

## How to Increase Internet & Website Traffic

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How to increase website and internet traffic in principle. A four page report that can get you started and takes you from the basics to superior knowledge.

### **A Report on How to Increase Internet and Website Traffic**

Cracking the ever elusive myth of driving traffic to your website is not so difficult. While there are a lot of internet marketing experts that can do a great job for you, the reality is they can cost you money. There is a lot you can learn to do for yourself to increase website traffic. If your website does not have internet traffic then you have no chance of making any money from your products or services. You need people to find you so you also need to target your audience and drive that traffic to your website. Keeping up with strategies to get more website traffic and keeping your name at the top is an ever evolving process. Where do you start to get targeted website traffic?

### **Starting Point**

The first thing you should do is work out what you want your website to achieve and the products or services you want to market online. What niche do you want to fit in? There is no point thinking you are going to make huge amounts of money overnight with little effort as this would be an exception rather than the rule. You need to be committed to your project and be prepared to put the time, money and effort into it to be successful. One thing is, do not build a website around AdSense as most people find these sites unappetizing. Only use AdSense if it suits your website or you could run the risk of driving website traffic away. Your website must be legible to search engine spiders and the most adaptable form to build a website in is HTML or PHP. Be careful of using too much flash animation as this can be difficult for the spiders to decipher and it can have a negative effect on your website indexing and traffic from the robots or spiders side of things.

## **Use Meta Tags**

Your keywords from your content should be added to your website's meta tags. Only the keyword that are relevant to your sites theme of course. If you do not use keywords from your content in your website's meta tags, the search engines will be less friendly than they otherwise might have been.

Use title tags, heading tags, and the meta description of your website must make sense and not be stuffed with keywords. Equally important, don't forget to fill in the alt tag for every one of your images. These will also help you get noticed. Another thing that will help get website traffic is to include a site map on every website.

## **Keep your Theme Relevant**

Long gone are the days of being able to saturate your content with keywords to trick the search engines to generate website traffic to your website. This is a good thing. Now when people type in a search phrase they are getting information on what they are looking for, instead of having to wade through a lot of websites that are not relevant to their search.

Pick your keywords carefully for increased website traffic. There are a lot of tools out there that can help you do this. Your keywords must reflect the theme and content of your website. I can not emphasize this enough, your pages must have content specific to the relevant keyword a visitor types in using a search engine to get related website traffic. Try and keep to one theme per website and when you use sub themes they should have their own keywords that reflects the content of each sub theme.

You will not be doing yourself any favors by saturating your content on a one page website. Your website needs to have a link structure that supports its sub themes to increase traffic to your website. This can be a complex subject and you would be wise to learn more about it to help you get visitors to your website. Remember; build your website for your visitor as well as the search engines.

## **Web Content**

Now you have chosen the keywords and theme and sub themes to get more website traffic for your page, write your content. Make sure your content is good quality, is grammatically correct and is free of spelling mistakes; and it must be completely original. Strike a balance of good,

naturally written content that is keyword rich. Add images and complementary videos to enhance your content, and ensure all your links are working.

If you have any broken links, it will not help to improve website traffic. Include links in your text that will help to promote your website. Add buttons like Link to Me, Tell a Friend, and so on to encourage your visitors to link to your content. To support your web content and get traffic to your website, back up your content with an article campaign. Write articles that are original and specific to your website's theme, and submit them to article directories to help build up back-links.

## **Get Listed**

To increase traffic to your website, list yourself with established directories such as Business.com, Best of the Web and Blog Directories but make sure they have a lot of traffic. Check out the free listings as some may be of value, but you may need to buy website traffic and pay for your listing in the better ranking directories.

Something to remember when you are writing descriptions of your website to submit to directories, make sure they are not generic as you will find your internet site traffic may not increase. Write different descriptions for each directory submission, that way your descriptions will not be seen as duplicate content by mistake or look as though they have been submitted by software.

## **Web 2.0**

Web 2 has changed the way so many people use the internet. With internet speeds faster than ever before, people can freely share videos, photos and opinions. With the meteoric rise of social networking websites like Stumbleupon, Reddit, Propeller, Mixx, Newsvine, MySpace and Web 2 video like

YouTube they have also become formidable marketing tools. When making comments on these sorts of websites make sure your comments are well thought through and considered. Most forums and blogs allow you to include your website address in your comment. When others read your comments you can get more website traffic if they are curious about who you are and impressed by your contribution. So make it worth their while. These are valuable methods to help promote your website.

## Link with Others

To get internet traffic, high page rank back-links are very valuable. You want people with similarly themed websites to link to you. Other ways to get back-links is by submitting articles to directories, submitting your website to directories, and making comments on blogs and in forums. Be selective when you do that. Reciprocal linking is not recommended, it is considered to add little value and there is the added danger that search engines will soon disregard that style of link exchange.

## Keep your Ranking

Once you have done all the hard work to get your website noticed and you have increased your website traffic don't become complacent. Here are some things to think about to keep traffic returning to your website:

Use Web 2.0 strategies such as keeping up your posts on blogs and forums, and use videos to complement your text.

Only use relevant photos, try to keep them lighthearted, and do not forget to name them in the **alt tag**.

Only use affiliate links in original articles that have worthwhile content and are relevant to your website. There is so much information on the World Wide Web it can be hard to know which set of advice to follow. There is more important information you must learn as well as understanding what it is that works.

Remember this, do not go the 'black hat path'. Give people what they are looking for and do it the best way you can. People DO notice and people WILL recommend your site and come back. If I was going to offer anything else of value right now, I would first send you to this review on the most superior source of **website traffic** knowledge I know. After you've read the review, I urge you to watch the video. There are two traffic related videos you should see and they include good tips.

Have fun learning and good luck.

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