

# Website Traffic Secrets



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## Contents

Your Step By Step Guide To Traffic Generation.....	3
Why Website Traffic Is Vital For Your Online Business .....	4
What They Didn't Teach You At Internet School About Website Traffic Building .....	5
Website Traffic Tracking - Increase Your Conversion Rate For Sales .....	6
Web Campaigns That Really Work - Generate More Traffic To Your Site .....	7
Ways To Generate Traffic To Your Website On A Shoestring Budget.....	8
Ways To Generate Traffic To Your Website For Free .....	9
Traffic Secrets You Would Have Never Known .....	10
Traffic Generation Secrets From An Expert.....	11
The Most Effective Ways To Earn Website Traffic .....	12
The Answer To All Your Website Traffic Woes.....	13
Quick Ways To Generate Traffic To Your Website .....	14
How To Send Quality Traffic To Your Website .....	15
How To Get Free Traffic To Work For Your Website.....	16
Hard 'hits' You Will Enjoy - Get More Traffic To Your Website .....	17
Great Tips To Generate Traffic To Your Website .....	18
Generate The Power To Increase Traffic For Your Internet Business .....	19
Generate More Traffic To Your Website With Forum Posts.....	20
Expired Domain Names - The Key To Generating Traffic To Your Website .....	21
Effective Web Promotion Strategies You Can't Avoid.....	22
Do You Have A Solid Traffic Generation Plan? .....	23
Do Something 'Constructive' For Your Website - Start Traffic Building .....	24
Building Traffic To Your Website Through Viral Marketing .....	25
Article Marketing To Increase Traffic To Your Website.....	26
Are You Struggling To Drive Sufficient Traffic To Your Website? Fear No More .....	27

## **Your Step By Step Guide To Traffic Generation**

As an Internet marketer your primary aim is to offer niche products and services for which you are going to spend a great deal of your resources to perfect the best possible product or service. Another important area you need to focus on and allocate a major portion of your resources to, is building killer traffic to your website. More traffic means more business and thus more cash in your bank account. It sure sounds daunting but there are ways you can have your website swarming with visitors, more than you can handle. If you are new to Internet business and have just put up a fabulous website then the only thing that stands between you and a swelling bank account is targeted traffic. Let's discuss a few easy steps that will help drive loads of traffic to your website and increase your sale. We will discuss four steps that you need to incorporate in your Internet marketing strategy and do it every single day.

Implementing these four steps religiously will help you get your website thousands of hits every single month. And the best part is, without any cost to you.

**Article Marketing:** write articles and submit them to article directories. The articles should be written in simple fluid language and should be free of spelling and grammatical errors. The content of the article should be relevant and up to date. Reliable and informative content will prompt visitors to read and recommend your site to other interested parties. Articles that are well written and submitted to article directories will boost your incoming links and your site will get higher rankings on the search engine results page.

**Email Marketing:** building relationships with potential customers and maintaining good relationships with existing buyers is going to keep you in business for a long time. So how do we do it for an online business? Well send relevant and informative content to your existing and potential customers; send them links that may benefit them in some way. You may also regularly send them updates on the latest developments in your business or products. Sending them discount offers on new products before launching them to the general public is also a great idea. It should be your endeavor to win their hearts and respect. This way they stay loyal to you for a very long time.

**Social Networking:** creating an attractive profile on social networking websites will attract more visitors to your site and give you the opportunity to advertise your products. Sites like MySpace, Facebook, etc. are great places to build your network.

**Forum Marketing:** sign up on the most relevant forums and post answers to the members queries. You should give the impression of being an expert in the field and for that you need to be well aware of all the recent developments in your chosen niche. If you give suggestions to members and help them solve their problems you can be assured of a very loyal following. You can place your advertisement below your post and this will also drive more traffic to your website.

Driving traffic is one thing but good after sales service and customer support will take you places and leave your peers far behind.

## **Why Website Traffic Is Vital For Your Online Business**

Thanks to the Internet, today hundreds of people are able to run their businesses successfully online. There are numerous websites who share space on the World Wide Web and if you want to stand out in your online business, you need a targeted traffic to survive and succeed. No website can work without enough traffic. It would not be possible for hundreds of people to know about your website unless and until you promote them.

There are certain ways in which you can promote and advertise your site. You may not instantly get results but it will certainly help you generate potential traffic. No online business can proceed without traffic and thus it is vital you make the effort to generate a large amount of viewers for your website.

Here are few easy and simple steps to follow to generate traffic for your website.

The first and simple step to attract readers or users is by writing quality articles. You can write articles related to your website and advertise it. The good content will always have potential readers who will keep visiting your site frequently and will let others know about it as well. You can submit your articles to some popular article sites and provide a one way link to your website.

You can enroll your website to some well known Internet directories. Make sure your site is attractive and well designed to get acceptance from the directories and have a high chance of being viewed.

Make your website search engine optimized. Use more of key words in your articles so that it stands a high chance of being viewed on the first page of the search engine. Search engine optimized site will be pulled instantly once the key words are typed for the search and it is viewed first.

You can exchange links with non-competitive sites. You can view your links on some of the well-known and frequently visited sites. This definitely helps generate ample traffic to your website.

You can go in for pay per click option as well. This marketing technique helps generate numerous users. There are few who do not believe in this technique though. However, if you have good content and an attractive site, you are sure to hold the attention of the viewer.

If you are into a business, try and get numbers and address of potential customers. You can mail them about your products or services and at the same time provide them with a link for your site. A well-drafted mail is sure to be read, however, it should not be too lengthy or the customer may not visit the site.

Users and viewers are the lifeline of every website. If you are not able to generate enough traffic, you lose out in the online business market. Thus create more and more users in order to succeed.

## **What They Didn't Teach You At Internet School About Website Traffic Building**

The Internet is perhaps the most dynamic of mediums, and matter that has been latest soon becomes obsolete within a few months or years. It is also a great place to do business. Due to its ever-evolving nature the Internet schools, if at all there are any, have a tough time trying to keep up with the recent developments that take place in the virtual world. The training that you might have received will arm you with the latest in web design and other associated technologies. Armed with this, you create a fabulous website with great graphics, fantastically laid out pages, tons of information on your products, special features and benefits. You have included all the latest in graphic design and added great sound and visual effects to your website. You host your website on one of the best web hosting service provider's servers and then wait for traffic. And you wait endlessly, as the traffic that was going to change your life forever, has still not turned up. So, what could have gone wrong? Why is your well designed website lost amongst the many millions of websites that are on the Internet? Read on to find out why, and how you can reverse this situation.

