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# **Free Ways To Generate Leads With A Website**

If you want your website to be successful at generating leads, you need two things: a fully functional website and visitors. Your website should look appealing to your visitors and be easy for them to register, opt in to your list, or buy your products. Your site must be easy to navigate and be clear to the visitor what you want them to do. It must incorporate the right tools, like autoresponders, so you can generate leads in the right way. When your website is fully operational it will not succeed until it receives sufficient site visitors. Here are a few ways you can attract people to your website:

### Site Content and Article Marketing

Article marketing is a very important task since there are thousands of websites that are striving to generate leads as well, but lack the content needed to become successful. Many web users out there already learned from their mistakes in the past in trusting business opportunities and they will take any future websites that they see more seriously. You need to prove to them that you are different by writing good articles that explain why your website is unique and what benefits they get by opting in. With good SEO skills, writing articles and submitting them in the different directories also help search engines index your site better so more people can see it just by searching the net.

### Social Networking

So many people are getting into social networking ever since big sites like Facebook were introduced. This is why so many marketers are diving into these networks because they are very approachable especially if the profile is filled up properly and truthfully. This is what you should do as well especially if you hope to find some business partners that you can trust. Social networking is all about building relationships and connections and in business you need to do that as well. It also serves as a nice place to advertise links where all people in your contacts list can see. If the site is attractive enough, some people may advertise the link to their friends as well which can add a great amount of leads if social network marketing is done consistently.

### Marketing in Forums

Forums are still popular places for people to gather online with like-minded people and discuss niche topics. Forums are popular because of instant interaction and the ability to communicate with people that care about the same things. This works to your advantage when you find a busy forum that matches the niche of your website. Just be sure to follow the rules of the forum and do not place your links there if they are not welcome. If signature links are allowed, use those and then blend in with the conversations so you appear as friendly and genuinely helpful rather than participating simply to promote your link.

These promotional methods are free to use and are great for finding fresh leads. All it requires is an investment of time on your part. If your time is short, you can still get plenty of leads by working with a marketing company like <http://www.torontomarketingcompany.net>. They have the tools needed to supply you with a steady stream of new prospects without spending a whole lot of money.

Click here to learn [How to Generate leads](#) for your business; get your free course in our site and learn more about [Internet Marketing](#) here [www.torontomarketingcompany.net](http://www.torontomarketingcompany.net)