

WEB - SITE POPULARITY

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You designed a website and developed it and finally hosted it. Now just think how many site visitors know about this site address and related service.

If you want to make your site a success, then the actual work starts after hosting your website successfully. It includes the following actions, but gaining popularity is certainly not limited to these actions.

- **Search Engine Inclusion** – First step, you should go and include your website in various search engines like google, yahoo, and msn. Never trust automated software to include your site in search engines. There are many fraud companies in this business, so stay away from them and don't waste your money.
- **Open directory inclusion** – This is another way to make your site popular. There are many open directory projects like dmoz.com and yahoo.com where you can include your website to get attention from net surfers.
- **Google AdWords** – This is a paid program from google where you can register and you can pay based on the number of clicks on your website link or based on the number of page impressions.
- **Advertising Programs** – If you have a big budget, then you can go for higher resources like TV ads or Newspaper or magazine advertising programs. They are most effective and expensive as well.
- **Whitepapers and Article** – If you write whitepapers or articles, then you can include your website link in those whitepapers or articles to get more traffic on your site.
- **Site Link Exchange** – There are many sites including tutorialspoint.com that do site link exchange. What it means is – You will keep the link of another website on your site and the other site will keep yours. This is for the mutual benefit of the site link exchangers.