For any business to be successful, fast and targeted traffic is a must. If there are no visitors to your website there is going to be no business transacted on it. You will have to take effective measures to build traffic to your website. You will have to take the following important steps to attract high volume of targeted traffic.

Link building is the first step. You will have to get links to your site posted on reputable websites that attract high volume of traffic. The websites you choose should not be in direct competition with you. If possible, you can offer to do this on a reciprocal basis. Having your links on websites that have a high volume of traffic increases your sites visibility, and visitors will be prompted to click on your link and then you get the opportunity to display all the fabulous things you have on offer.

Another step you need to take is adding SEO enriched content to your website. This will ensure that your website gets better rankings on the search engine results page. Whenever somebody searches on the Internet for a product or service similar to what you offer the search engines will display your site details, thus ensuring you steady traffic.

An autoresponder campaign is a great way to build your mailing list and develop relationships. You may prompt your visitors to leave their email address on your website and then mail them your new product offers, special offers, discount offers, etc. You can also develop an opt-in email list as a part of this campaign.

If you have the resources then it is advisable to have the SEO campaign run by professionals. This will ensure fast traffic. Traffic building should be an integral part of your marketing strategy. By taking all the above steps you can be sure of success for a long time.

## **Website Traffic Tracking - Increase Your Conversion Rate For Sales**

It is natural to believe what most marketing and management experts mean, when they say more eyeballs and more footfalls will translate into more sales. But it is foolish to equate growth in sales to the volume of traffic. This does not mean that generating large volume of traffic to your website is a bad idea but it is also important to keep a track of how many visitors actually converted to customers. A high traffic does not necessarily mean increased or incremental sale. There is no dearth of people who boast of more than 25000 hits a day on their website but it would be impressive if only a large number of those who visited the site actually converted to sale.

A good Internet marketing campaign is one in which maximum number of visitors get converted to sale. This can happen only if the traffic generated is of a high quality and very targeted. If there is a lot of traffic on your website but very few conversions then it is time you found out what is preventing visitors from actually buying your product or service. For this you will need some kind of meter to track the volume of traffic coming to your site and also indicate where it is coming from. This information will help you fine-tune your advertising campaign and help you make the necessary changes to improve the quality of traffic rather than mere quantity. This can be done if you do a few things as discussed below.

Today there are several programs available that help you track the traffic. One such program is the [Google Analytics](#). All you have to do is sign up for a free account with the [Google AdWords](#). Google AdWords then provides you with a script that you have to copy and paste on the page you intend to track. This simple program will give you all you need to monitor and convert your traffic into incremental sale by increasing your conversion rate. The program is so designed that it can accurately tell you if the visitors came from search engine queries or from referral links. It also tells you the number of page views per day, number of visitors, unique visitors, and the time they spent on your website. Visitor profiles are also provided which is a big plus that helps you in profiling your potential customers.

The data thus collected can help you understand where your traffic has come from and thus help you put strategies in place to generate more quality traffic. It also provides you information on which area generates the least quality traffic. You can then fix the problem or drop the source of poor quality traffic. Simultaneously you can focus all your energies on areas that generate the maximum quality traffic.

It will take some time to set up this whole mechanism and some learning to correctly analyze the data but once this is done your marketing efforts will be more focused and result oriented. It is akin to owning your own tune-up kit.

## **Web Campaigns That Really Work - Generate More Traffic To Your Site**

There are a few web campaigns that work very effectively and generate very good amount of traffic that website owners desire to make their web based business profitable. Pay Per Click campaign is one, which if managed properly can be very effective in generating traffic. PPC like Google, AdWords has the potential to generate qualified and targeted traffic to your website. If a pay per click campaign is set up in the right way, you can see the traffic increase dramatically. But, if it is not managed properly, you may end up losing a lot of money.

Pay per click campaigns improve the popularity and the visibility of your new website, while also improving the organic listing, which otherwise would have received poor rankings. The pay per click campaign can be managed properly and kept within the budget. Once the set budget is exhausted the pay per click campaign can be then taken off or revised.

Pay per click campaigns bring targeted traffic to your website and not general irrelevant traffic, which has no effect on the bottom line. Let us consider an example, if you own a website that sells jeans, then the targeted traffic we want would be people looking for fancy-jeans, blue-jeans, etc and not trousers, pants, etc. Thus we can target a specific group of potential customers. Pay per click campaigns is usually carried out in short bursts and not continuously. This means that we can change and make modifications as and when we need to do so.

The flexibility that pay per click campaigns gives is the ability to target a specific sub-set of customers in a geographically defined area. You can choose the country, state, or the city you want the campaign to run in, depending on the budget. You have the liberty to decide the amount, you are ready to spend on the campaign and once the amount is exhausted the campaign is automatically ended. The business model is such that you don't have to pay, if the viewer does not click on your webpage. Only when the visitor clicks and visits your sales page are you liable to pay the predetermined amount, which could be from a few cents to a hundred dollars.

Pay per click campaigns are also free from complex search engine algorithm and website owners do not have to worry about search engine guidelines, when running the campaign. Even websites without meta tags can run a pay per click campaign on any of the popular search engines.

Pay per click is perhaps the best and most cost effective way of search engine marketing that website owners can use to advance their online business.

## **Ways To Generate Traffic To Your Website On A Shoestring Budget**

For every website to succeed, traffic plays an important role. If you manage to hold and generate more users to your website, you are sure to earn a good income sitting at home. To turn into a successful online entrepreneur, you would need to make some efforts initially. There are few ways and techniques to follow if you want your website to stand out among numerous websites on the Internet.

If you have drafted a budget to promote and advertise your websites, here is what you can do to generate potential traffic to your website.

To create more users, you can go in for forum marketing, which is reliable, and a great way to increase the number of viewers. Posting your details on forums is free and has many visitors daily. Be regular in posting your articles or small write ups in the forum. Provide a link to your website when you post articles.

Blogs are the best ways to reach out to numerous people, both youth and adults. You can write an interesting blog on your website or business and post it. Try and be unique in your content and make it attractive to hold the attention of the reader. A well written creative write up will surely be recommended to others, which automatically increases the number of people viewing your sites.

