

HOW TO INCREASE WEBSITE TRAFFIC:



Internet Marketing and Website Traffic ideas

There are some things that a web business can never have enough of. Included in this category is viewer traffic. As a web business you have the advantage that you don't have store operating hours and there is no closing time. You can have people on your site at all hours of the day or night, including international browsers! With the right SEO system in place and the proper strategizing you can truly take advantage all that the internet has to increase the success of your business. We have compiled an ever growing list of essential techniques to include in your program to assist in your website's success.

- First off is your SEO. SEO is the science of achieving higher ranking in the search engines. SEO is the process of optimizing content and keywords correctly to increase relevance and to clear out any obstacles obstructing the search engines from indexing your site. Website need to be checked through on a constant basis due to ever changing algorithms or competing websites' content.
- Linking can be extremely beneficial as long as the links are from safe and trustworthy sites. Linking to a search engine approved site can greatly increase your rating, the more links, the higher the rating. It is all about whom you (look like) you know! Additionally because good traffic comes from people clicking on links that are targeted to their interest which redirect them to the website containing the information they want, connecting with another site which targets a similar customer base can be very beneficial. This kind of linking is not sinking money into another marketing idea that may or may not produce results; because you are targeting people who want to know about you, you're more ahead of the game!
- Link bait refers to posting a catchy phrase or heading to excite people to read further on your site and perhaps establish links too!
- A key element to good positioning in the search engines is your choice of words in your website address. For example if you are a furniture wholesaler don't name your website "outoftheforestinto yourhomefurniture," it's a cute phrase but will not bode good search engine results. The search engines will place your site under the keywords, 'forest', 'home', 'forest into', and lastly 'furniture.' By placing your keywords first in your website name you gain higher

placement. For most of you who've already named your functioning sites, all is not lost! You can still add on pages that you can subtitle with 'furniture' which will alert the search engines as to what the focus of your business really is.

- Nowadays it's essential for all business owners to have a Facebook and Twitter account. Consider the numbers, 1 in 13 people on Earth have a Facebook account! It's ludicrous to lose out on all the opportunities this can present you with. Use your page to connect with people, post up news alerts from your site, promotions and sales, and use it to initiate conversation threads between groups. It's a wonderful way to create an online awareness about your business and the products or services you offer. Connect with people interested in the services you offer and keep them updated about new offers or exciting incentives. The fans you amass will constitute a large percentage of your site traffic. With regard to social media, the key is to stay active, and keep posting or tweeting on everything and anything!
- Email marketing is a fantastic way to expand your customer base. By communicating through email you are sending out frequent reminders to subscribers about the products or services you offer. It's a great way to advertise new products and special promotions, and a great way to head viewer traffic in your direction. Of course this needs to be done in an appropriate manner, without overwhelming your subscribers with constant emails and risk losing them as a subscriber! Anytime you send out a mailing to your customers you can include a link to your website.
- Another simple tip is to place your company website domain under your signature in all emails. You can change the colors or fonts to highlight different aspects of the year, or different products you're promoting. It's a simple tactic to create an easy way for contacts to locate your site.
- Consider starting a blog on your site. Blogs are the latest infatuation of today's internet generation. It's a great means of interaction with your customers, where they can leave comments or take part in surveys and you can solve problems or gain customer input. People like blogs; they enjoy reading others opinion and mostly love adding their own opinions! Creating a forum for customers to interact lends a friendly atmosphere to your whole site and invites your readers to move further in and browse the products you have to offer.

- Communication! The key to solid customer relationship lies in the communication. Respond to blog posts, answer questions, show your customer base that you care for their needs and are interested in maintain a solid relationship, it will do wonders for your traffic and for your sales.
- Encourage your readers to use the share buttons posted on your blog. This can do wonders to increase your views!
- A great way to bait your Facebook and Twitter Fans is by posting a great line from your blog with the link to get to the whole article. You'd be amazed at the number of visits you will encourage!
- Article marketing is a great way to add new content that people can find easily. Compose articles with useful information that is applicable to your reader base. People will be appreciative of the useful information provided and will feel familiar with the workings of your site. Well written articles will have viewers returning back for more of the pearls of wisdom that you share.
- Publishing a newsletter is a fantastic way to keep subscribers abreast of the latest information relating to your site. Include handy information and you can use it as a forum for promoting products too. Content is the key; if you want to engage the interests of people to what you offer, create a phenomenal newsletter that really compels the reader to find out more about you!
- Ezines are a form of online newspapering. Ezines usually refer to small magazines or newsletter distributed electronically. Create your own ezines relating to your website content or submit your articles to another's. This is a terrific way to create one way back-links to your website. Sign off each article with your name and the URL to your site. This is known to be one of the most effective ways to get listed on any search engine plus you have the added advertisement of others reading the great information you are providing!
- Video marketing is a great twist on traditional advertising. It's a marvelous way to target a larger audience, especially those people who enjoy watching clips as opposed to the static black and white of the written word. It presents an opportunity to instill a catchy phrase or slogan in the heads of your viewers and to really promote your product in action! It also provides a

