

How to Get Long Term Quality Website Traffic

by: [Wilson Website Consultants](#)

The goal for any owner of a website or online business has to be to see long term, high quality website traffic. Far too many people follow strategies that emphasize short term results, often at the expense of long term success. Whether illicit or black hat tactics are implemented, or merely shortsighted tactics that don't deliver over the long haul, the results will be the you don't see the traffic you need, and therefore won't create the leads, customers and sales you are looking for.

So how can you see the long term, high quality traffic that you are looking for? One of the keys to a successful Internet marketing strategy is acquiring backlinks that lead to your website. Basically, a backlink is any link found across the Internet that is directed to any of your pages. A deep backlink is one that leads to a specific content or sales page found within your site, while a basic backlink usually leads to your homepage.

Links are of the utmost importance because they are one of the largest factors in determining your site's Page Rank. Your Google Page Rank (and other similar formulas used for different search engines) is a number that represents your perceived status, reputation and credibility on the Internet. The better your PR, the more likely you are to show up prominently in the search engine results based around your niche, topic or industry.

Incoming links to your site increase your PR and serve basically as other sites vouching for your status. Therefore, the more links you have leading to your site, the better your site appears to the search engines.

One of the most effective ways to achieve a greater load of incoming links to your site is the process of article marketing. Essentially, this process entails writing and distributing unique, high quality articles to the many article directories that exist on the Internet. The upside to this is that at the bottom of every article, the author gets a chance to make a quick pitch and include some links to his or her site.

Therefore, for every article you create and distribute you get incoming links from highly reputable sites, which will serve to greatly increase your own site's reputation. Article marketing is a tried and true strategy for increasing your site's offsite SEO and acquiring a consistent stream of high quality backlinks.

To be successful at article marketing you have to devote a good amount of time and effort to the cause. Articles that are hastily written and which have a poor quality will not get any attention and will not serve to boost your status in the community or add direct traffic from people who actually click on your links. Additionally, the process of writing the articles and distributing them individually to all of the major article directories can be time consuming. You'll also need to consistently create lots of new material. Writing one article and then forgetting about article marketing won't provide any success.

Taking on this goal can be extremely difficult for a small business owner. The good news is that reputable companies can handle the entire process for you, enabling you to focus on other aspects of your business. When you're ready to improve your website and see consistent growth and long term success, [click here](#).

