



Promoting Your Web Site

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The average web site does not generate more than 3-4 hits a day. This is attributable to the nature of the Internet, where a new domain name is registered every four minutes. The search engines have a tough time keeping their index up-to-date. To really drive traffic to your web site you need to advertise on the Internet too. An advertising or promotional campaign for your web site can only be taken up after a careful study of your products and services and the intended target audience. We, at India Domain Web Services take pride in the web sites promoted by us. Most web site owners are very reluctant to spend money for advertising on this media, like yellowlegs, the true reach of your advertising campaign is not readily or clearly perceivable. Here are some contributing factors and ways of promoting on the net to maximize the number of hits to your web site.

Web site Design

Surprised that this figures at the top of the list?

Yes, your web site design contributes a lot to your web site exposure. We can drive traffic to your web site but if it is not easily navigatable, does not show all the options on the top page, is not fastly downloadable all your efforts are a waste. Most users are more interested in getting to the information that they want, rather than in the aesthetics of your web site. Also the design can win you awards and links from other web sites generating more traffic

How?

Web site design, which have areas that are clearly identifiable as clickable areas, with most used pages quickly accessible from the main page.

The first page should be quickly downloadable with lesser graphics and with text that informs the user about the purpose of the web site.

Easy navigation with indications as to what area the user is currently browsing, and a site map or search feature if possible.

A feedback form (a must) so that the user can interact with you, just an email link won't do, as most users are reluctant to compose a mail and send it. People would rather fill a readymade form than write an email.

Example

Our own site www.indiadomain.com, which uses JavaScript with a menu bar at the top for easy navigation and quick download. << [Up](#) >>

Search Engines

We do register with 500 search engines but the truth is only the top Seven search engines contribute to 95% of the Internet traffic. Yahoo, AltaVista, Lycos, Info seek, Excite, WebCrawler and Hotbot are the only major search engines which most people use and aware of. These take anywhere from 2-20 days to index your web site. Exposure requires that your web site is indexed on the correct keywords that your 'user' is searching on and not your web site's name. Each search engine has its unique eccentricity and way of indexing a site. To get maximum hits you need to be on the TOP 20 hits on related key words as used by the users.

How?

By using of Meta tags, keywords and description in your documents, keywords in your page title and description, repetition of keywords in your documents.

Submitting of all pages in your site, instead of just one page so that all products pages get equal exposure and translate to more hits for your site.

Follow up and check with the correct keywords to ensure that your page has been indexed as intended.

Finding other regional/ geographic search engines and specialized directories for your product or service for submission.

Example

Of the 30 odd training institutes in Hyderabad with web sites the only web site that responds to the keyword 'Hyderabad Informatics' on YAHOO! Is Continental Informatics India Limited (www.ciil.com), an India Domain Client. << [Up](#) >>

Web site content or referral Links

Web site content is a major contributor to traffic. If you can provide free information or service or advice that might be useful to a casual visitor of your web site, the information can be used as a page for advertising your products or services and as a 'Non- commercial page' for obtaining referral links for other related web sites. Referral links are the major source of the traffic for any web site. Your web site should have content that can attract people interested in services or products similar to your own. If you cannot do this, the other way is to have links, only page so that you can exchange links with similar web sites.

How?

By having Internet only discounts or special promotional packages or on your

Web site and marketing the same through traditional media also.

Having a links only page for exchanging links with related web sites. You can also use this page for providing your web site visitors with useful links.

Finding related web sites that interest your users or free information sites and

Emailing them for links.

Example

www.icrmica.com a Mica export companies and an India Domain client offer at least 10-20 pages of general info about mica. The pages are indexed with the search engines to lure users to visit the web site for info about mica and then interest them in our client's products. << [Up](#) >>

Newsgroups, Mailing lists and Direct E-mail marketing

Newsgroups are too extensive and numerous and form a major part of the Internet culture. Newsgroups are like bulleting boards for users to share information. Most newsgroups and mailing lists allow new site submission related to their discussion content can also increase dramatically the number of hits to your web site. Directly emailing users whom might be interested in your web site content. Direct emailing is very useful if the target audience is chosen carefully.

How?

Finding the correct newsgroups using services like www.dejanews.com to send mailings regarding your web site's address and contents

Finding mailing lists from our records and those what we participate in and by

Using the search engines for E-mailing the mailing list users regarding your site.

Finding email addresses of people from search engines or other related regional or product specific web sites and mailing them.

Example

The Marathi newspaper www.lokmat.com, one of our clients was promoted on the newsgroup soc.culture.indian and alt.languages.Marathi and was promoted on Maharashtra mailing lists to attract a large number of visitors.

"Send a cake online to Hyderabad' www.countryoven.com was promoted on the newsgroup soc.culture.indian and soc.culture.telugu

NRI Dependant services (www.parivar-india.com) was promoted on the newsgroup

soc.culture.indian and soc.culture.telugu << [Up](#) >>

Banner Ads on Web sites

Web site banners are placed at the top of most homepages with attractive messages and links to your web sites. Banner ads from a major form of advertising. Banner ads can be in two ways. One is through banner exchange between web sites by services like banner swap, the other is paid advertise banners on popular web sites. Most of them charge by the number of times your banner is seen by people.

How?

We can buy banner space on popular web sites like newspapers, search engines etc who will charge you the number of impressions of your banner.

We can design the banner ads and signup for services like Link exchange (www.linkexchange.com) in the appropriate category.

We can also sign you up for regional banner advertise site like www.indiaadvertise.com << [Up](#) >>

Promoting your web site off line

Not only online on the Internet, your web address also needs to be exposed to your clientele through traditional media like advertisements, brochures, TV ads etc. You need to drive your regular clientele to your web site for more information or updates and latest news. This can help you very well when the other media due to their space restriction .

How?

Your other brochures, publicity material, visiting cards, bulletin boards should prominently display your web site URL.

Include your web site address in your print advertisements with words like ' refer to our web site for further details'.

Conduct promotional events for your web site in other media.

Example

Haldiram foods (www.haldirams.com) prominently display their web address not only on their brochures, visiting cards but also on their products like snacks, Bhujia packets, sweet packets etc.