to your Website Instruction Package contents for;-

Further 'Website Marketing & Promotion' tools and resources

Further 'SEO Guides and Resources', all of which will help you further advertise and promote your store!

Further 'Video Tutorials & Training' on SEO, Marketing, Advertising and much more

Further 'SEO Friendly Directories'

Further 'Article Submission Sites'