Exchange links with non competitive but popular sites. Look out for websites that are similar to yours and exchange links with them. Exchanging links with similar sites creates a win win situation for both. It increases the chances of users viewing your site.

Try to make your website search engine optimized. If you want to stand out among the rest of the websites on the Internet, you need to use key words that can pull out your website, the moment the user types in the key words.

Write creative articles regarding your business or service. Post these articles on well known sites and provide a link of your website. A well-drafted article is sure to grab attention and thus you can increase the number of viewers to your site.

Enroll your website to hottest Internet directories. A well designed website stands a high chance of being viewed and accepted by other Internet directories.

Use the pay per click marketing technique. This method is known to have generated numerous viewers for websites.

You can create a small video to advertise about your business and post it on a video site. After viewing an attractive video, the users are likely to visit your site.

Give out a press release and let people know about your online business. A well drafted release is sure to be read and generate good traffic for your website.

So if you have been struggling to create traffic to your website, I am sure you would now feel relaxed after reading this. Forget your worries and be prepared to succeed in your online business.

## **Ways To Generate Traffic To Your Website For Free**

Once you come up with your website, you need to generate audience or users for it. To get your targeted viewers, you need to promote and advertise your website. There are several sites on the Internet and people won't know about your site unless you tell them. You also need to make your website attractive to hold their attention. If you have come up with your website, but don't get the required traffic, read this article to understand the simple ways to generate traffic.

Here's how you generate potential viewers without spending any amount. This may take you some time to get viewers; however, it assures you potential viewers, who will be useful for your business.

One of the important and useful ways to generate traffic is by writing quality and attractive content. If viewers like your content and style of writing, they will visit your site frequently and tell friends and relatives about it. Thus your website will automatically be advertised and promoted by word of mouth. As you will have frequent visitors, your site will be filed by the search engine. This way your site can reach numerous users.

Make your site search engine optimized. This will allow many people to locate your website easily as it stands out in the first page of the Google search engine. Use key words frequently in your content so that the site is instantly pulled out among many others.

Make your website a part of the well known free Internet directories. This will help generate a fair amount of viewers. See that your website is attractive and well designed to be accepted. It will stand a high chance of being a part of your favorite Internet directories.

Write useful and creative articles. These articles should be related to your website, the products or services you provide. Make sure that the content is creative and smart to hold the attention of readers. You can advertise these articles on the well known article sites and provide a link to your website. This will certainly help you generate a great deal of viewers.

Submit your articles to free directories and keep writing great articles. You may not get the result instantly, but this should not stop you from being positive or give up writing. Instead improve your articles every time you write and be an expert in your field. Great and well-written articles are sure to be read.

You can exchange your links with sites that are related to yours. This will certainly help you promote and get targeted viewers.

To survive in the internet world, you need to have traffic. A website without traffic does not have any life. Thus it is very vital to generate potential users and proceed in your business. Try the above ways and you are sure to see a difference.

### **Traffic Secrets You Would Have Never Known**

There are countless well-designed websites built by people who spend loads of dollars but still they remain unexposed to web surfers who look for information on the Internet. Search engines do not consider how big your product catalog is or how well designed your website is, before ranking it on the search engine results page. If your website does not have good rankings on the SERP it is as good as not having a website. Fortunately, there is a way you can get traffic to your website without spending any or very little money. Hiring the services of a SEO or search engine optimizer is one option but it does not come cheap. Most SEOs charge a minimum \$500 fee per month and still do not guarantee first page listings on popular search engines. This option is not feasible for small business owners.

Let's discuss a few inexpensive ways you can generate colossal volume of traffic and yes it is not about writing high quality articles, blogs, postings in forums, or ebooks. All these methods are effective but if you want more than a thousand visitors to your site these methods will be found wanting. You need to do something different than this.

If your website traffic is poor then the first thing you should do is to advertise on

Google, this can be achieved by going to Google AdWords, simultaneously you may display Google AdSense ads and other affiliate ads on your site to reduce the cost.

Another trick to generate good volume of traffic is to get full windows. This strategy is very useful and innovative and works like this. Whenever someone opens a high traffic website your website advertisement will appear on the window of the popular site.

Apart from the two strategies discussed above it is recommended that you begin work on SEO. Link exchange is also very effective. It is a system in which you exchange links with like minded sites to improve your search engine rankings. SEO is another simple solution to increase your website traffic. There are ready made software programs that can manage your search engine optimization campaigns.

It all boils down to building a loyal customer base so that visitors keep coming back to the website. One way to ensure this is by increasing subscribers to newsletters. Add newsletters to your website and update them every month. This is an expensive proposal but nevertheless very effective.

## Traffic Generation Secrets From An Expert

Every website needs traffic, period! Whether you are selling something or you are a blogger or you need to get your point across to the world, you need traffic. You are on the web for people to see you and if no one visits your site, you might as well not exist on the net.

The key to a successful website is generating traffic, preferably quality traffic. Quality traffic is the target audience for your website, the group, or segment of the market that you wish to sell your product to or have visited your website. There are a few secrets to successfully get this traffic to your website. Well it's not a secret, just common sense. But the rare thing these days is common sense so let us just discuss these secrets -

Market segmentation- before you design your website; define your market segment or your target audience. Ideally your website must cater to the sensibilities of a certain group and thus all your marketing efforts should be directed towards getting their attention only. Concentrated marketing will help you channel all your resources and get better results.

Selective marketing- once your target audience has been identified, you can start marketing your website aggressively on other websites, print media, and budget permitting, on TV and radio. You can greatly benefit from Pay per Click advertising and affiliate marketing programs on other websites whose target audience is the same as yours. Your competitors will not even know that they are marketing for you while you too can earn a reasonable amount carrying their ads.

List building- not so frequently used method to build quality traffic is to build a list of your targeted customers through various online and offline methods that are available to new businesses. Then you need to personally interact with them to get them to your site. Introduction emails. Special promotions, newsletters etc are good examples of this.

Get traffic from major sites- sign up for a SEO, use popular media like Google Adwords etc to get maximum traffic from various sites. The secret here is creating and maintain specific and accurate Meta tags like key words, titles, descriptions etc in your website content. What SEO does is that whenever a browser searches for keywords included in your website the search engine will show your website in the results. Websites have benefited greatly from Google searches. If they have the relevant keyword, the search engine will show the website in its search and the best thing is that this listing is free.

