



15 Surefire  
Ways To

# Generate Traffic

to your website

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# **15 Surefire Ways to Generate Traffic to Your Web Site**

## **Table of Contents**

- **How to Increase Link Popularity for Traffic**
- **How to Create a Sitemap for More Traffic**
- **How to Generate Social Traffic**
- **How to Keep 'em - 404 Traffic**
- **How to Grab Forum Traffic**
- **How to Optimize for Traffic**
- **How to Buy Leads to Generated Traffic**
- **How to Generate Keyword Density for SEO & Traffic**
- **How to Use Google Adwords to Drive Traffic**
- **How to Use a Tell A Friend Script to Create Traffic**
- **How to Create Backlinks to Generate Traffic**
- **How to Generate Traffic from Articles**
- **How to Use Paid URL Links to Drive Faster Traffic**
- **How to Use Exchanges to Create Traffic**
- **How to Use a Newsletter to Generate Traffic**

## How to Increase Link Popularity for Traffic

You don't need to play dirty just to make more people link to your website and consequently generate more traffic. All you need to do is become more selective and creative with your content while exerting more effort in research. It may be easier said than done, but at least you don't have to shell out a lot of money for it. Here are a couple of suggestions to get you started on your bid for link popularity stakes.

How to Increase Link Popularity for Traffic

### Never Submit Any Post that's not Worth Reading

Online readers are rarely forgiving. All they need is just one ugly and worthless post from your website and that will be enough to make them blacklist your website on their list or worse, talk bad about you. Yes, we all know that it's important to consistently update the content of your website, but avoiding posting trash is the most important of all. If you really can't find anything worth reading to post today then don't. There's always tomorrow!

## Update Consistently

No self-respecting website owner would want to link to a dead website. Plus, inactive links in his link directory will affect his own credibility. Readers will think that he's only added the website address to bulk up his link resources or some other reason that readers won't care about. Because of that, website owners should constantly check and ensure that outbound links are active. More importantly, you must ensure that those links lead to websites with regularly updated content. If you stop updating, people will stop linking to you, too.

## Make It Easy for People to Link to You

In terms of social bookmarking, remember to place as many social bookmarking buttons as you need on every post you make. Remember to make them unobtrusive or you might end up irritating your readers. As for other situations, you could remind your readers to link back to you at the end of every post. You can also offer to redirect them to where they can download buttons of your website if they wish. Bend over backwards as long as it's going to help them link back to your website!

## Submit to Directories

There are various types of directories online such as podcast directories, article directories, blog directories, link directories, and more. Submit to all of them because every submission you make is one more opportunity to improve link popularity for your website.

When submitting to directories, remember to use the same submission data for all directories. This will solidify your reputation and let readers know that they're only reading from one source. Double-check your words, ensuring that they're all properly formatted and grammatically correct. Third, read the terms and conditions of the directory and ascertain that your words don't violate any of their rules. Also, make sure you're submitting to the appropriate categories. If you don't then you end up being read by people without any interest in the kind of information you offer.

Last but not least, consider how much time it would normally take before your submission gets listed: timing is especially important if you're after a particular season or holiday.

## Be a Social Butterfly

People won't link to you if they don't know your website exists in the first place. The only way to do that is by being a social butterfly. Join social networking websites and start adding as many people as you can but make sure you focus more on adding members who may be potentially interested in checking out your website.

Circulate in your blog community. Drop by other people's blogs not just to say hi but to leave insightful comments as well. The very least these blog owners can do is to return the favor. If they like what you have to say then your friendly overture could be a start of a continuous exchange of links between you two.

## Make Yourself Famous

Write an ebook. Collaborate with other experts. Join contests. Do what you can to make people aware that you and your website exist! This is the way to recruit new visitors for your website. Of course, it's up to you to make certain your website is consistent to ensure they'll come back for more.

## How to Create a Sitemap for More Traffic

A site map may imply the provision of an illustration to help website visitors with navigation, but in truth a site map is simpler than that. A site map is just a page listing all the links or pages making up your website. These links are not outbound links but rather the links that represent a part of your website. Sitemaps also offer benefits in search engine optimization. Creating a sitemap for your website can definitely drive more traffic to your page so if you don't have one yet, it's best to start learning how to make one right now.

### The Benefits of Having a Sitemap in Your Website

A good starting point for creating sitemaps is to understand the many benefits it offers. Knowing what those benefits are will help you identify if there are any potential flaws in your sitemap and rectify them immediately.

### Easy Navigation Help

Some people just have the talent or misfortune of getting lost in websites no matter how excellent their designs. But these people are

still potential consumers and you don't want to risk losing them, do you? With a sitemap, these people won't experience trouble looking for the right link because all of the links are already listed in your sitemap. One click and they've got their destination!

### Accessibility

There are of course other alternatives than sitemaps, alternatives that may appear more attractive and sophisticated. Such qualities, however, are not always favorable and sometimes even end up as an impediment. It's alright to offer your visitors screen readers, Flash animation maps, and other assistive technologies, but offer them right alongside your good old sitemap. Sometimes, simple works best!

### Search Engine Optimization

Earlier on, we mentioned how sitemaps are good for SEO benefits, too. This is because sitemaps spell out links the way search engine spiders best understand them. This is especially true if your website has dynamic content, a huge archive, and pages that may not be easily located by search engine spiders.

A sitemap is the best way to introduce a new website to search engine spiders. Sitemaps also let search engine spiders know how often and recent your websites content has been modified as well as the relative importance of the various pages in your website.

### The Basics of Creating a Sitemap

**Step 1:** Start with making a draft. Write on paper or use your word processor to formulate a list of links making up your website. You should know all these by heart, but if you don't then try visiting your website yourself and check each and every link in it. If you have your list prepared, validate all items in your list for the second time around. This is very important because you don't want any malfunctioning or repeated links in your sitemap later on.

