

Internet Marketing – Should you Cross Promote on the Internet?

By Michael O'Day, June 29, 2007



Cross promoting on the World Wide Web could be your key to a lot of new visitors.

Can cross promoting on the Internet improve your Search Engine Marketing efforts? You want to attract a greater number of quality visitors to your website. But is cross promoting with other sites really going to increase traffic?

Links are still the most credible and efficient way for people to learn about your web site. They also provide one of the best ways to improve your ranking with search engines like Google and

Yahoo. In either case the result is the same; the more links you have pointing back to your site the more people will see your site.

The Internet and the World Wide Web are growing at an incredible rate giving birth to websites thirsting for valuable content to attract new visitors and keep them coming back. By offering visitors the added value of marketing articles, white papers, tips of the trade, or special offers you can increase repeat visits and encourage new visitors.

It's not necessary for you to create all of these value added items yourself. Many sites specialize in marketing articles and other such items that would be of value to your visitors. Simply search the area of interest using a few keywords on your favorite search engine and post the marketing article, white paper, tip, or special offer you find and credit the other site with a link back. Then ask them to do the same.

"It extremely important to choose quality website to cross promote with, a poorly constructed site or one with bad content will reflect negatively on your site," said Julie Taing, spokesperson for Caracom. "It's about adding value for your visitors not just getting links and spreading your company name across the Web."

Also, to increase your credibility and evidence of goodwill, add your potential reciprocal link partner to your site before contacting them. Then contact them stating why you liked their web site, how you think your visitors have similar interests, where and what you suggest as a place on their site for your link, plus any additional information that shows the value of your site, before requesting they link back to you.

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