

Website Promotion - Have Someone Do It For You

by: A real customer of [Wilson Website Consultants](#)

Your new website is next to worthless if you are not doing the proper [website promotion](#). It will cost a little money to have someone promote your website for you but the results can be well worth it. The most important thing is to make sure you hire a qualified company to do your website marketing. You want to hire a company that knows how to use articles, back links, and blog and forum posting to push your website to the top of the search engine results page lists.

A top result on search engines is priceless for your business. This is how you [generate traffic](#) that turns into sales which turns into money in your pocket. There are a lot of companies that do website promotion that will promise you lots of traffic. But you have to be careful. Many of these companies rely on spamming or misleading posts to draw business to your site. That will certainly create traffic, but not the kind you are looking for. If people are tricked into coming to your site through the use of popular keywords that have nothing to do with your business, then they will quickly leave again. This costs you money for the promotion but does not create any sales.

The company you hired has delivered what they said they would – you have increased traffic, but your money has been wasted. You need to instead find a company that will do web promotion the right way. The first thing that a reliable website marketing company will do is to submit your site to all the major web search engines. This means that instead of waiting for the search engine crawlers to find your site buried in the back alleys of the internet, they will already have the address and keywords describing your site. This will help your site to be included in the list of results that are returned to a web surfer who enters a search for one of those keywords. This is something that you can do yourself, but it is very time consuming. It also helps to hire professionals because they know the hottest keywords relating to your field because they track the latest most popular search requests from the major search engines.

The next most important thing that a good website promotion company can do for you is to provide you with professional [quality articles](#) about your business. These articles are an indispensable tool for promoting your website. Their use takes advantage of the way search engines rank sites and the more quality articles you have, the faster you will move up the ranks. The way it works is as follows: Once the articles are written they are submitted to article directory sites. These are sites where people can go to get answers to common (or uncommon) questions and information about just about anything. If the articles you buy are good quality, then they will be popular on the article website, meaning that lots of people will read them.

The articles will include a link to your site at the bottom which means that if people like the articles and feel they got good advice or information from it they will follow the link to your site. Now this is the kind of traffic that you want because these are web surfers who are interested in what you have for sale and already have a positive impression of you before they even see your site. Now that is the kind of website promotion you want.

The articles help in another way as well. The more pages that link to your site, the more popular it will be with the search engines. The number of links to your site from other sites is one of the ways that search engines rank sites so the more links the better.

This also means that you can not be satisfied with just a handful of articles submitted. It is important to have new articles submitted each month so that your information is fresh and you stay near the top of the list on the article sites and on the search engine lists.

You could spend all of your time writing and submitting articles, but you have a business to run. Your time would be much better served attending to your business while you pay a professional to do your website promotion for you. Just be sure that you hire a company qualified to do the job the right way. For my personal sites, I use <http://www.wilsonwebsiteconsultants.com> and I have more business then I know what to do with. I would recommend them to anyone who wants better results from their website.