**Step 2:** Open a new document or file in your preferred text-editing program. Copy the list you've created with your word processor then paste it on the document in your text-editing program. Start encoding it in the appropriate language, save your document, then preview it with your Internet browser.

**Step 3:** Click on each link to make sure that everything on the page is

in working order. If so, you can then upload it to your website and you've got yourself a sitemap!

### Tips on Making Your Sitemap a Traffic-Driving Feature of Your Website

Creating a sitemap, based on the instructions provided above is easy. But making it a traffic-driving feature of your website requires a bit more effort on your part. Consider the following suggestions:

#### Let people you know have a sitemap.

Your sitemap won't be much help if people aren't aware it exists in the first place. Let them know about your sitemap by posting a strategically positioned and highly visible link on every page in your website.

#### Don't make your sitemap too fancy.

People don't need you to be fancy when you're offering help. What they need from you is effectiveness and efficiency. Use basic text links instead of making your sitemap unnecessarily dynamic.

Update your websites Table of Contents.

If you have one, remember to include a link to your sitemap! Always double-check links.

Last but not least, remember to regularly check the links in your sitemap to make certain that they're active.

## **How to Generate Social Traffic**

Nowadays, getting your website included in the top search engine results is not the only way to drive more traffic to your website. Search engine optimization still helps, yes, but it's not the only alternative to focus on. Now, with the escalating growth and popularity of social websites, it's important that your website gets a piece of the social cake, too!

Understanding What Makes Up Social Traffic

A lot of people are still confused with what exactly makes up social traffic. While there are many varied definitions you can obtain online, most, if not all, will agree that social traffic generally includes those

coming from social media, such as blogs and forums, social news and bookmarking websites like Del.Icio.Us, Digg, Reddit, as well as social networking websites like MySpace and Facebook, and lastly any other product of Web 2.0 such as Amazon Review or Yahoo Local.

Thus, any traffic you obtain from such sites can be immediately classified as social traffic. Furthermore, if we're to base things on that principle, it is also safe to surmise that social traffic is generated more or less by the preferences of other people since it is the users of such websites like Digg and MySpace that had made the choice to link to your website.

### How to Generate Social Traffic

Now that you know where you'll be able to get social traffic from, here's how to generate it for your website.

### Know What Makes People Come Back

It doesn't matter if the people who have just visited your website didn't get any of the products or services offered in your website. What matters is ensuring that they've left with the intention to come back.

Social traffic will continue to pour in and don't worry, those hits will eventually be converted to online profit, if you also continue giving them what they want. Ask yourself then: what made those people bookmark or link to your website? If you know what that is, can you give them some more of it?

### Know Who You're Talking to

It is easier to generate social traffic if you know what particular market segment they represent. Knowing who they are will consequently help you learn what they may or may not like in your website and take the necessary steps to ensure that your website is as pleasing as possible to them.

### Look for the Catch-All Bait

Yes, it's okay to create several variations of a particular topic to ensure that the different sectors of your target market will easily understand what you're talking about. But, it's just as important to create content that's universally attractive. Don't spend all of your time thinking up the many different ways you can sell glass doors when you need to concentrate first on selling doors.

## Use Eye-catching Headlines

Yes, using a huge font size and a glaring font color can make your headlines eye-catching but we mean it figuratively. Use words that instantly grab your readers attention. Use words that are powerful and have great impact. Why use nice, for instance, when you can go as far as beautiful? Why use increase when you can use the term soar? This tip works for all kinds of sources of social traffic. With eye-catching headlines, you succeed in making a person stop whatever he's doing just long enough to read more of what you have to say.

## Make an Impressive Profile

This will work with all kinds of social traffic as well. Blogs, forums, and social networking websites all let you create a profile. Take advantage of this to let readers know more about you and most importantly of all, use your profile page to convince people to read more of your content.

## Be the First!

This tip works best with social news websites like Digg and Reddit. It's very important to be the first to write about the latest topics concerning your website's industry. If you are selling pet supplies, for instance, then news like purported toxic contents in a popular dog food brand would be something you can certainly write about. If you're the first to write about it, more people will be able to link to your work since it's the first thing they've seen and able to use as reference in their own writings.

And if you're not the first to write about a particular topic, try at least to be the first to use a different perspective on the topic. That can certainly work as well!

## **How to Keep 'em - 404 Traffic**

The 404 or Page Not Found error is an HTTP standard response code that appears on your Internet browser when certain situations occur. In laymen's terms, this is an automatic error page that gets displayed if any of the following instances take place:

- the server couldn't find the exact page you've requested
- the server was programmed not to show the page you've requested and without saying why
- the searcher has misspelled the URL of the page or isn't sure of the exact URL he's looking for
- the page requested for has a broken link
- the page requested may have been moved, replaced, or deleted

Obviously, a 404 error may be blamed on the part of either the searcher (website visitor) or the website administrator. Unfortunately for the latter, website visitors will rarely assume that the fault lies in them and because of this, they'll feel they're very much within their rights to get angry at you and move on to your competitors.

If you don't want to risk becoming the target of undeserved dislike from your visitors then its important to ensure as much as possible that they don't land on a 404 page. And, if ever they do land on one, its important to get rid of the old standard message and replace with a new and definitely more helpful message that won't put them in an irritable mood. One way of doing that is by creating a customized 404 page.

## How to Avoid 404 Pages

404 errors shouldn't occur in the first place and you can get started on working towards this critical goal by considering the following suggestions.

**Redirection for Every Modification:** Changing, replacing, moving, or deleting a page in your website is inevitable. But losing the traffic from it isn't. Every time you perform modifications on your website, never ever take the entire page down. Instead, use it to redirect people to your main website together with an offer to contact you for more information. What matters is letting them know you're willing to do what you can to accommodate their request.

