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Introduction

The following inexpensive game applets are easy to customize and fun to play. If you know basic HTML (such as how to add a picture to your site using the tag) you are technical enough to turn your site into a gaming arcade.

Some of games featured here are single-game applets (such as Tetris or Bowling) that you'll use to create one fun game. Others are customizable (such as word searches, jigsaws, sliders or concentration) that can be used to create an unlimited number of educational games. Although I have included more than fifty games (thirty of them free!) you could build a fun site by using as few as five or six games applets.

Why Add Games to Your Site

There are as many reasons for adding online games to your site as there are games. Here are a few:

Reason #1) Kids and teens play online games. If you engage your audience with entertaining games, your audience will stay at your site longer and return time and time again. Internet marketing gurus call this "sticky."

Reason #2) Your visitors will tell others about your games. Kids and teens love to share good games with their friends, so they will tell their friends about your games via email and instant messaging. Internet marketing gurus call this "viral" because it spreads your site like a (good) germ from person to person.

Reason #3) Many sites will link to good games. So if you have games on your site, you'll increase the number of sites linking to you. This not only results in more direct traffic, but also improves your ranking at popular search engines such as Google.

Reason #4) Games can be branded with your company name or image, and thus serve as way to get your audience to interact with your company brand.

Reason #5) Kids and teens love games, even educational games. So games can be used as educational tools to increase vocabulary and learn facts.

Reason #6) It's not as hard as you fear. In fact, it is downright easy to add games to your site. If you (or your Webmaster) know how to add an image to a Web page, you can turn your site into a crowd-pleasing game arcade.

Reason #7) Not only is it easy, it is cheap. More than thirty of the game applets revealed in "How to Add Games to Your Site" are completely FREE!

Reason #8) Kids aren't the only ones attracted to games. Adults and business people love online games too. Marketing guru Anne Holland of MarketingSherpa.com has done three case studies on how business-to-business sites have used online games with incredible results. Read all about it here: <http://www.marketingsherpa.com/sample.cfm?contentID=1959>

Reason #9) They are fun.

What's Free and Recyclable Here?

Since free is everyone's favorite price, each free game applet or movie is marked with a ● . Also noted are game applets, scripts or movies that can be customized (recycled) to create multiple games ♻ . Examples of recyclable games are jigsaw puzzles (with different pictures) and word searches (with different word lists.)

LEGEND	
● Free game	♻ Recyclable game