Just simply generating traffic will be a burden on your resources. If you have a very general traffic-building plan, you will only end up with the wrong kind of traffic while your target audience may stay away. Quality traffic ensures that you get the highest returns for your investments and that your efforts are realized in the form of sales or advertising returns.

## **The Most Effective Ways To Earn Website Traffic**

No matter what the gurus of Internet say, for a website to grow, expand and be productive monetarily it is important that it attracts good amount of traffic. No wonder that everyone is trying to attract the highest volume of traffic. Apart from the prestige it offers, high volume of traffic also ensures your website a higher rank on search engine result pages. This will drive your revenues northwards. Every business owner has to strive to build higher traffic to his website. Online business cannot sustain and survive without traffic and hence they have to think of new ways to generate traffic. As a website owner you have to think, strategize, and develop new methods to attract traffic.

So, what is it that one has to do to generate more traffic to his or her site? Well, this is a billion dollar question. Some of the answers are below, may be you should try them.

In this age of information, content is king. Get as much relevant content as you can lay your hands on. Your content reflects on the quality of your site and tells the visitor a great deal about you. It is therefore necessary that your content reflects your intellect and for this you will have to write the content yourself or get it written by professionals. Well-written content without grammatical or spelling errors appeals to the visitor. The content should be rich in information that is relevant to the visitor. This will make the visitor visit your site repeatedly and will also encourage the visitor to recommend your site to others. This will have a cascading effect and your site will attract more traffic.

With relevant content on your site you may also ask your visitors to refer your site to others, a satisfied visitor will rarely refuse to do so. The mantra is “give your customers what they want and you get all the support you want in return”.

Using Internet programs such as autoresponders will save you time and you can get all the information about the visitors.

If you have the resources and are ready to spend some money, you may place your advertisements on websites that attract high volume of traffic. However, the websites you place your advertisements on, should be the ones whose visitors are also your targeted customers.

There are many other methods you can implement to achieve your goal of high volume of traffic such as SEO, PPC or pay per click management, or link trading. Finally, it all boils down to what you are comfortable with and what kind of budget you have to increase website traffic.

## **The Answer To All Your Website Traffic Woes**

Increasing the flow of traffic for your new website is the most important task that needs your immediate attention. If your site does not attract sufficient traffic then it is going to be very difficult to survive in the online business scene. You need to draw traffic to your website as only then the odds of visitors converting to actual customers increase. Getting targeted traffic directed to your website does not need complex strategies. However, what it needs is imagination and sincere efforts combined with lots of patience. In this article we will discuss a few methods that you can use to attract traffic that won't cost you much, and as your online business picks up you can then try out a few other methods that do require substantial investment.

The first step you need to do is to submit your website to the search engines. Once listed on the search engines you can look forward to some traffic whenever someone searches for a product or service in which you hold a niche. Search engines such as Google, MSN, and Yahoo are the most popular search engines today.

The next important thing you need to do is increase the number of links that lead to your website. Link building can be done in several ways one popular and easy method is to place your email signature in your email so whenever you send a mail the link appears at the bottom of the mail. You may also carry out a campaign to place your link on popular websites for a limited period on a reciprocal basis. Find out websites that attract huge volumes of traffic and are not in direct competition with you, approach them and offer to have their link on your website in return for having your link on theirs. Since popular websites attract a large volume of traffic visitors visiting that site also visit your website by clicking on your links.

Another great way to increase traffic is by writing unique and informative articles and placing them all over the Internet, place the articles at as many article directories as possible. Make sure the content you put in them is unique, informative, and well written with no spelling and grammar errors. Write a short bio and your website address at the end of each article.

Hire a professional website designer and make your website user friendly and easy to navigate. You may also use the services of an expert SEO to get your website search engine optimized. This is achieved by adding keywords to your website content. Make sure all the content on your website is keyword and keyphrase rich.

You can also use blogs to generate traffic to your website, put your website address in every stationary that you use such as cards, business cards, letter heads, etc.

Follow these simple methods and increase traffic to your website once you establish yourself, and try out other techniques too, in order to further boost the targeted traffic.

## **Quick Ways To Generate Traffic To Your Website**

For owners of home based and online businesses, web traffic is the single most important factor that is responsible for increase in sales and thus generating a revenue that will justify the investment of time and money. Increased web traffic is what keeps the business running and profitable. For any online business to be successful, it is important that the website gets targeted traffic and higher search engine rankings. Both these tasks are difficult to achieve, as there are countless individuals and website owners trying to do the same simultaneously all over on the Internet. The tips that we discuss in this article will help you increase traffic to your website or web page.

One way to increase traffic to your website is to have a variety of keywords and key phrases and then enrich these articles with the use of these keywords on your webpage. Thus you will be better placed to provide useful information to visitors and web surfers, while still using your select keywords and key phrases. This will help get your webpage noticed by an increasing number of visitors.

You can write keywords rich articles or if you do not have the necessary skills to write creative and unique content, you may get the articles written from ghostwriters or professional article writers. The first thing you need to do before you write the articles or get them written is to have a list of keywords and key phrases that people use, when searching on the Internet. Once you have the list of keywords and key phrases, you need to include those in your article without compromising on the relevance of the content. The keywords and key phrases should be included in the article a number of times. When a web surfer searches on the Internet for that particular term, your website will be returned with a higher ranking on the search engine results page.

The content you post has to be very relevant and useful from the visitor's point of view. The quality and uniqueness of the content is most important for higher rankings on search engines result page. This way you can outdo your competitors, who are using the same keywords and key phrases and are in similar business. Visitors visiting your site are likely to stay on your site longer and this increases the odds of them buying your product or service. Also relevant content will make visitors visit your site often and increase your sites recall value. It is also likely that they may recommend your site to their friends and acquaintances, thus further increasing traffic to your website.

So, if you want to stay ahead of your peers in the online business, create relevant content rich in keywords and key phrases.

## How To Send Quality Traffic To Your Website

Every Internet based business needs traffic. You've got the product, the best website, and all other tools to make a good e-business but what is the point of this entire if you do not have traffic that converts into sale?