**Resubmit for Updated Indexing:** Submit modified pages to wherever you've submitted them before so that the necessary parties will be updated regarding the changes you've made. This move will also let search engine spiders know about such changes.

**Make an Announcement:** Let people know about pages you've modified, replaced, or moved. You can do this with your mailing list or by placing the announcement on your homepage. But don't let them

know if you've taken down a page because that has negative connotations more often than not.

**Monitor Page Listings:** If you're listed anywhere, remember to check them once a while. This prevents you from overlooking any instance where other websites are linking to your page only to have readers end up landing on a 404 page.

**Be Efficient and Organized:** List every page you make for your website. If you've modified it in any way, list this and do whatever you need to prevent it from incurring a 404 page for others.

**Contact Your Host for 404 Help:** Some web hosts will automatically redirect lost visitors to your homepage. This is one of the easiest ways to prevent people from landing on a 404 page. Of course, the web hosts part ends there. After that, it's up to you what to do with your readers when they get to your home page.

### Tips on Creating a Customized 404 Page

Of course, it's better to be prepared for any eventuality so just in case something does slip past you, having a customized 404 page can

greatly help in mitigating any potential damage it may cause to your websites reputation.

### Don't Let Them Know Its a 404 Page

Just because its called a 404 page and is displayed when a 404 occurs doesn't mean you have to name the page 404. What people don't know won't hurt them and just as long as your customized 404 page ends up pleasing your visitors then there's no harm done, is there?

### Keep the Page Simple

Don't waste peoples time. Keep the page and formatting simple and give them your customized 404 message in a straightforward manner. Keeping it brief, of course, doesn't mean you have to ignore courtesy. Make sure you let them know you'd more than welcome any correspondence from them regarding the matter.

## How to Grab Forum Traffic

Before blogs came out in the open to gain popularity, forums were initially created. Forums are a brilliant thing and made Internet history.

It gained the highest users online. To be part of a certain community online, people must join these forums. Many people join communities where they have the same interests. Many internet marketers capitalized on these forums because they could benefit just by joining forums.

Now, let's say you started your very own forum and the possibility of having a lot of user interaction is really huge. You have been expecting traffic, spent a lot of months for your page rank to increase considering it's at 5, but the problem is, there is no traffic at all.

You have checked your site but there are definitely no members. Now you are wondering what went wrong. No one even signed to join your forum. The very reason why these things happen is because no one cared to join your forum and there are no members and there are no posts visible in your forum.

Every user wants to join a large forum where they can share and exchange their ideas and even leave a question for another user to answer. When a new member signs up and leaves a question, and the chances of that question being answered are very slim, new users just leave and find larger forums with a lot of members.

So how can you make forum traffic? Just follow these steps to get started.

Always start with a smaller forum. You can add less than 10 categories for your site. Just make the very important ones that could attract the users interests. The fewer categories, the easier it is to fill the forum.

If you are opposed to using certain controversial methods, then just ignore this one and move on. This sounds crazy, but this will definitely help. Make bogus users; create different names and different details. Just remember to use the same email if what you did has email activation. This is just to make things easy for you. Then next thing to do is to post as many as you can. You can create threads about topics that are related to your very site. Then you can log on as the other fake user, so you can reply to the posts. Make a lot of threads but

make sure that there are 10 replies from the other fake users you have created.

This process can be very time consuming. So you can do different things each day. You can either create a thread for a day or remember to post at least 10 replies to that thread. You can do this for three months or longer.

Now when someone glances at your site, they will actually see that there are many threads. Posts are visible too. So this user will be convinced that there is actually a community in your site. Now this user will start to register and post.

Always remember that you need to keep on track with their threads and posts so you will be able to reply with your own account and with the fake accounts that you have created. When you reply to the new users threads, then they will be very convinced, they will stay in your forum and most likely they will spread the views. Making this requires patience, so be patient enough to succeed.

If you don't want to do this process, you have another alternative too. The only thing that you need is some money, but it won't hurt. If you

are the lazy type, you can go to sites that offer services like these instead of making fake ones.

There are sites that offer these services; they have real users who will enter your forum, sign up and post threads according to the plan that you choose and that will suit your preferences. They will make threads and posts that are much related to the topic in your forum. Now your forums will be loaded with real people, so new users will be convinced to sign up too, like the former process. The only difference is that here there are real paid people.

These are some of the ways to get forum traffic. You only need to have patience if you opt to use the manual way if you have budget constraints. On the other hand, if you have enough money to pay for sites which offer this kind of service, it wouldn't hurt. So go on and check what really suits your preferences. The most important thing is to get forum traffic to keep pace with your business.

## How to Optimize for Traffic

Everybody who's engaged in the internet business devotes their time, money and effort to drive more traffic to their site. There are actually a lot of alternatives and process to achieve this.

One alternative is to optimize your website. Website optimization is very important. Why? So that your website will be found online. Optimizing your website means you have to transform the content of your website to a much smaller and streamlined form. Lessen bandwidth usage while maintaining the way you want your website to look. This will definitely help save time and money.

Optimizing your website to drive traffic can be very technical and complicated. But here are tips to help you optimize your site. Read on to know the basic tips for website optimization.

1. Know your target visitors who will search for your site online. You need to figure out what search phrases the surfers use so they can find your site. Always decide on the keywords that you are going to use. Think of some ideas that the surfer type about your type of website.

2. Next thing to do is to define a particular niche. You are certainly going to cover a very broad topic. The rule of thumb is to optimize your website with the best keyword. Your Keyword should be direct enough so the searcher will find your site right away and not get lost.

3. Take a closer look at your title tags. For those who don't know, a title tag describes a particular web page. They are actually HTML tags that contains text. When you use a title tag, make sure that it describes exactly the content of your website.

