

Increase Traffic to My Website

by: [Wilson Website Consultants](#)

What's the number one goal that a website owner has? By and large the answer stays the same, and that's learning how to increase traffic to their website. Many different companies and so called experts continually flaunt the "latest emerging trends" and various magical tools and systems that will get you ranked in the number 1 spot for every phrase you want overnight, if you are willing to give them thousands and thousands of dollars upfront of course. Don't fall for the traps, rely on solid and well proven methods to increase traffic to your website.

The Internet and the art of online marketing is a constantly growing and changing field. What worked ten years ago doesn't work today in the same way, if at all. One of the best practices to increase traffic to your website today is link building. This is due to the way that search engines determine which pages they are going to show for which terms and queries.

With hundreds of millions of different websites out there, relying solely on the use of keywords or titles to determine which pages to show simply doesn't work, because there are bound to be thousands or millions of similar options. Therefore, the major search engines rank websites in terms of their credibility, reputation and presence. The main way this reputation and credibility is determined is the quantity and the quality of the incoming links that your website has pointing to it.

Simply put, the more incoming links your website has the better. But as mentioned, you are also looking for quality links, not just quantity. What makes some links better than others?

The first factor is that an incoming link from a site with its own high reputation is going to have more value for your own website. Secondly, finding ways to create links from sites or pages that are somehow related to your own niche also lends more credence to the link. Finally, one way links, or links that go to your site when you don't have a link going to the other site are much more valuable. This is a more natural way of linking, and it's a way of discrediting the common link exchanges that prevailed years ago.

One of the best ways therefore to [increase traffic to your website](#) is to participate in article marketing. With article marketing you get to grow your presence within your given industry by providing useful and informative content. You'll see a direct boost to your traffic when people click on the links in your resource box at the bottom of the page. Most importantly, those are one way links stemming from highly reputable sites that will hold great value for your own credibility.

There are of course many other ways that you can build high quality links leading to your website. Writing and commenting on blogs is a tried and true method, as is participating in forums and other discussion based communities where you can provide insight into a topic. Using these tactics effectively can produce dramatic results when you want to increase traffic to your website.

Anybody can learn how to increase traffic to their website by following this basic plan. Of course, it's not always that easy. Article marketing and distribution and other link building strategies are time consuming and often more confusing than they seem. All too often people begin an undertaking of this nature only to stop short and not consistently apply techniques. Or they make simple mistakes that could have been avoided if only they had been a bit more careful or had a bit more experience.

This is why having a company that has proven their own specific strategies to be

successful and can produce quick and cost efficient results for your website is of the utmost importance. It's never too early or too late to start developing a strategy to increase traffic to your website. When you're ready to take your business or website to the next level, visit <http://www.wilsonwebsiteconsultants.com> and we'll provide you and your organization with all of the tools necessary to reach the top of the search engines.