

# Promote your website in the right ways

## About increasing backlinks with an intention to increase the value of the site

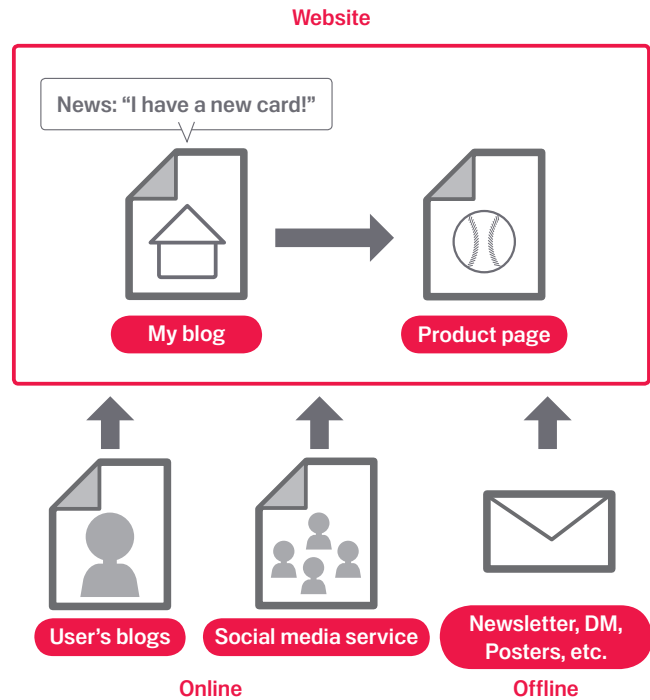
While most of the links to your site will be gained gradually, as people discover your content through search or other ways and link to it, Google understands that you'd like to let others know about the hard work you've put into your content. **Effectively promoting your new content will lead to faster discovery by those who are interested in the same subject** (1). As with most points covered in this document, taking these recommendations to an extreme could actually harm the reputation of your site.

## Master making announcements via blogs and being recognized online

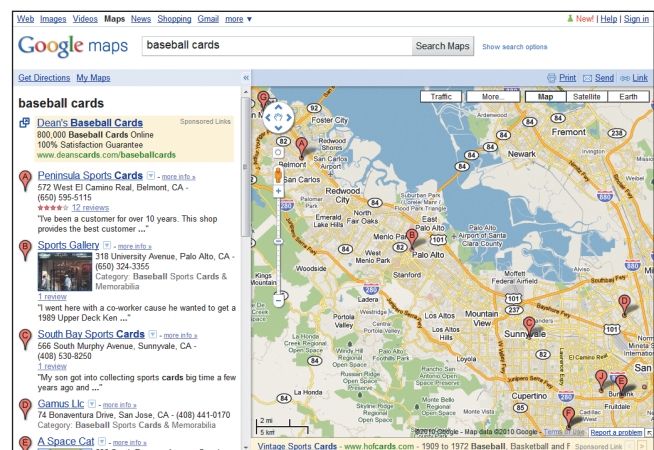
A blog post on your own site letting your visitor base know that you added something new is a great way to get the word out about new content or services. **Other webmasters who follow your site or RSS feed could pick the story up as well.**

Putting effort into the offline promotion of your company or site can also be rewarding. For example, if you have a business site, make sure its URL is listed on your business cards, letterhead, posters, etc. You could also send out recurring newsletters to clients through the mail letting them know about new content on the company's website.

If you run a local business, adding its information to [Google Places](#) will help you reach customers on Google Maps and web search. The Webmaster Help Center has more tips on [promoting your local business](#).



(1) Promoting your site and having quality links could lead to increasing your site's reputation.



(2) By having your business registered for Google Places, you can promote your site through Google Maps and Web searches.

### Glossary

#### RSS feed

Data including full or summarized text describing an update to a site/blog. RSS is an abbreviation for RDF Site Summary; a service using a similar data format is Atom.