For instance, let's say an article title is 5 Ways to Lose Belly Fat, so the title tag should be that as well. Always place your keywords in the title tag. This way any topic related to your page will be easier to find.

Also make sure that the title tag contains various strategic keywords that have been constructed using guidelines for the web page. The title tag is very important since search engines look for title text when they are going to the index page. Title tags too can be a text link to the found pages in the list of search engines.

Look closely at the title of every article and post. It is very important

in optimization since the surfer will definitely use catchy keywords for their convenience and narrowing their search.

4. It is very important to analyze keywords. You can use the convenience of a keyword analyzer tool. Many websites offer this service and definitely deliver more traffic too. One of the best and most popular keyword analyzer tools is Google's.

5. Choose a relevant title. Make sure that it is descriptive enough for the surfers convenience. At first you may not get a very good title but as you go through and complete your article, you're going to have a clear idea what your title tag is going to be.

Make a direct and descriptive title. Sometimes even if the content of your article is the greatest but your title is not, the chance of having a site visitor is very slim. So watch out for your title.

6. Always consider your keyword density. This is one way to optimize your web page. Keyword phrases should appear at least three to five times in the article while keywords should appear 10 times or more.

One more tip, it is good to repeat the main keyword title every 200

words you made. Then for every 400-word article you write, the keyword must be repeated twice.

7. Consider the header. Always place your keyword here when you are going to write the text for your site. When scanning your site search engines rate the text in your headline. This is the most important part. So you should place it in the page headline. Header tags are quite large so you need to format it so it becomes smaller than the usual.

These are some of the helpful tips to optimize your website. If you follow them then you will see your sites improvement in the search engine rankings. You really don't have to be an SEO expert and spend a lot of money to optimize. Just follow them and you will get more traffic! Good Luck!

## **How to Buy Leads to Generate Traffic**

How will you get your site visitors back? It's hard to tell. But there is a sure fire way to do this. To target lost prospects for your site, you need to acquire leads. FYI, a lead is a visitor that might want to purchase your products or services. This is a very critical activity in the

process of lead generation.

It's not easy to identify a prospective visitor. Not only will it be a very complex task but it is expensive as well. Some of the visitors might not be ready to be converted. To make the meaning of leads easier to understand, acquiring leads just means that you have to bring people to your site.

What are the ways to acquire leads? Simple, you can use the so called email marketing or the opt-in email lists. You can choose to do it yourself or pay a very good amount of money for internet providers who do this kind of service.

When you choose to do it manually, you will use a lead capture form and place it on your sites landing page. Also place them on traffic entry pages that offer significant newsletters.

You must create a lead capture form good enough to ask for the prospective customers email address. They should also be asked for permission to email regularly.

You can find customers from some of the reliable sources. Some

sources can provide prospective customers; they let them rent their prospect lists. These prospect lists can come from a professional organizations trade groups, a list of brokers and even alumni associations.

Another way to acquire leads is through link exchanges. You can exchange links with the other sites that offer the same services on your site. Just choose one which draws a lot of attention. When you exchange links the chances of acquiring leads is good.

These are some of the ways to buy leads when you choose to do it yourself. Its kind of time consuming but it really makes sense when you achieve the site traffic you want.

The other way to acquire leads is to get email opt in lists, sometimes you can find a lot of lists online. Here are some examples of the Opt in Email List providers: [acquirelist.net](http://acquirelist.net), [AllmediaInc.](http://AllmediaInc.com), [Aboutlists.com](http://Aboutlists.com), [24/7media](http://24/7media.com), [1touchmarketing.com](http://1touchmarketing.com) and [1000lists.com](http://1000lists.com). These are just some of the providers that can help you. If you prefer another list, then you can search online for more.

The following are some of the payment options and terms that you

should understand.

[CPA or Cost Per Acquisition](#) and the term of payment depends on the results of the emails being sent out. It's like paying on how many customers you get. This is more of a per sale basis. The good thing here is that you and the provider somewhat become partners.

[CPM or Cost Per M](#), means cost per thousand. Providers of this type of offer are called brokers. Here they are going to send you email. For instance, they will send 50,000 emails, the CPM is \$40/M, so that would cost you \$2000. You are going to pay them on this basis whether you make sales or not.

[CPC or Cost per click](#) is when the providers give emails that, when it goes out, there will be a link to click. This could be a web page that they can visit to acquire some information. The payment term here is actually per click to the targeted URL.

When you are going to pay the Opt in List providers, pay them with a credit card. Why? Because if you have been cheated, you have a way out through the credit card company because they will help you in such cases.

If they don't want to be paid with a credit card, then, don't do business with them since they may not give refunds.

So here's a word of advice for those who will choose to pay for the list providers. Always make sure that you obtain the lists that you order.

Now you have some of the ways to buy leads to generate more traffic. Also, make sure that you give good reasons for these prospective customers to go to your site. Acquiring leads can be easy and affordable. Just make sure that you make the right decisions to get it done.

You definitely will gain more site traffic.

## **How to Generate Keyword Density for SEO and Traffic**

We touched on this lightly in a previous tip. Let's take a more in depth look.

SEO or search engine optimization is a process of improving the quality and volume of traffic from search engines to a web site through

a natural search for target keywords. Keywords and their density are thus necessary to achieve the high ranking of website exposure.

Keywords are very important since this is the heart of any online ad. The clear messages they can convey lead to sales and profit and any misconceptions can only lead to disaster. It is important to carefully generate keyword density for SEO and traffic. This can be done in many ways.

Some SEO professionals recommend an average of 3 to 7 percent keyword density. These words should only be relevant phrases. Too high keyword density, say, 12% may seem to appear as artificially stuffed. This can be regarded as spam by search engines. The vitality of a well written page will have to contain relevant keyword phrases.

