

## **Increasing Website Traffic is a Lot of Work**

by: [Wilson Website Consultants](#)

If you've got your own website, you know how important traffic is. Traffic is the lifeblood of your online business venture and without it, you're going out of business fast. You can have the most beautiful, fully-functional website in the world, but if no one ever sees it, what is the point? It's like having a brand new Ferrari that never leaves the garage.

While you know that traffic is important to the life of your business, you might not understand exactly what it takes to generate traffic. Generating traffic is a lot of hard work that takes time. If you've never tried it before, here are the basics behind generating traffic.

There are two main sources for traffic: paid traffic and free traffic. Paid traffic comes in the form of pay-per-click advertising. You pay each time someone clicks on an ad that takes them to your website. It's a great way to bring in highly targeted traffic to your website. However, the downside to it, is that you have to pay for every single visitor. When you stop paying the bill, the traffic stops coming. You really have to maximize and convert as many visitors as possible for this strategy to work. This may or may not be in your best interest. However, you will never reach a point where the traffic keeps coming without paying for it.

The other source, which is what most people are after is free traffic. The majority of this traffic comes from the search engines. However, you don't just get traffic from the search engines without doing some work. Search engines like to see content and lots of it. You need content on highly targeted keywords for them to direct visitors to your site. If you don't have content, they won't even look in your direction. If you can write your own content...great! However, how many hours per day can you devote to writing content? There aren't enough hours in the day. If you outsource it, you need to make sure that you can afford it. Some companies charge a lot for this service.

Another task that you'll have to complete on the way to getting free search engine traffic is link building. This means that you have to get as many links as possible to point at your site. This is a big indicator of popularity and the search engines give it a lot of merit. If you don't have any links, you probably won't be getting much in the way of traffic either. This can be done also, but again, it takes time. It takes time that you probably don't have. With all of this in mind, does it mean that only those who can afford to pay the big bucks can really get free traffic? Do you have to sit in front of your computer for days at a time writing content? No!

Luckily there is a company called Wilson Website Consultants that will do all of this for you. The best part about them is that it is done for a very reasonable rate. You can tell them what you want done, and they'll create the content for you. What could be better? You get to reap the benefits of their years of experience in the industry.

