

[Utilising A Search Sub Engine To Promote Your Online Business](#)

Online marketing, website promotion, traffic generation, whatever term you use to describe your advertising methods can be very cost inhibitive and in most instances a complete waste of your advertising dollar and your valuable time.

So it is reasonable to assume that if you are involved in trading online that you will require above anything else, a cash friendly method of generating unique hits to your website which results in sales of your information, whilst at the same time growing your customer or opt in mailing list.

Before you even try to promote your information there are a two extremely important details of your website that shouldn't be neglected.

1. Ensure that you have facilities on your site to capture email details of all your visitors.
2. As well as your primary item, have a back up item available to sell to your prospect list.

What method do you use to capture email addresses and where within your sales text should you ask for these details from your surfer.

The usual place for your email capture is normally at the end of your text message after your prospect has absorbed your message and is now being asked to take some form of action to obtain more details or buy your item.

I suggest that this should not be the only form of email capture you utilize. Consider your sales message, and at relevant points throughout your message insert a link in the text enabling your prospects to forward their details.

Do not put this link in at random as it might have little effect, you should utilize your message to pull the surfer to your product and it's at these varying conclusion points throughout your message that you must utilize your email capture technique.

Lots of websites, and I'm positive you have seen this technique, are utilizing a capture box which appears seconds following your entry to the site. This is the same as to a pop up, and serves to annoy the prospect and distract them from the sales message.

Be positive that you, when compiling the text message and your email capture method, put yourself in the position of the customer, if the methods you are using annoy and distract you, then it's patently obvious that the same will apply to your prospects. Always make sure that the site and the text message are customer friendly.

Once you have the customers information, and no matter whether they have bought the item you are promoting on the website, you now require a backend, or follow up item. The up sell item must be focused on the same subject as the original advertising information.

This is simply because, the customer originally surfed the site seeking a unique type of product, so it follows that this is the main area of their interest. E.g. if you are selling a diet item and you capture email details with the sales message then it would be pointless trying to up sell a item on say, dog care to the same surfers.

Have the backend item ready, and make sure that it is related to your primary item.

Once you have all this in place the next move is the promotion of the website enabling you to begin constructing the mailing list. There are many effective ways of online business promotion, my preferred free method is the Search Sub Engine.

Search Sub Engines make for a very effective and cost friendly way to the more expensive methods such as pay per click.

With Search Sub Engines you have the ability to double sell the item in that you have two opportunities to get the sales message across.

By using this method you are guaranteed to eventually reach the #1 search option for your category due to the methods utilized by Rotata which revolves your website listing and gradually moves you towards the top listing. This is a major bonus to any site owner and it can only be found within the Search Sub Engine.

But you also have to help, and you can do that by telling all your prospects that your site is on the Search Sub Engine. You may think that this is a way for the Search Sub Engine to get free surfers, and I suppose it is, but it benefits all of us who use it if we all follow these simple techniques.

A Search Sub Engine has multiple categories and sub categories and as such, many unrelated businesses use it's services, but at the same time, each and everyone of those website owners are also potential customers for your website, and if every website owner informs their prospects and friends, even though they might not be interested in their own item, they might be interested in other websites.

So, by doing this we are helping one another to make the most of this form of free website advertising. And, anything that has the potential to bring extra visitors to your site for cents on the dollar or even free should be promoted by its members to spread the word about its service.

Search Sub Engines, in my opinion, are set to become the new monster in free website and online business advertising and must be seriously considered when constructing your arsenal of advertising methods.

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The Internet's first and only Search Sub Engine

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