Keywords on your site are intended to appear 1 to 3 times for every hundred words. Though it doesn't sound like a lot, if you have a page with a thousand or more words; you will have to use 30 keyword incidences. This will be seen by search engines and you will be penalized for a poor listing. You may replace keywords with those which can make any subjects clear. There are numerous examples from the web which you can look into.

Basically, there is the SEO Keyword Density Tool which presents keywords that you can use and what can be done to improve the traffic and eventually the ranking of a search engine without the need to send hundreds of queries on the search engines.

This tool has several features such as helping you create your website to appeal to powerful search engines. It also alerts you to potential problems with your web page. Based on the existing content, it also suggests keyword phrases to be used and scans the best keywords.

There are still other known tools relative to keyword density. There is the META Tag Creator and Keyword Density Analyzer. This is regarded as 2 applications in 1. It can create a report on keyword density for any pages on your website. Another purpose of this tool is to allow you to choose any of the keywords that will generate META keywords for your tag titles.

Another application is the Word Tracker which has a compilation of terms that people usually search for. Just enter some keywords and it will give you statistics on how often people search for those words and how many of the competing sites also use those keywords.

Word Tracker also had its Keyword Research Guide for free. A fictional organization is created and experts are asked to give real solutions to problems being faced by its CEO. This will result in an e-book which is packed with tips, techniques and insight on keyword research that can be applied on your personal website.

Still there are some keyword density programs which can greatly help anyone in the generation of proper keywords for their sites. Examples are the Keyword Generator Lite 1.0 which is a powerful tool to produce keywords and save them for free. There are more than 100 keywords that can be used for web page content, tags and titles. These keywords are very useful in making your page remarkable when ticked on any search engines.

Another program is the Keyword Ranker 1.1 which can help you make money through traffic from Google and through presenting the keyword ranking. This program can help you track changes, and what strategies can be applied to have better page rankings.

You must be conscious enough to keep the density of your keyword in moderation. You should not only sprinkle these keywords just to have

them on your article or web content. Chances are, you will be banned from search engines.

Using the right keywords is cornerstone of any successful SEO businesses. They are the main vehicles that can help you to be the first rank among the famous search engines. Remember though to choose appropriate keywords that can serve their purposes.

Always remember too, that not only is the basic purpose of using keywords to have high page ranking it does not have to end there. You will have to think of other things to effectively create enough search engine traffic on your page that will eventually lead to success.

## **How to Use Google Adwords to Drive Traffic**

Utilizing Google Adwords is one of the vital tools in the internet world if you want to drive traffic to your Web page. And why do you need to drive traffic to your website? Any website administrator or owner sees the importance of this action since traffic makes any site successful by gaining more profit through advertisement. Still confused? Let us take it one by one. We shall start with a discussion of Google Adwords.

When using the Google search engine there are noticeable listings in the right hand corner of the web page. All of these listings are identified as Google Adwords. Google presents important text relative to the ads within the search engine results page. This page is named Sponsored Links. When a searcher keys in a word, the links appear separately thus giving superb exposure of the listed site.

How does it work? Google is the most popular and the largest online search engine. It receives approximately 200,000,000 queries every day. Because of this demand, its web administrators require high ranking on the results of searches it provides. The high ranking can denote high traffic for a particular website.

The results page of any search engine can really be a great spot for promoters to advertise a service or product using links and ads. Particularly, these are helpful to those ticket items needing maximum exposure for sales. As a result, Google launched Adwords service offering businesses an avenue to advertise their services and products to a targeted audience.

Adwords is a pay per click advertisement which is posted by people

who want his or her offers to be seen by targeted traffic on the site. Through Adwords, the item submitted will be displayed several times but these displays, will only be paid whenever a searcher clicks on the posted ad. Adwords by Google guarantees instant traffic.

How can one use Google Adwords? An initial step is to acquire an account on Google Adwords Service. Next, you should specify your country and language; this is an important step since your prime motive is to sell. You would not want your product or service advertised in places that are not relevant.

After acquiring an account, you are now ready to make your ad group. This ad group consists of ad designing, keyword selection and determination of the maximum cost you are willing to pay. This also includes bidding for the amount of the ad.

Tag title is the next important thing to consider in Google Adwords. Be sure that your title tag is very captivating since this will be an essential tool in catching the attention of the target audience. As a note, title tags must describe your website accurately and clearly. This must be effective in conveying the message for your audience. Having clear messages can attract qualified leads which can be converted to sales.

This can therefore signify the importance of selecting concise keywords.

Keywords must carefully be selected. There are words and phrases that can be adapted to attract more prospects. Using different words, derivatives and misspellings can lead to an increased chance of serving your ad on the website.

After deciding on a title tag for your ad, to have maximum exposure cost must be considered next. For each campaign, it is recommended that you have a daily budget that is affordable and suitable. Usually, the charges are agreed upon by the client and a webmaster or administrator. Normally, a pay per day amount is considered. For example, a trading assistant who takes care of the selling of peoples stuff agrees on a \$10 a day or \$300 for one month listing. Generally, the charge can be as low as a dollar a day. The amount will all depend on the set agreement.

Aside from these steps, there are a few mistakes that are overlooked and could be considered to be detrimental to a profitable website.

One of the mistakes is bidding on a few wrong keywords, thus missing

the right ones. Another mistake is not knowing what keywords and ads best convert web users to sales and which ones aren't profitable.

Your site won't succeed based entirely on its design and content.

Although you may have exceptional services and products to offer, it will all be a waste if you do not have capabilities and skills to advertise. In conclusion, Google Adwords is a very excellent tool in furthering your sites success. It will definitely be helpful in achieving the targeted traffic you will need to have maximum exposure and eventually the sky rocketing sales you dream of!

## **How to Use a Tell A Friend Script to Create Traffic**

Traffic is what every website needs to be successful. It is traffic that provides the income a website needs to sustain itself. And if it were a business oriented website, you are going to achieve the sales quota for the day to earn a good amount of money. While setting up a website seems easy, driving traffic to it is actually the biggest problem of all.