Any business activity is primarily concerned with making sales or services. When you have a web business, you need to get people to know your product and buy it. This is like inviting customers in your shop and showing them your merchandise. Now it is but natural that you want a certain type of clientele coming to your shop. The same way you need to filter the traffic coming to your website.

Although all traffic coming to your website is good, all will not convert into sales. A lot of visitors will come to your website looking for information on the products you are selling, not exactly with the intent of making a purchase like window shoppers. You need to discourage this kind of traffic very tactfully because you never know when one of them will become your customer.

There are a number of ways that you can send only quality traffic to your website. Discussed below are a few ways to get you started-?

Know the audience: it is extremely important that you define your target audience right from the beginning. You design your whole website to cater to the sensibilities of a certain group and thus all your marketing efforts should be directed towards getting their attention only. If you have a very general traffic-building plan, you will only end up with the wrong kind of traffic while your target audience may stay away.

Quality content- once you have your target audience in sight, you can concentrate on creating content that will sit their taste. For example your website sells t-shirts with photo prints of the customer's choice. Here your target audience is youth- 12-35 yrs age group. Thus your introduction, product description should be in the young "Lingo."

Advertising on similar websites- your target audience normally frequent sites that are designed for them. You need to identify such websites that are highly popular with your target audience. This is where you should advertise more aggressively. For instance, you should choose popular social networking sites, online greetings site and other such youth oriented sites to market your website.

List building- not so frequently used method to build quality traffic is to build a list of your targeted customers through various online and offline methods that are available to new businesses. Then you need to personally interact with them to get them to you site. Introduction emails. Special promotions, newsletters etc are good examples of this.

Quality traffic ensures that you get the highest returns for your investments. When you have very targeted marketing for traffic building, you will not only save money, but you will also save a considerable amount of energy and precious resources.

## How To Get Free Traffic To Work For Your Website

There is a misconception in the Internet business circles that free web traffic does not earn you returns. Well, nothing can be more wrong about web traffic than this. Many online businesses started their operations on the web with free web traffic and have greatly benefited and continue to do so even today when they can very well afford to generate voluminous traffic by paying for it. But in case you are using free web traffic and still not making any money, then something is definitely wrong and you need to look at it closely. Lets discuss why such free traffic works.

Although free, free web traffic can be highly targeted if your advertisements are placed in the places that are closely related to your products and services. Lets consider two examples, article marketing and free classifieds. Both the approaches allow the website owner to target certain people. The targeted group is one that has the potential to become buyers of your product and should be considered as good traffic. In case you are unable to convert traffic to incremental sale then you are obviously not targeting your market correctly.

Traffic has the potential to generate sale and increase revenue. Let's assume that you get a lot of traffic to your website but it is not converted to sale of your product or service. Well, you still have the option to offer something new that will catch the fancy of all visitors who visit your website. Try and offer different things to your visitors and may be you will hit a jackpot.

A great strategy that you could use is to offer all your visitors free gifts for a week and after a week mention about your product. This will mean that the product you are offering the second time around, you are offering it to someone with whom you already have a relationship. People are more likely to trust you and buy your products this way. Even if they do not buy, you still have a relationship going which could be cashed at a later date. This also ensures a better conversion rate.

In a nut shell free traffic does work as targeted traffic. You will have to use correct methods to convert free traffic to increased sale. Quality article writing and classified ads is the right way. Offering free gifts initially before offering the main product is the right approach to increase your conversion rate and rake in the moolah. If you still are not convinced then try it out for a short period and see if it works, only then go on and do it on a larger scale.

## **Hard 'hits' You Will Enjoy - Get More Traffic To Your Website**

If you have a website or a blog that is not attracting traffic you have two alternatives to attract traffic - one is to pay through your nose and get the desired level of hits, or use some smart techniques and get free hits to your website. The latter alternative is going to cost you nothing and will be a more enjoyable experience. In this article we will discuss four easy techniques that will generate a substantial volume of traffic to your website or blog.

The best way to increase the number of visitors to your website or blog is to make it popular. Lets review a few tips that will make your website popular.

The first step is to get an email signature on Yahoo!, Gmail, Hotmail etc and link your website or blog to it. This will draw attention and increase the number of free hits your site will generate every month.

Aggressively advertise your website, let all your relatives, friends, business contacts, business acquaintances and other people know about your website. If you are member of some social networking sites, such as Facebook, MySpace, etc., let other members, with whom you interact, know about your website. Ask all your online friends to visit your website and ask for their opinion about the site. If your friends like what they see they are likely to visit again and also recommend it to others. Thus ensuring you get free hits.

Keep your website and blog up to date with useful information and make sure the content on your site is top quality and useful from the visitors perspective. The website should be fun to navigate and should have attractive graphics and designs. The articles on your site should leave the visitor more informed and wiser. Get the website search engine optimized so that whenever anyone searches for a similar product, service, website, or blog on the Internet your website is displayed on the search engines result page with a high rank. If you rank in the first three pages you can be assured of sufficient traffic to your site.

Work on your site and blog diligently, and keep it updated with the latest news and developments in your niche. People prefer fresh content and if they realize that they get valuable information whenever they visit your site or blog they will keep coming to your website. Stale information is sure to drive away visitors. Fresh content also improves the recall factor. Your site will be recommended to others who are looking for similar content. Search engines will see that your website and blog attract huge traffic and will automatically give your website a higher ranking.

These are very simple yet effective ways to get more traffic to your website, try it and you won't regret the effort.

## **Great Tips To Generate Traffic To Your Website**

To generate traffic to your existing website or the new website that you are about to launch, you will have to follow a few basic, but very important steps. Following these steps will ensure that the traffic on your website is increased, thus giving you a chance to convert visitors to actual customers. As it has been proved countless number of times that increasing the number of eyeballs for any promotion ensures higher sales, the same applies to your website. If more and more people visit your website the odds are that some of them will actually buy your product or service, which will improve considerably. Lets discuss a few ways that can generate traffic to your website.

### **Article Marketing**

This is one of the best ways you can generate traffic. Good quality, and uniquely written articles, attracts Internet traffic. It is also easy to get these articles written by people, who are experts in this field. However, the articles posted on your website should have relevant content which the user of the service or product finds useful. Posting well-written original articles in different directories and article submission sites attracts visitors to your site. Visitors after reading your well-written articles feel confident about your expertise and are more likely to visit your site and seek further details.

