

High Volume Targeted Quality Website Traffic is Not a Myth

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If you have been delving into the world of [online marketing](#) you may already be discouraged. Many people quickly form the opinion that high volume, [targeted website traffic](#) doesn't really exist. At least not for all of the small business owners out there who don't have tons of time or tons of resources to pour into their marketing strategies. The truth however is that no matter how big or small your company is you can develop a profitable online presence, and receive high volume, high quality, targeted website traffic.

The problem begins for new webmasters and small business owners when they don't know the exact steps that they need to take in order to see success. All too often people don't have a real plan for creating [website traffic](#), they just know that they want it. Having a goal is great, but you need to know the ways that you can work on achieving that goal. You need to know which strategies to implement and how to go about doing that.

One of the most important factors for receiving a ton of targeted website traffic to your site is building up your presence in other areas of the Internet, outside of your own web pages. This will pay off for your website in many different ways and one of the best ways to build your presence around the web is with [article marketing](#).

With article marketing you are working on several different ways of sending high quality, targeted website traffic to your site. The most obvious of which is when people click on the links in your articles for more information and end up visiting your website. The great thing about distributing articles is that you get the chance to include links back to your website in a resource box.

You know the people reading the article are already interested in the topic, and hopefully your article did a good job at providing useful information and maybe even pre-selling them on whatever you offer. Therefore the people who click on these links in your resource box are very valuable prospects that can be easily converted into paying customers and clients.

The more articles you write and distribute, and the higher quality that these articles have, the more targeted prospects you'll directly deliver to your website. As you continue to do this, you'll begin to build up a solid reputation within your niche community as a person who knows what he or she is talking about. Soon people will come to you directly, having heard about all of the information that you can provide and how great your services are.

Article marketing and building your online presence in other regions of the web also pay off in another way, through the accumulation of incoming links. [Incoming links](#) are the main determining factor in giving your page a [PageRank](#), as it's known in Google. If you use the Google Toolbar on your web browser, a specific page's PageRank always pops up in the horizontal green bar as a number between 0 and 10. The more incoming links you have, and the better those links are, the higher your PageRank is.

Why should you care about PageRank though? The key to more website traffic lies in ranking highly in the search engines and PageRank is basically a measure of how credible and popular your website is. It is one of the key factors that Google and the other major search engines use to help determine which websites they are going to display prominently for particular search queries. The higher your PR the better, and the way to do that is by building up your inbound links.

When you're serious about sending a stream of highly targeted, high quality prospects to your website then visit [our website](#). Every day you don't take action is another day that your competitors solidify their own positions and their firm grip on your target market. Begin a campaign today that will increase your website traffic significantly, quickly and over the long term as well.