But of course, for every problem, there is always a solution. To solve the problem associated with a slow day on your website is the tell-a-

friend script. While the script won't necessarily give you the spike of traffic you want in a day; it could certainly double your traffic at any point in time. The tell-a-friend script works by giving your visitors the means to send a picture, a part of the content you have on your site, or simply an invitation to check out what you have up to their circle of friends.

The script capitalizes on the word of mouth principle. If one person finds your website helpful, he most probably will share it with others. And if you have a fully functional tell-a-friend script; he or she need not log on to his mail client or instant messaging service. All he has to do is use the link on your site that says 'email this to a friend' or 'invite a friend' and he will be redirected to a page wherein they can instantly send their personal message or a canned message to their friends. They'll only need to supply the recipient's email address and it is all done.

The tell-a-friend script can really work for you. People inviting their friends to your site proposes to be a better marketing strategy than sending massive spam mails to people you don't know. Not only that spamming is considered illegal, you are also going to give your website a bad impression to the very people you want to visit.

The tell-a-friend script eliminates that problem. To make the script work for you, try to place it at the end of every content article you place on your site. Let your visitors freely surf everything you have placed on your website, read all information-rich articles, and browse through the pictures and images you have posted. Just make sure that the link to send the content to their friends are positioned optimally on every page so they can freely do so with every chance they get.

If people receive an email from someone they know, they are more likely to heed the invitation. Mail from people they trust have higher chances of being read rather the emails from a site or a person they haven't heard of.

It is very important that the tell-a-friend script you use is placing the name of the friend who recommends your site right on the subject part of the email. If their friend's name is not shown, they are more than likely going to ignore the message and treat it as spam. You don't want that to happen, so you have to make sure that the person's real name, if possible, is showing at all times.

Other than that, you can also store the email address you collect for

future contacts. With the tell-a-friend script, you can make a database full of email addresses of real people. You are not supposed to use these email address for marketing purposes, though. Part of your privacy policy is to use only the email addresses you have acquired for the actual purpose intended. Don't send unsolicited emails to those addresses or sell them to other people, as doing that is also considered as spam and that is punishable by law.

The simple tell-a-friend script could give you better mileage on your website. You can obtain most of these scripts for free. Just make sure that you get them from reliable sources to be sure that you're not creating security threats for your site. However, you can also have them customized by a seasoned programmer. You might need to pay them for their services, though. But then again, it is only a one-time deal. It's a good investment because you will be able to maximize your visitors once you have the script up and running.

When it comes to generating visitors, you should do everything necessary to make your site successful, as far as unique traffic is concerned. And the tell-a-friend script is definitely something that you can use to make things happen for you and your website.

## **How to Create Backlinks to Generate Traffic**

Generating traffic to a website entails hard work, perseverance, and a great deal of patience. Traffic is all a website needs to sustain itself. With the rising domain name registration fees and web hosting costs, making a website profitable is a requirement for all webmasters. And it is impossible to make your website earn without traffic. Traffic refers to real people who visit your site. And they are the people who will bring you the profits that you need.

To generate traffic to your site, you may have to do some dirty work. You have to distribute the backlinks of your site. Backlinks are the URL's of your site posted in different places all over the internet. These are live links that people can click so that they get directed to your website. In order to amass traffic, you have to specifically add your backlinks - thousands of them to be exact - to key places over the internet.

Backlinks work two ways in generating traffic. The first way is the most obvious. When people see your backlink as they go about their surfing habits, then there is a 50-50 chance that they'll visit your site. If you get people interested enough, then they will definitely check out

your website and see the things you have to offer.

The best places to put your backlinks are websites that have regular high-density traffic. Well-populated forums and social networks are your best bets. These places have a lot of people coming in and out on a regular basis. You will definitely want your backlinks showing on your forum signature so that every time you make a comment on something, your backlink shows with your post.

You can apply this tip on almost all forums found over the internet today. Most of them allow at least one live backlink signature for each member. So go get yourself active in a forum with hundreds of thousands of members. With every post you make, you'll have one important backlink to add up to your website's advertising requirements.

Another place to put your backlinks is on social networking websites. Social networking websites have exploded recently. The main idea of these websites is for you to acquire a good number of friends, that are referred as your social network. And with more people associated with you, you are more likely to promote your website better. You can effectively invite people who are part of your social network to take a

look at your site and see the things they can enjoy there. You can put the backlink on your own page. And of course, you can also post them all over your social network as a comment, message, or testimonial to your friends.

But this is just one way of how backlinks work. The other way backlinks become beneficial in generating website traffic is directly related to how search engines work.

Link popularity is one of the algorithms considered by search engines when it comes to ranking your page. The more popular your page is, the better they fare in the search engine results. And your selected keywords and backlinks have a lot to do with it. The more backlinks you have, the more popular your website gets.

So if a person types your website's name, or sometimes even your chosen keywords in the search box, your website will show at the top of the results page. And in that position, you are more likely to get traffic to your site. Search engine marketing has always been the focus of most internet marketing strategies devised over the internet.

To add to the number of your active backlinks, you can submit your

site to numerous link directories over the internet. Link directories are websites that are primarily dedicated to keeping a list of all submitted URL's of other websites. The links are classified according to their respective categories. In effect, these websites look like an online yellow pages directory. Most of them offer their listing for free. However, there are others that require some sort of a fee for inclusion purposes.

So get yourself thousands of backlinks to make your site more popular. Backlinks will definitely drive that much-needed traffic to your site so don't think twice about spending some time and effort in distributing them all over the internet. Just keep in mind that half of the success of your website depends on them.

## **How to Generate Traffic from Articles**

The internet is an optimum source of information over the world wide web. As such, it is a given that people log on to the internet primarily because they are looking for something they want to know more about, read more about, or research more about.