### **Links**

To increase traffic, another terrific idea is to increase the links. Links can be increased by adding links of other websites to your website. But, care should however be taken that the links you add are those that do not directly compete with you for business. The links should also be relevant to the business you conduct or to your product and service. For example, if you have a website for hotels you may add the links of different airlines or travel companies to your website. Adding links can help you both ways, as it can be done in a reciprocal way if you add links to your website. There is a possibility that your link will also be added to the website, thus increasing traffic. You need to take prior permission of the targeted website, before you add their link. Linking without authentication is frowned upon and in some cases may invite litigation.

### **Pay Per Click (PPC) Advertising**

This is another way that you can increase the traffic to your website. However, it involves some spending on your part and it also has to be managed more carefully to achieve the objectives you desire. In this form of advertising you get a chance to list your website links on popular search engines. Whenever an Internet user searches the Internet for some product or service in which you have a niche, your link appears. This gives the visitor a favorable impression about your website and chances are that the visitor will click on the link and thus be guided to your website. This is a proven way to increase traffic to your website.

## **Generate The Power To Increase Traffic For Your Internet Business**

You decide to start an Internet business. You've got the product, the best website, and all other tools to make a good e-business. But what is the point of all this if you do not have traffic to your website?

Web traffic is a term used to describe the number of people logged on the Internet. Traffic to your website is the number of people visiting your website. Traffic is very important to any website, whether commercial or personal, the success of your website depends on how many people visit it (hits) everyday. You may have spent tons to design and develop the website, but if you get only a few hits per day, your money has gone to waste. You have to put in equal effort to increase traffic for your internet business as you have done to develop the site.

The key to generate traffic for you website is consistent marketing. Whatever be the methods, your efforts will pay off only if you spend a few hours everyday on marketing your website. Most entrepreneurs who set up e-businesses think that marketing their website 2 to 3 times a week is enough. Wrong! Your website can have a sustained traffic only if you stay in public memory. Public memory is very short, it needs to be refreshed constantly.

It is vital that you have continuous traffic on your website because only when people visit your website do they know about your product and make a purchase. So you have to get your name out there even before you launch your website. The latest trend is to build a lot of interest about your website in a pre-launch stage, and have a festive launch in the presence of media. But this is an expensive prospect suitable only for larger websites.

Other methods to increase traffic to your website would be through Search Engine Optimization (SEO), maximum visibility to your URL by including it everywhere on your bills, letter heads and other stationary, shopping bags as well as in all your advertisements, Affiliate Marketing and PPC. Once you have generated enough traffic for your website initially, you have to sustain this traffic. Using the same media and methods, continue with traffic building. Again, remember to be consistent because only if you are interested in your website, will others be interested in it as well.

Another good way to build traffic would be to write articles and post them on forums. These are ways for people to know you and your website as this is a kind of personal interaction. Remember to paste your website links with every posting. Besides these, ensure that you keep variety in your marketing, as well as in the content of your website.

Follow these tips for marketing your website and you will see a growth in the traffic you get, not just for the time being but for a long term.

## **Generate More Traffic To Your Website With Forum Posts**

Traffic is very important to any website, whether commercial or personal. The success of your website depends on how many people visit it everyday. You may have spent tons designing and developing the website, but if no one visits it, you are no more than a ghost taking up cyber space.

If you are a small enterprise, you will not have a lot of money to pump into a marketing campaign for your web site. So how do you market your website, in a cheap but effective way? Well you can work on building your credibility by posting articles on forum.

Forums are a net community of people who share the same interests. Most forums on the web deal with one subject only and they may cover closely related subjects on them. People who are passionate about the subject post articles on the forum while others share their experiences. Some forums are interactive too where visitors can chat with one another.

So how do forums help you generate more traffic to your website?

Forums are a great way to market your website by establishing yourself as an expert in the field of your subject. This is a very good way to build traffic to your website as a kind of personal interaction. Remember to paste your website links with every posting.

The first step in forum posting- building traffic through forums is to choose a forum that is closest to the product or service you are selling on your website. Choose a forum that has a good track record of traffic and one that is well respected.

Forums are like societies, so it is necessary to choose one that has a good reputation.

By associating yourself with the forum, you can project your credibility among readers.

Write articles that will be of interest and relevance to people. Always ensure that your matter is fresh and carries the latest results and findings. Being up to date in your facts will further strengthen your position as an expert.

Write about all the facets of the subject you are dealing with. Supposing you are selling high quality quilts on your website, write all about the history of quilts, various types of quilts, materials used in quilts, varieties in quilts, quilts of different nations and so on. Remember to paste your website links with every posting so that people who are interested in the article can visit your website.

Browsers prefer interactive websites that help them solve their queries in an efficient manner. Ask for feedback on your website and reply promptly.

It takes time to build traffic through forum postings but this is a very good way to establish yourself as a name to reckon with. But do not try to build traffic only through forum posting. Use all other means of building traffic as well.

## **Expired Domain Names - The Key To Generating Traffic To Your Website**

For a Webmaster the important thing is a site that attracts lots of traffic, which means more sales. To generate search engine traffic the Webmaster will have to create new content and the process will take more time and money. To get the best results from the pay per click program, huge investments will be needed on the best use of the high performance keywords. A very good alternative to this is the purchase of expired domain names.

An expired domain name is a domain that was created by another user for his promotional purpose and e-commerce. The domain owner would have already built sites, advertised them, registered with search engines and also may have exchanged links with other websites, to generate traffic for the site. However, these domains may not have been renewed after the stipulated period for various reasons like non-payment of renewal fees. After a period of 45 days generally, the domain does not have any website content though the link exists. It may generate an error. This means that the domain attracts traffic but is lost due to such an error. The domain owners sometimes may not continue with the same, and may either sell off the expired domain name themselves, or may do it through an auction facility available from various sites. There are thousands of such sites that get added to the list everyday.

For the Webmaster to know if the domain is worth buying he can check the Google page rank of that particular domain. This can be done using the Google toolbar. When the website name is shown in gray, it means that the domain name cannot be used as it has been banned by Google. The ranking on the page that appears on search gives you a brief idea of the popularity of the website. A site ranked between 6 and 10 indicates that the site had substantial traffic and was quite popular. The more the number of links the more the popularity. Another way to check is to find the Alexa rating of an expired domain. This tells how much traffic the website attracted. A site that does not have much traffic will not have any rating. The website ' [www.Webofsuccess.com/popularity/popularity.cgi](http://www.Webofsuccess.com/popularity/popularity.cgi) ' can also be used to find the popularity of a domain.

