

Getting Your Web Hosting Company Noticed is the Key to Success

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Costs Associated with Website Marketing

Starting your own web hosting company takes a lot of preparation, planning, time, money, and work; it's a crying shame when all of these things are put to waste when a company fails simply because the company was not able to find cost effective ways to market their website and draw new customers. One can spend all their time, money, and efforts into putting together one of the best web hosting packages and offering it at the right price on a very professionally done website, yet unless they are able to find customers wishing to use their services they will not succeed. Not that all of those things don't play their own integral part in ensuring the success of your company, but if your potential customers are never drawn to or able to find your website it is virtually impossible for them to use your web hosting services.

There are many choices when it comes to trying to drawing traffic to your website, finding a way to save money in the process is yet another story. Take a look at some of the marketing options and the costs associated with them:

- **SEO – Search Engine Optimization** - You will always be able to find an SEO or marketing company with big promises of getting your site on the front page of searches for certain keywords, but they are also willing to charge you significant fees to do so. Leading SEO consultants may charge you on a per service basis, which can range anywhere from \$100 for keyword research to full site reviews of up to \$10,000. In addition, if you choose to do a fully managed ongoing SEO campaign you may incur a minimum monthly fee of \$500 and up to \$20,000+.
- **PPC – Google Adwords and Other Search Advertising** - You may also participate in some PPC (pay-per-click) type advertising, which may draw customers to your site but can cost you bunch of money in a highly competitive market. Depending on your target audience a professional PPC campaign can cost as little as \$200/month, but in an industry high-in-demand the costs can be astronomical.

- **Affiliate Marketing** - Offering a commission or pay-per-sale incentive through an affiliate program costs significantly less than some other programs, and only costs you once you have already gained a sale. Building the participation in your affiliate program and seeing it produce new customers/sales can take a significant amount of time. Using affiliate networks will generally cost you about \$50-\$100 in set up fees plus a commission on every sale. You can expect to pay your affiliates 10%-30% on every sale.
- **Social Media, Email Marketing, and Ad Networks** – Much like affiliate marketing and SEO techniques, social media and email marketing campaign can also take a long time before you start seeing results. With these programs, it takes time to build up your subscriber base or generate an email marketing list. There is often little or no cost to these methods, unless you are trying to purchase an email list. Even though you may be able to participate in these programs for free, you will not see a great deal of traffic or income from them right away.

As you can see, besides any time, energy, and money you have put into starting your own web hosting company and building a website, you may have significant expenses in trying to get people to visit your website and become your customer. Although your ultimate goals are to bring traffic to your site, create sales, and build your customer database, you do not necessarily have to spend thousands-of-dollars a month in reaching these goals. Besides some of the inexpensive (yet time consuming) methods mentioned above you may wish to participate some of the higher ranking web hosting review sites to get your name out there and start driving business to your website. Inability to effectively market a web hosting site and service is one reason many hosting companies are not able to succeed. Finding the best way to market your site and find new customers, without breaking the bank is key to your hosting success.

Using Web Hosting Review Sites for Increased Traffic

One advantage to attempting to market a web hosting company, versus any other type of business, is there are a number of web hosting review sites dedicated to helping match up web hosting providers with customers specifically seeking out a web host for their site. Many online shoppers have learned when searching for a new product or service to start by reading reviews prior to narrowing down their decision. By participating, or being accepted for a review, in web hosting review sites your website is typically going to be listed in a web hosting directory, reviewed by professionals (as well as users), and be given a greater chance of being viewed by unique visitors. Any visitor to a web hosting review site can be viewed as a seriously potential customer to any web host listed on the site; as nearly every person that has found the review site is actively seeking a web hosting provider and therefore are much more likely to view and purchase hosting products and services from hosts listed on the site.

Traditional marketing techniques often do not apply to web hosting providers, or companies that do their business entirely via the Internet. There is very little benefit for a web hosting company wishing to reach a global market to spend a bunch of money on phone book ads, newspapers, mailers, or any other form of localized or geographical advertising. Email marketing may reach a broader spectrum and possibly bring in a few sales; but that is only IF the email happens to get into the mail box of someone needing a web host, and IF the person actually opens emails from unknown solicitors. Text message marketing may work well for nearly every type of business, but when it comes to promoting an online web hosting company you would need to be very creative in your text marketing plan to have great success. Text marketing can be cost effective but requires your customers to opt-in to receive texts; therefore you still have to use other methods to get your name and information out there in

order to get customers to opt-in. Promoting your online business online makes the most sense, and it gives you the ability to expand your horizons to all corners of the earth.

What to Look for in a Web Hosting Review Site

Even though web hosting review sites can be very helpful in getting your name out there and attracting new potential customers to your site, you will want to be careful in whom you choose to list your site with. Depending on how you conduct your search for web hosting review sites you may get a few hundred thousand results, or several million. You could spend months sorting through and submitting your hosting company to review sites and directories. However, unless the web hosting review site is reputable and has a number of visitors on a regular basis then listing your site with them will be a waste of your time and resources. You want to find leading professional review websites that will be a benefit to your company. So, what is the best way to decide which web hosting review sites are worth your time and effort to work with? Let's take a look at what to look for in a web hosting review site.