Given this fact, it becomes very important that your website is filled

with useful content for people to read. It doesn't matter if you are keeping an information portal type of a website or an e-commerce site. You need content. You need articles. Keep in mind that these are the very things that could drive traffic to your site.

So how will your articles deliver a steady flow of visitors to your website? There are two ways. First, if you write about something that is related to your site and sprinkle some keywords in it, the search engines will notice your site more frequently. Once you have your articles all written and ready, just upload to your website. Wait, sit back, and relax while the search engine robots crawl through them after a few days. The robots will then add those keywords to the algorithm and the search engine they belong to will use them to compute the popularity of a certain keyword to your site.

If your site proves to be the one that contains the most relevant information about the keyword typed by the user, then your site will appear on the first page of the search results. It is a given that the higher your position in the search engine is, the better the chances that the people who are using the search engine will click your site to check what you have to offer. The idea is simple - the more information rich articles you have uploaded and the more keywords

you sprinkle in them, the higher the chances your site gets noticed by people.

But of course, we cannot discount the simple fact that your article on its own, can give you the traffic you want. There are slim chances that the story or the featured article you wrote about is the same as somebody else's if and when you have written it all by yourself. And so some people will definitely come looking for that piece of information you have. And if the unique articles you created contains the data internet users need, that should be enough pull.

Eventually, the same people will visit you frequently. If your website or your blog gives them the things they want, then you need not go out of your way to get traffic. Traffic will come to you naturally. There's not much technicality in this setup. All you really have to do is to upload numerous information-rich articles on your site and you should be all set. But then again, you have to market your site some other way so that people will actually see your articles.

That leads us to the other effective method of using articles to generate traffic to your site. This is through the use of article directories. Article directories are websites whose primary purpose is

to compile information rich articles submitted by their members. There are several of them out there today. And most of them follow stringent rules as to what types of articles you can upload. More often than not, you can only send articles that are highly informative with no distinct promotion for a service or a product.

These websites will publish your articles in their network. Your articles will then be available to all other internet users. The chances of your articles being read and spotted are higher if you submit them to article directories. This is because popular article directories enjoy high page ranking. Your articles, provided you have chosen the right keywords, will definitely show on top of the search engine's list without much of a hassle on your part. In essence, you are riding the website's popularity and are using it to your advantage.

Now it doesn't end there. Article directories normally allow one live URL or backlink to their authors. They also provide some space wherein you can put a small description of yourself, your website, and your expertise. Therefore, with all of these working for you, plus a direct link to your website presented to the person surfing the internet interested in reading your article, you have a higher probability of attracting people to actually come and visit your site just to find more

information-rich articles like the one that piqued their interest.

## **How to Use Paid URL Links to Drive Faster Traffic**

With the tight competition among web pages today, it is very important that you do everything to get an edge over other websites when it comes to acquiring massive amounts of traffic. There are a lot of techniques to lead visitors to your site. Some of them are easy strategies, while others require hard work and effort on your part. And of course you have to be very patient because regardless of what you do, the results of your hard work can't be obtained overnight. Time has to pass before you reap the fruits of your labor.

And if some strategies require perseverance, there are also others that may require you to invest a good amount of money just to generate traffic to your website. To have a regular flow of visitors, you must invest in advertising. And one form of a good advertising technique is to drive traffic through paid URL links. Paid URL links come in different forms. It could be in the form of straight up advertisements or in the form of paid inclusion to web directories.

The advantages of using both these methods are enormous. First, in the case of buying link advertisements, you will get massive traffic primarily because of the fact that these advertisements are strategically positioned on websites that are related to your site. If your website is all about cars, for example, your paid URL link will appear on other websites that are related to cars. This is the concept behind the pioneering Google ads network.

To understand paid URL's better, you need to see how Google ads work. As an advertiser, you will be purchasing keywords where your advertisement will show. Purchasing a keyword means that every time a Google search engine user types that exact keyword in the search box, your link will show either on top of the search engine results or on the sides. This will give the internet user additional options as to where they can find the things they are looking for. These paid URL's in the Google network follows a pay-per-click policy. This means advertisers only pay for the actual links or views from internet users. No click means you don't have to pay for anything. It's a win-win situation for you.

Other than your URL showing on the search engine results, your advertisement may also appear on websites that publish Google ads.

Google maintains two types of users. One is the advertiser, which is you, and the other is the publisher. The publisher gets ads from the advertiser's database. So if your ad were part of the network's paid advertisements, it would be placed in rotation with all the other ads. The good thing about this setup is that your ads will only show on relevant sites. If your ad or your website is about slimming teas, it won't show on a movie star website. It will only show up on weight loss websites and online tea shops.

These are how the advertisements via paid URL's work. Now there's one other way to gain traffic to your site than this. By paying to publish your URL to be included to popular paid web directories, you'll get regular traffic as well. Web directories are websites that are dedicated to keeping a list of other sites submitted to them for inclusion. These sites are filled with different sponsored URL's categorized accordingly. It works very much like the yellow pages of telephone companies. But instead of listing telephone numbers, they put the direct link to a certain website.

While you might think that investing for inclusion to these websites isn't feasible, think again. If you consider the algorithm used by search engines in determining your website's page rank, you will see that if

your link shows up on a web page that enjoys high traffic and page ranking, some of it will brush off on your site. This means you have added leverage when it comes to search engine results. This is very important because as a web master, you have to make full use of the tools and opportunities to send traffic to your site every time you can. Besides, popular web directories have a following of their own. This corresponds to the fact that a lot of people actually consult web directories if and when they want to check out something or are looking for a particular product or information. It always pays to be part of a well-trusted network or website.