creative aspect to your website and demonstrates the efforts you put in. Create a video and submit it to a larger video sharing site, like You-Tube to achieve maximum exposure.

- Viral marketing is encouraging people to share the information they know with others. You want people to mention your site to friends, families, on their own blogs. You want to be known! Either by taking advantage of all the social networking sites available or just by posting 'tell a friend' scripts somewhere near your product line. A great idea for ecommerce retailers is to have the 'share with a friend' option on each product or shopping cart page. This is a great option for shoppers who want opinions on the product they like and it's a great way for the 'friend' to learn about your site! Offering an incentive to all the word spreaders is a wonderful idea because who doesn't enjoy rewards? Often if you create some humorous clip, or something highly emotional that impacts the reader they will discuss it with their friends and suggest they check it out too.
- You can try to create a fun activity or program that your visitors can engage in while on your site. Aside from the viral marketing aspect, you will encourage your current visitors to stick around.
- Nothing sells a product better than actual testimonials. Post a few reports from satisfied customers on varying products and display to potential buyers the positive feedback you receive.
- Coordinate an ad swap with a partner. The way it works is you designate an area of unused ad space for your partner and he does the same on his website for you. The ad itself can be either a banner ad, promotional text, or even just a link.
- We previously suggested article marketing as a way to add fresh content on a consistent basis. Submitting articles to article directories is another twist on article writing. You can submit your well written informative pieces of work to a broader audience and increase the opportunity for awareness about your company by creating back links to your website. This can really increase traffic to numbers you've never dreamed of! All articles are welcome as long as they are original and don't tend to overlap too much on your own previously submitted ones!

- Utilize a bit of social media with this next slightly out of the box idea: Offer a free gift to everyone who 'likes' your store or company on Facebook! Study estimates have shown that people who like a company are 28% more likely to loyal and are 40% more likely to recommend your product to a friend. Now these percentages are quite high so it seems pretty worth it to give away something in exchange for the 'likes.' You can be quite creative idea by either limiting the gifts to the first x amount of 'like'rs or have the bonus running just for x amount of time. The gift you send out is dependent on your preferences but it is always worthwhile to send something that includes additional advertising for your company. Additionally send a coupon along with the free gift to track your sales and calculate the exact benefits of running this sort of campaign.
- It may be a good idea to bookmark useful content from your site on a social bookmarking website. Social bookmarking sites such as Digg, Reddit, Delicious, Google Buzz, or Humsurfer allow users to select and mark their favorite sites and share the information with friends or other viewers. Sign up with one or all and mark the information you think other can benefit from. Other visitors will find it, share it around and probably check out what other ideas you have to offer. The key is to display really good, enjoyable content to really attract the interests of random browsers. The amount of visitors that these sites attract per month is roughly around 8 million!!! Forwarding some of that traffic to your own website can be accomplished quite easily, as long as you have some really informative, well written content posted. If any of your articles gets viral on these sites, you can get as many as 10000 hits in one day on your website! Just a little tip: topics that include breaking news, top 10 lists and so forth, are the most popular searches on these sites.
- Host a free online class or webinar and invite all to join. You can host the program in your website's chat room. The idea of listening to live information definitely entices people to come and check it out. This is a great way to really impress your visitors with the knowledge you posses!
- Invite a well known persona to either host a chat or pen a small piece for your site. It is sure to get all his fans and many others too to come hear or see what pearls he has to share.
- Design an opt-in box placed in a prominent area for visitors to easily sign up for weekly newsletters and other info. Use your creativity to place it in a location most likely to produce conversions! Once you have contact addresses you can really start establishing a great business relationship.