- **Professional Review Site** – Often times you can determine whether a website is professional or not from the first glance. If you find misspellings, grammar errors, or an entire page of just ads and links to web hosts then the review site is probably not a good choice. If the site is made up entirely of ads and affiliate links it is probably not your best choice. Not all ads and affiliate links are bad, but a good review site should have articles with informative, up-to-date, and helpful information, and well written web hosting provider reviews alongside minimal ads and links.
- **Low or No Cost** – There are plenty of reputable web hosting review companies out there that are either free, are low cost (\$100 or less), or have minimal requirements (i.e. link or banner). Some review sites may have different fees for specific services, such as

a single listing in a directory may cost less than a complete and professionally written review. Do your research and make sure you are paying industry standard fees prior to submitting to any review site, and evaluate the return on your investment.

- **Professionally Written Reviews** – A professional review site will have a staff of experienced writers that are also familiar with the topic they are evaluating and writing about. A well written hosting review may include information on some or all of the following; the web hosting provider, hardware and software, web hosting products and services, highlights of web hosting packages, customer service, up-time guarantees, any money back guarantees, and any other pertinent elements. A good review website will also continually have their staff go back periodically and update any changes within the web hosts they review.
- **User Reviews** – Even though it's great to have good reviews written by writers who are familiar with the industry, many people want to hear what actual customers have to say about their hosting experience with the web host. There are not a lot of web hosting review sites that allow user reviews, but should you find one it could be a great marketing resource for you. In many cases, the review site does not require users to register for their site in order to post a review. You may wish to ask a handful of your loyal customers to write a simple review for you, this can be done quickly and easily by sending out an email with a link to your company review page with basic instruction and a quick thank you for taking a moment.
- **Website Ranking** – Most search engines have a ranking scale (usually 1 to 10) by which they rank your site against other sites. This ranking usually takes some time to build; all sites start with no ranking, usually gain a bit within a few months, and then whether their site continues to increase in the search engine ranking is determined by a number of factors. The search engines are constantly trying to give the end-user the best tools to find what they are searching for, they continue to change the way they review and

rank websites based on how user friendly they are. But a good web hosting review site will stay on top of these changes, continue to have the most up-to-date info for their users, and therefore show up within the top few pages of searches.

- **Directories** – When submitting your website to a web hosting review company you will want to take a look at their directory and determine the best category your site will fit into. If you have more than one web hosting specialty then decide which service you would like to focus on and request your site review be placed within that category. Look for a web hosting review site that has hosts listed in different categories, this will help potential customers find what they are looking for, keep the amount of competing sites to a minimum, and allow your web hosting company to show up within the top choices. Some hosting review sites list web hosts alphabetically, while others use a ranking system, and some allow paid placement.
- **Visibility** – In order for a listing or a review within a web hosting review site to be beneficial to you, and help you obtain new customers, then the review site must have good visibility within the search engines and your listing or review must have good visibility within their site. Chances are if you have found the review site by using a search engine and key terms within what you are marketing your website for, then if it meets the other criteria you are looking for, it should be a good match for you and a great place to consider a listing or review. As mentioned above, you will also want to determine how visible your site will be within the review site, or how easily potential customers will be able to search for your company.

All-in-all getting your new web hosting company/website listed and reviewed on web hosting review sites will only help draw the right kind of potential visitors. Web hosting review site visitors are already searching and researching for a web hosting provider that will suit their needs. For little or no cost, by getting listed and reviewed by good reputable review sites your site has a much greater potential for success.

Using 100Best-Free-Web-Space.com to Drive Traffic and Increase Sales

Driving traffic to your site and increasing your sales productivity are some of the major goals of every Internet driven business, and if it's not it should be. In order to increase traffic and sales a website must get recognized, and in order to get recognized the company must participate in some form of marketing. Online marketing options tends to work best with Internet based businesses. With all of the online marketing options like pay-per-click (PPC), social network and search engine ads etc...which can be very expensive, finding cost effective ways to market your web hosting company can be extremely challenging. 100Best Free Web Space is here to help you find the traffic, customers, and sales you have been looking for. When listing your website with www.100Best-Free-Web-Space.com you can rest assured:

- You are working with a reputable company, founded many years ago by web hosting experts.
- Your site will be listed and reviewed by well educated staff.
- Users have the ability to review your company.
- There is little or no cost to having your site reviewed.
- Reviews are re-evaluated and updated on a regular basis.
- We offer side-by-side comparison of some of the best web hosting providers.
- Our readers are already searching for the web hosting services you may offer.
- Our site ranks well across all search engines.
- Our site will rank within the top search engine results for many web hosting related searches.

- A limited number of web hosts are reviewed in each category.
 - Your listing/review may offer potential customers coupon discounts.
 - We offer our readers useful information to help them determine their hosting needs, find a host that matches their needs, and establish their website.
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