



### **“Posting In Forums To Market And Grow Your Business”**

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A forum is simply an electronic bulletin board that allows visitors to post text comments and graphics related to various subjects. The bulletin board is often a website with a list of topics. Visitors or forum members can view the topic postings and make comments on them or add postings of their own.

Forums can be standalone or they can be a part of a larger website. For example, a company that sells plumbing parts will often have a forum for its customers to discuss the parts, how to install them, and anything else anyone wants to say related to their parts or plumbing problems.

Forums can also serve as the primary help area for a website. For example, a software company might choose to use a forum instead of creating and maintaining physical help documentation. Their customers do not receive a software program and a big printed manual; rather, they just buy the software and when they require help, they consult the forum and search there for answers to their questions.

Forums can be effective marketing vehicles for the following reason. Suppose you sell a particular plumbing wrench. You might want to visit the forum and read all the entries, and in every entry that relates to plumbing situations in which your wrench could be used, you could post a reply recommending your part.

This all relates to the gold standard of Internet Marketing: Google. The more forum posts you make on the Internet with backlinks to your money site, the higher you will appear in the Google search rankings for keywords related to your business.