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# **Low Cost Web Marketing Techniques Explained In Very Basic Terms**

So you want to start promoting your website however you do not have a large budget, so what should you do? Well to put it in simple terms you need to find a number of low cost website marketing techniques, it is essential that you have the basics in place. The alternative is to hire the services of an [SEO company UK](#) and to let them take care of the project.

I have over a decade of personal experience of marketing a website.

My first piece of advice would have to be this; you need to make sure that you have your main keywords, or key phrases, appear in the form of text/content somewhere on your homepage, this ensures that the major search engines are able to locate your site when somebody conducts a search for that keyword/keyphrase. I believe that the homepage of a website is the main page of the site. This is where you get the chance to explain to the public what you offer by way of services and products. I am not suggesting that you "keyword stuff" the homepage, far from it. These key phrases could do be with being included within the text in a natural manner.

After completing this first task it is then time to let the online world know all about you, your website and about your product. You can do this via article marketing, this is where you write an article about the service that you are offering and you then submit it to a number of the article marketing directories such as EzineArticles, goarticles, articledashboard, ideamarketers and searchwarp. This may be quite time consuming however it will not cost you any money.

Article marketing is a well renowned form of website promotion which is used by many a [web marketing company](#). It has many benefits, these include helping your website to rise up the rankings of the main search engines.

I hope this article is of assistance to you in marketing your website.

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