To redirect traffic you can use various options like creating smaller websites using these domain names. You may even go ahead and sell them along with the expired domain names. As the domain website has plenty of links it ranks high in the search engine. You can get all the profits by buying it at much lesser cost than it actually would have been.

There are many reasons for the usefulness of expired domain names as it can divert loads of traffic.

## **Effective Web Promotion Strategies You Can't Avoid**

When you upload your website, you want number of people to visit it. There are several websites on the World Wide Web and if you want to attract people to browse your site, you need to follow a web promotion strategy. This is a simple way to help you get numerous browsers on your website. This article will give you effective web promotion strategies you can't avoid.

Until and unless your website is promoted, audience would not know about it. Your website cannot be located among numerous websites just like that. You need to promote and advertise it to make people aware about your site. Here are some of the ways you can follow.

If you write articles, you can advertise them on some of the best known article sites which are referred by many. Create a link to your website once they click on the title. This will let the user know about your site and if you have served the users purpose well, he would keep visiting.

One of best strategies is to make your website search engine optimized (SEO). A search engine optimized site is easy to locate and can be easily viewed by a number of users.

Pay per click works well and attracts numerous browsers to your website. Along with SEO, you can make an offer of exciting prizes per click or an amount to be won on every click.

Another of the strategies is to mail potential clients. You must try and get the names and address of well known and potential customers. Send them a mail regarding your website and give them a brief of how the website can help them. When sending a mail, you can add the link of your website from where the receiver can click and view your site instantly.

Make an arrangement for visitors to leave their message, name and mail id when they visit your website, so you can keep them informed of any updates on the site.

You can go in for joint venture marketing as well. In this method you can advertise your website on other well known websites and pay them an amount from your profit. This strategy also helps to get large viewers.

Exchange your links with non-competitive websites. This will help you get a whole lot of targeted traffic. This will help you get a page rank and be listed on the first page of Google.

Today hundreds of people run their business only with the help of internet. If you want to be among them, promote and advertise your website to your potential customers. You need to follow these important and useful methods to make the most of owning a website and be located by thousands of users.

## **Do You Have A Solid Traffic Generation Plan?**

Once you have launched your website, your attention shifts to traffic building and sustaining the traffic. Traffic is the most important aspect of any e-business, as the number of people visiting your websites converts into the revenue you can generate from your website.

Like any long-term activity, you need to have a plan for traffic building. A traffic generation plan essentially charts out the things you need to do and when you need to them. The traffic generation plan gives direction to your efforts and you will be able to achieve your goals more effectively. Given below are some of the key components of a good traffic generation plan-

Set your goals- whenever you make a plan, you do this with an intention of achieving some goals. So the first step in making a plan is to set your goals. For a successful traffic generation plan, set goals based on your immediate, near future and long term goals. The first goals will of course be building the immediate traffic for your newly launched website. Then comes the traffic goal for the period immediately following the launch phase till say may be six months. Then come the long-term plans that would be the minimum traffic you must have everyday to profitably sustain yourself.

Achieving your goals- what use is a plan if you are not making any efforts to achieve your goals. A good traffic generation plan should include the steps you should undertake to get to your goals like a road map. When you know what you need to do, you can actually begin to do it. For instance, your website is about to launch, your target to get the maximum visitors in first few weeks. For this you need to plan for promotions through various media like other Internet sites, newspapers, and special promotions and so on. For the long run you need to sustain a minimum traffic of say 50 visitors everyday. So you will need to continuously market your website through various methods like forum postings, affiliate marketing and so on.

Review your plan- review your traffic generation plan from time to time to see if it is working. If your plan is not working, that is you are not generating the projected traffic, then you need to make changes in your plans. It is important to get the traffic or in the least make the projected sale. Checking on your plans will allow you a chance to adjust your path to get what you want. Remember that plans can be changed and adjusted. Goals are important not the plan.

Websites do not come for free and you have to have enough traffic to cover your costs. A good traffic generation plan will ensure that you have regular flow traffic for years together. The more efforts you put in your plans, the faster you will see the results.

## **Do Something 'Constructive' For Your Website - Start Traffic Building**

Without regular flow of targeted traffic, it is very difficult for your website to survive. The competition is cut throat and you will be unable to achieve the conversion rate required to sustain your online business. All Internet marketers appreciate this fact and are paying attention to the traffic building that it deserves. More traffic means more business. The websites that generate the most revenue are also the websites that get the maximum traffic. Getting traffic for a day or for a short period is not the answer to your online business. In fact you should be able to generate high traffic every day that you are on the Internet. Websites that do not generate traffic find it extremely hard to expand their business.

Traffic building can be done using traditional as well as non-traditional methods. Each method has its pluses and minuses. However, one thing common is that they do generate traffic to your website. Web based businesses have to be very constructive and creative when they implement traffic building strategies. The first thing to start off with is search engine optimization. SEO is a good strategy to become a favorite with the search engines. Whenever any one searches the Internet for some information, product or service your webpage link will be displayed on the search engine results page. The key in SEO is to have very relevant content that is rich in keywords and keyphrases. Submit keyword rich content to the search engines and see your traffic grow.

Another constructive way to increase web traffic is link popularity. You can place links of websites that attract a good volume of traffic on a reciprocal basis. However, the sites you place links on should not be your direct competitors but from allied businesses.

Article marketing is also a very good strategy that returns very good results. You can authorize the free distribution of your articles without alterations and keep your website link intact. Another strategy you need to adopt is to place banner ads on the webpages of popular websites, these sites attract a lot of traffic and the chance of visitors looking for your product or service clicking on the ad banner increases many fold.

Email marketing is one very good strategy available to increase targeted traffic to your website. It is very much like direct marketing, the only difference is that direct marketing uses snail mail to target potential customers while email marketing sends your mail in real time and the message is received by the recipient immediately. The best thing about email marketing is that you can focus on the potential customers that match the profile you are looking for. Sending email newsletters is also a type of email marketing that generates traffic to your site. The only drawback is that email marketing has gained a bad name due to spam mails and ISPs have set up filters to weed out illegal emails.

