THE FREE ONLINE MARKETING STRATEGIES TO GENERATE TRAFFIC FOR COMMERCIAL WEBSITE

by

Fathin Fakhriah Binti Abdul Aziz
(Bachelor in Information Technology, UiTM)
(2001356308)

Independent Study Is Submitted In Partial Fulfillment Of The Requirements For The Degree Of
Master Of Science In Information Technology

Faculty of Information Technology and Quantitative Sciences

UNIVERSITI TEKNOLOGI MARA

SEPTEMBER 2003

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim

I would like to express my deepest gratitude to Almighty Allah S.W.T. for giving me the strength to complete this research paper. Special thanks and appreciation is given to my supervisor, Puan Anitawati Mohd Lokman for guiding me in writing this paper. En. Mohamed Fauzi Mohd. Lazim for trusting in me with his company website's data traffic, for which I am deeply indebted.

To my wonderful, loving and supportive parents,

Thank you for your prayers, love and support, which I can never replace. It has been their sacrifices, patients and inspirations that made this achievement possible.

Nevertheless, I also wish to convey my sincere thanks to many other individuals, which names are unable to be listed, which have directly or indirectly providing relevant information needed for this study. Every effort has been made to minimize errors in this study. However, errors do occasionally slip through despite diligent efforts to provide error-free study, ancillary materials and references.

Shah Alam, October 2003 Fathin Fakhriah Binti Abdul Aziz

ABSTRACT

The free online marketing strategies to generate traffic for commercial websites were studied. The study aims to help existing and new businesses with low or no marketing budget to be able to promote and market their products and services on the Internet through the most effective ways without having to pay for the marketing services. This study emphasize only on the three most popular free online marketing strategies, which are the search engine submission, affiliate program and banner exchange programs. These three online marketing strategies are known to generate the most traffic for various types of websites. This study will also emphasize on commercial websites as this website is most concern with generating traffic since it often sells products or services to users.

TABLE OF CONTENTS

		Page
TITLE PAGE		i
ACKNOWLEDGEMENT		ii
ABSTRACT		iii
TABLE OF CONTENTS		iv
LIST OF TABLES		viii
LIST OF FIGURES		ix
CHAPTER		
1	INTRODUCTION	1
	1.1 Problem Background	1
	1.2 Problem Statement	2
	1.3 Research Rational	2
	1.4 The Significance and Contribution of the Study	3
	1.5 Objectives of the Study	4
	1.6 Definitions of Terms Used	4
	1.7 Scope and Limitations	5
2	LITERATURE REVIEW	6
	2.1 Introduction	6
	2.2 Marketing Evolutions	6
	2.2.1 The Past	7

2.2.2 The Present 7

2.2.3 The Future 8

2.3 Online Marketing Strategies 9

2.3.1 Search Engine 9

2.3.2 Reciprocal Links 12

2.3.3 Banner Advertising/ Placement 13

2.3.4 Affiliate Program 15

2.3.5 Forum/ Newsgroup 16

2.3.6 Mailing Lists/Ezines 17

2.4 The Web as the Free Online Marketing Environment 18

2.5 Paid Vs. Free Online Marketing 19

2.6 The Existence of Commercial Websites 20

2.7 Traffic Means Profits 21

2.8 The Opposing and Limited Views and Information on Online Marketing 22

2.9 Differences Between Previous Studies and This Study 23

2.10 Relationship Between Previous Study and This Study 24

2.11 Conclusions 25

METHODOLOGY 27

3.1 Research Design 27

3.2 Participants/ Populations/ Samples 27

3.2.1 GrammarStation - www.grammarstation.com (pilot website) 27

3.2.2 Recommend-It (The Affiliate Program) 28

3.2.3 e-bannerx.com (Banner Exchange Program) 28