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Free Forum Advertising.

From my own experience I have found advertising in forums to be one of the most effective and affordable advertising methods on that there is.

Few people realize how much of a huge marketing tool forums are. If done properly you'll be able to find a huge audience and brand yourself and bring targeted traffic to your site.

Simply put. The more content or posts that are on a forum the more it gets spidered by the search engines. This of course means your ad and url being seen. So the search engines pick up another link pointing to your website. Also it lists the forum pages, thus increasing your chances of being noticed indirectly via your forum post.

Even if no one on the forum ever reads your post/ad, the search engines will always see it. And it's permanent.

I am not telling anyone to go to just any forum and start posting their urls all over the place. This is just going to make people angry and ruin your reputation. I am suggesting joining the forums that are right for you and your industry, and actively taking part in the discussions. This will get you noticed and because you are being a productive member of the forum people will be interested in what you are doing and what you have to say.

Where is your backlink then? Well, it's in your signature at the forums. Because you are being active and productive people will take a look all on their own. No spamming needed. And the search engine spiders will always notice your link.

In alot of webmaster forum you will also find business directories or something similar. You can find all kinds of resources in these too. People looking for link trades, offering one way link, or asking for one way links. As well as many other products and services. You can find alot in these directories if you take the time to look around.

There are forums out there where you can post your ads all you want to. Do a google search for "free advertising forums" and you should find about 3 to 4 pages of them listed. They are all free to use and join, and all spidered by search engines. They are an easy way to get tons of free backlinks.

A good place to start is [Aztek Marketings Free Advertising Forum](#). Join and post for free. It's a new forum. But has alot of potential.

Even with all these methods listed above the fact remains that the importance of the quality of your website is very important. Make sure you have good content and a reason for people to want to come back to your website. If you have a great website with great content, people will more than likely approach you for link trades or even link to you on their own.

For real quality marketing and advertising information, check out The [Aztek Marketing Blog](#).

Michael Burns

Read expert tips in the sphere of [one way links](#) - welcome to your individual tips store.

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