These are some constructive ways you need to adopt as a part of your traffic generating strategy.

## **Building Traffic To Your Website Through Viral Marketing**

If you are a new website owner you are probably wondering how to generate free traffic to your website and get some revenue flowing. You will surely want free targeted traffic to your new website and you are not the only person in the world to wish for something like this. Generating traffic by paying huge amounts is not always possible and neither is it wise. So let us explore a few ways we can generate traffic to your website in a short span of time.

Of the many ways available one of the fastest and easiest ways is to use viral email marketing. It is also known as opt-in list marketing. The idea is a simple use of email to virally spread your marketing message. This method allows you to present your marketing message to as many people as possible in the shortest possible time.

A classic example of viral marketing is the campaign of Hotmail(R), the campaign offered free email accounts to any one who wanted one. The strategy was simple, each email sent from Hotmail(R) had a small tagline at the bottom that offered email accounts absolutely free if the recipient of the mail wanted one. There were a number of messages sent from Hotmail(R) and hence the message was seen by many. This was something unique and very ingenious.

The same strategy can be used by you when you post your well written and relevant articles or product reviews. Send your articles to your opt-in lists with a tagline encouraging recipients to pass it on after reading it. The more the article is circulated on the net the more number of people see it.

Now have you encountered a simpler method to spread your marketing message. Viral marketing is acknowledged as the best and most inexpensive method of Internet marketing. All Internet marketers who want to make it big online should know this. The increase in number of people who see your message, automatically increases your chances of doing business online. If viral email marketing is combined with other forms of viral marketing the odds of you making it big improve phenomenally.

Other methods you can use to viral market your products is ebooks. If the ebook is well written and the contents are interesting the ebook will be spread around very rapidly and there will be people talking about it all over the Internet in blogs, in chat rooms, in forums, etc. just make sure that you offer the reader value, make the ebook an interesting read and include generous quantity of original content laced with a good helping of humor and within a matter of weeks your online business will explode.

Viral marketing is like word of mouth advertisement and spreads fast. All religious books are a good example of viral marketing.

## **Article Marketing To Increase Traffic To Your Website**

You must be wondering why traffic is so important for your website. Well, even the most well designed and informative website is useless if no one visits it. Your website could be the most informative on a particular topic but what use is all the information if no one sees it or reads it. Less or no visitors means no business can be generated through the website. Let us discuss a few inexpensive ways which you can use to generate traffic and turn your non-performing website into a real money spinner.

### **Trading links with similar websites**

It is recommended you trade links with websites with similar content but ranked higher than yours. It is important to have a large volume of traffic but it is even more important to have targeted visitors visiting your site. If your site is related to animal lovers it would be extremely silly and irrelevant to trade links with sites that feature hunting equipment or hunting techniques. In fact it will be counterproductive. It is beneficial to trade links with sites that have similar tastes and products as yours.

### **Blogs**

This is a vast subject and let us consider a few things about blogs that will help you. One : blogs are loved by search engines. Two: bloggers often link to other blogsites.

### **Publishing newsletters**

This is not an easy task by any means and involves a lot of work, but if you love what you do, then it is no work at all. Writing newsletters on something of your interest is more pleasure than work. If you are not inclined to write one or do not have the necessary skills then you don't have to worry. There are many places online where you can find free content regularly which you can use. All you have to do is go to a search engine and type "article directory" and choose one that you think is right.

### **Offering Free Relevant Content**

Marketing gurus will tell you that they have yet to come across a person who does not like freebies, if it is not junk. People just love free stuff, offer free, relevant, and high quality content that pertains to the subject matter the visitor is looking for. It is a good idea to ask for the visitors' email address before you offer the free content. This way you can build up your mailing list faster.

### **Swapping advertisements with other ezine publishers**

Find ezines that have similar topics and offer to swap ads with them. Ezine publishers will be more than pleased and readily agree to this kind of arrangement as this will add value to their subscribers. However, ezine publishers will agree to this kind of agreement only for a short time.

It is recommended that you publish your URL wherever possible like books, visiting cards, brochures, etc. Keep yourself abreast with new developments happening on the Internet scene.

The Internet is a very dynamic place and things happen very fast. A good way to keep yourself up to date with the latest developments is read ebooks, ezines, and forum discussions. If you come across a good idea give it a try and see if it can help you increase targeted traffic to your website.

## **Are You Struggling To Drive Sufficient Traffic To Your Website? Fear No More**

The internet world has brought out a lot of difference in the way the world moves. Today numerous businesses, schools, and shopping takes place through the internet. Things and services are just a click away. Internet has made things easy and convenient for people with all the information it provides. There are search engines to help you access the many websites now available, for whatever information you need. Today the net gives you a world of information that was unthinkable in the past.

You may have a website and run an online business, but don't know how to generate traffic.... The following will help you with how to increase the number of users for your website. For a successful website, traffic plays an important role and hence you need to make efforts to create numerous users for your website.

Write creative and quality articles. These articles should be related to your website and submit it to the popular internet directories or article websites. With your articles you can provide a link from where readers can view your site. If your website is well designed, user friendly and has good content, the viewer is sure to keep visiting time and again, and will also advertise it by word of mouth.

Make your website search engine optimized. Use more of key words if you want your site to be pulled up on the first page of the Google engine. Hundreds of people type in key words to search some or the other information. If you have the right words, your website is sure to be viewed by many.

Exchange your links with non competitive but similar sites to yours. You can exchange your links with some popular sites that have numerous users and thus advertise your site.

You can also try the pay per click marketing technique. This technique has helped generate many users. Although this technique requires you to spend in the beginning, but it helps you survive in the internet business.

You can track the names and mail addresses of potential customers. Send them a well drafted mail giving a brief about your business and provide a link to your website, so they can instantly view it.

Enroll your website on the popular and frequently visited internet directories. However, to get an entry to these directories, your site should have quality and be well designed and written.

You can also advertise your links on well known and frequently visited sites to generate traffic.

Web users play a vital role for the survival of each and every website. Hence a lot of importance is given to the various ways a website can be promoted. Follow these few steps and success won't be far for you.

## Resources:

[Advanced Website Traffic Secrets](#)

[Red Hot Traffic in 10 Days!](#)

[Total Web Traffic](#)