## **How to Use Exchanges to Create Traffic**

Exchanges are a way of sharing your own traffic to other websites. Brilliant people who are experiencing the same problem of directing an inadequate number of visitors to their sites devised this strategy. The idea is very simple. All a person has to do is to post advertisements of other websites on their own sites in exchange for the same thing. In essence, it is you-advertise-on-my-website-and-I'll-advertise-on-your-site sort of agreement. People want to increase the popularity of their sites and that's a given. Some people are more than willing to

exchange or share resources with others, so to speak.

There are different things you can propose an exchange with to other websites. You can exchange links, banners, content, and a whole lot of other promotional stuff. It is more about sharing what you have to other web masters so that they can share what they have to you in response. The most popular exchanges in are in the form of URL's. Some web directories are actually requiring websites to put their link on the front page of the website that is requesting inclusion. More often than not, web directories test their live links to see if it is really there before they accept the website for submission.

Web directories are online classified listings of different websites. The links of the websites they contain actually came from the web masters who had intent to be included in the list. Some web directories are paid directories. This means that you need to pay these sites a certain amount before your link shows up on their pages. However, web directories understand that not all web masters have the necessary funds to pay for advertisements. As such, web directories devised another mode of payment. Instead of web masters paying them money for link inclusion, they pay by publishing the web directory's link on their front page. This setup benefits both parties. The web

directory is getting the promotion it gets while your website is getting more backlinks.

But links are not the only things that are used for exchanges these days. There are also inline text advertisements and even banners. Banner exchanges work in the same way as link exchanges. Only in this type, graphical banners are published instead of mere URL's. Here, you can catch more of an audience from another website because you are free to use eye-catching graphics and sometimes, even multimedia, to get your message across. Banner exchanges with another website is a good idea if and only if the other website you are trading advertisement spots with have a better page ranking and traffic than you do.

Of course, the other website may be a little choosy in selecting a banner exchange partner. Either your website had to be related to their own, or yours has to have an equal amount of traffic and enjoy the same page ranking as theirs. There are certain requirements that both parties have to meet. And it is very important that the two web masters exchanging links with each other have open communication so that they both maximize their efforts of generating traffic to their respective sites.

There are several websites nowadays that are proposing exchanges to fellow web masters. They serve as a middleman between two websites that are looking for traffic. In essence, they match two or more websites so that they can pool their resources together to gain the traffic they need. Their service makes the whole system easier, as you don't have to personally talk to another web master for an exchange. Most of them offer their services for free, by the way.

Exchanges can really do wonders for your site. If you have distributed your links or banners to a substantial number of websites over the internet, even if only one unique person gets to click them everyday, you should be getting the results that you want. However, you have to be very careful when entering deals like these. You don't want to over populate your websites with somebody else's links, advertisements, and banners in such a way that your own content becomes merely a shadow of the ruckus. Be very wary when positioning the links and banners from exchanges as well. They should not, in any way, make your website lose its credibility.

## How to Use a Newsletter to Generate Traffic

By now, you understand that there are countless ways to drive traffic to a site. But even though there are a lot of strategies, none of them can guarantee you results overnight. Driving traffic to a site is still the hardest job there is when it comes to maintaining a website. Traffic can be obtained by advertising and promotion. But do you know that you can get people to visit your website just by creating a newsletter?

People surf the internet for various reasons. But more than anything, they are online because they want to gain some information about something. Some people want to research more about a product before buying. Others are looking for suggestions from other users. And there are those who surf the internet just to gain knowledge.

Therefore, if your site has good content, the higher the chances that you'll amass a good number of unique visitors from time to time. But what if your website is not an information portal and is actually an e-commerce site? Adding too many articles to it may be a problem because you already have loads of pictures and images to put up.

Well, if that's the only concern that you have, the solution is quite

simple. All you really have to do is to create a regular newsletter about your products and relevant information about them. Newsletters could provide you with both repeat and unique visitors on a regular basis. Just make sure that you have some juicy headlines and eye-catching offers included in your newsletters. And for sure, your visitors will visit you every now and then, check your new and old products, and stay until they are ready to buy your products.

To be successful in making newsletters drive traffic to your site, you have to maintain an active list of email addresses of people to whom you can send your newsletters. The list doesn't have to include thousands of email addresses at once, if you don't have that yet. What's more important is that you'll build your list slowly along the way. Besides, a targeted list is better than the lists you can.

A functional mailing list is the moving factor behind making newsletters for traffic. And you can get the email addresses of your visitors right from your site. Make sure that you have some scripts installed that allow your visitor to subscribe to your newsletters and to receive exciting updates that you might offer. Try to include a script wherein they can invite their friends as well. This allows them to easily recruit visitors for you. Your visitor's friends could be an integral part

of your daily traffic requirement.

The newsletters that you create regularly should be stored in one folder of your website. Always upload new newsletters promptly. You can use the actual web page to be sent to the people on your list. Or you can simply send the link that will take them there. Between these two options, it is always better to send the page itself so that people will see your newsletters at once. This way, they can easily click on the live links included in the message if and when they find your articles and offers interesting enough. Now that's instant visitors for you.

Do the math. Imagine how many visitors you'll get if only around 10% of the 1,000 people would come and visit you. That's 100 unique visitors everyday. The number can't be that high, you might say. But then again, who's keeping you from sending your newsletters to millions of internet users? Just go ahead and keep updating your email database. Your traffic will definitely experience a spike in the days to come.

You can also keep an archive of your previously sent newsletters on a certain part your website for future reference. If you successfully create your newsletters to be both informative and exciting, then

people will definitely go back and view them, even if several months old. A database of newsletters could provide you with recurring traffic without too much effort on your part.

If you have yet to use newsletters as a strategy to drive traffic to your site, the right time is now. Don't be left behind by your competitors. Your website deserves to be seen, appreciated, and visited by hordes of traffic everyday. Start making that captivating newsletter today.