- A message board is an online discussion site where people can hold conversations via messaging. Though similar to a chat, it differs because messages are saved for some time and in some cases messages may need moderator approval before being posted. There are message boards available on every topic imaginable. It's a great forum for question and answers, a chance to display knowledge, make suggestions, and interact with people. This is not the place for posting advertisement; answering a posted question and leaving your name and link to website though, is fine. Either search for discussion forums on any search engine or check out the message board search engine, MessageKing.com to get started.
- A joint venture partnership is a partnership of two business marketing similar products that operate by advertising for their partner or even by emailing their own customer lists about the partner's latest promotions, and receive a commission off the sales. So for example if you sell furniture, bedroom, dining room, lawn, etc, you might try to partner with a mattress company or a table padding retailer. You have nothing to lose because he's not your direct competition, but you can gain tremendously because chances are if someone has just purchased new bedroom furniture they're in the market for mattresses too and vice versa!
- Text marketing is trend on the rise. Marketing via text messaging is growing ever popular as more and more of the human race relies on their mobile devices. A retailer can text 'flash' offers, deep discount valid just for a limited time, to their customer base. You can also communicate with customers via text to discover shopper preferences. In exchange for answering a personal question such as "What is the age of your youngest child/grandchild?" the customer can receive some sort of freebie, say free shipping off their next order. You now have this customer's preference of 'toddler' to add to your repertoire of customer likes. This can help you generate a targeted campaign for specific products by sending out your toddler oriented promotions such as booster seats and Lego sets only to those preferred 'toddler' customers.
- Insert images in posts. Posts containing text only tend to blur into a black and white vision and many will give up after a little bit of skimming. Insert an image to break up the monotony a little and add a little dynamics to your page. It can be something cute, funny, or something related to the subject matter.
- Offer product subscriptions. Gone are the days when subscriptions referred exclusively to your Readers Digest or Consumer Reports reading material, many business owners now offer the option for customers to subscribe to a product, say bottled water, and receive their preferred

product delivered on a scheduled basis. It is essential to be flexible with regard to skipping deliveries. The benefits here include, convenience for the customer makes a happy customer and additionally the fact that the customer is receiving your product on a scheduled base makes it less likely for him to head to another vendor to complete his purchases (of bottled water that is.)

- An interesting practice to engage in may be buying websites that already have a steady flow of traffic to increase traffic to your site. Buying a site is not without risks so be sure to research the site carefully before finalizing the deal.
- When updating content or a blog add in a little bit of controversial material. This will definitely get people to link to your article, whether because they agree or most probably because they disagree, which will result in a lot of traffic!
- Insert a quiz or survey somewhere accessible on your site, it will garner people's interests and they will most probably share the results with friends who in turn will turn into a new site visitor! Traffic ahoy!
- Don't overdo it on the advertisements posted on your site. Advertisements have benefits that they bring in added income, but too many advertisements can be detrimental to your site value when it comes to attracting and maintaining visitors.
- Creating a 'Popular Articles' or 'Most Read' section on your website will redirect people's attention in that direction and encourage them to remain a bit longer on your site and possibly share the link with a friend too! People like seeing what's hot now and keeping up with the latest!
- Review the pages of your website to see which ones seem to be getting the most views and figure out why. Then try to copy the features on to the rest of your site's pages. So if you notice that the font size on your most popular page is significantly larger than the font size on the rest of your site, try shifting the sizes on the other pages to mimic the size of the hot page.

- Proper grammar is crucial to a website's success. A poorly punctuated or misspelled article lends doubt on credibility and people will hesitate to link to it, and will doubt the credibility of all the site has to offer.
- This next tip is most probably not something you've ever considered. Posting on Craigslist might very well increase your website traffic for two reasons. Number one many people who come across your post will click on your hyperlink and redirect to your website. And number two, if you posted a content rich post then your post will be quite search engine friendly and anyone who searches a keyword relevant to your information will be redirected to your post and come to visit your website!

All these methods are useful to generate traffic. Some may appeal to you over others, which depends on personal preferences. Bitochon Technologies is an experienced Internet Marketing company available to answer all marketing related questions. Try out some ideas to see what works for you or contact us so we can create a plan for you.