



## **The Top 15 Ways To Increase Website Traffic**

As you already know... if you want to succeed on the internet you **MUST HAVE QUALITY TRAFFIC**. However, you may not know that there are ways to build a good amount of traffic without spending a lot of money.

**Be prepared to invest a little bit of time and effort, and remember that quality traffic doesn't happen overnight.**

This eBook will show you the best ways to build a healthy foundation of quality traffic that will continue to increase every month. These techniques have been successful not only with our clients but with our own traffic as well, so we can guarantee they not only work, but work well.

**This eBook is free so please feel free to pass it along to your coworkers, friends, and family members.**



## **Increase Website Traffic: Tip #1**

### **Make Sure You Have the Correct HTML Structure**

This is the most basic form of SEO, but you will be amazed at how many webmasters skip over this step. Skipping this step can cost you valuable ranking points when it comes to page rank on any of the major search engines such as Google, Yahoo!, and MSN.

You want to make indexing your site as easy as possible for the search engines. This way they will know what your pages are about and can properly index your site. Make sure all your pages have the following meta tags.

Make sure you include these meta tags on every page right below the <head> tag:

1. Title Tag
2. Description Tag
3. Keywords Tag

In each of these tags, you should mention the main keyword that you are trying to optimize for only once or twice. Any more than twice and the search engines could penalize you for spamming.

Here is an example of Correct HTML Structure for the keyword “childcare”:

```
<html>
<head>
<title>Childcare Tips for New Parents</title>
<meta name="description" content="Find all the childcare tips you need to be a great new parent">
<meta name="keywords" content="childcare,new parent tips,childcare tips">
```

Your H1, H2, and H3 Tags are Important As Well

The major search engines will also pay special attention to the content inside your header tags. For example, the search engines will rank the content in your H1 tag as the most important information on your page. Therefore, put your most important information in your H1 tags, followed by your second most important information in your H2 tag, and your third most important information in your H3 tag.

**Important Note:**

Search engines are putting less and less importance on meta tags. However, you must have them to prevent being penalized. Having the proper meta tags is just a basic, don't expect to boost your page rank by just having the proper tags.



## **Increase Website Traffic: Tip #2 Make the Search Spiders Happy**

Search Engines can bring in lots of traffic to your site, and the best part about search engine traffic is that their traffic is **FREE!** Since the search engines can bring you tons of free traffic, you need to make sure their spiders can easily read your pages.

A search engine spider is what the search engines use to index your site. The spiders scan your site and collect bits of information that the search engine will use to rank your site.

### **It Doesn't Matter if Your Site Looks Cool**

It doesn't matter how "cool" your site looks to the person looking at it, the html behind your page is the most important because this is what the spiders are looking at. However, search engines are getting much better at reading the "cool looking stuff" like javascript, Flash, etc. And we believe in the future the spiders will be able to index these type of scripts just like HTML, but on today's internet your HTML is what counts.

There are free HTML validators on the web that will check out your coding and let you know if there are any problems. Just go to Google and type in free HTML validator, if you are interested in checking your coding.

### **Don't Use Frames**

Currently, search engine spiders cannot read the content inside your frames. Some SEO experts say that spiders may penalize sites with frames, although we have not found that it matters if you have frames or not. However, if you have frames on your site you can bet that the spiders are not seeing any of the information inside.

### **Optimize Your Hyperlinks**

This is a great way to give your site a few extra points towards your page rank. When you link to other pages on your site (internal links) use one of your keywords instead of "click here" or the link address. This will help your page rank higher for these keywords.

### **Use Your Keywords to Name Your Files**

A lot of webmaster miss this valuable tip to gain a few extra points with the search engines. You can use your keywords for your filenames. For example, instead of naming one of your pages, page1.html or 09123eio76.html, you can gain a few page rank points by naming the pages, childcare-tips.html. Note that it is also helpful to hyphenate when using multiple words instead of running them together.



## **Increase Website Traffic: Tip #3 Submit Your Site to the Search Engines**

If you don't submit your site to the search engines it is still possible for them to find you. However, it can take several months if not years for them to just stumble across your site. So in order to speed up the process search engines allow you to submit your site to them for indexing. Now there are thousands of search engines on the web. And it is possible to visit each one and submit your site manually.

We estimate that close to 90% of total traffic on the internet use the Top 5 search engines: Google, Yahoo!, AOL, MSN, and Ask. While most of the traffic will come from these search engines it is possible to get considerable traffic from some of the smaller search engines. That is why we submit our clients' websites to the Top 125 search engines and directories. We estimate that by submitting to the Top 125 our clients' sites will be available for over 99% of the total traffic on the internet.

On a side note, there are portals such as Go.com and netscape.com that pull their search results from Google. So it is not necessary to submit to these sites in addition to the major ones. We have made a list of all the search engine portals and we do not submit to these in order to prevent penalization.

### **When to Submit**

We recommend optimizing your pages first before submitting to the search engine. It is much easier to achieve top results if you optimize first. It can take a month or so before the search engine spider revisits your page. So if you want Top page rank faster, optimize your site first, and then submit to the search engines, or you can use our service and we will do it for you, [Search Engine Submit](#).

### **Don't Over Submit**

Many webmasters get penalized for over submitting. They will get impatient and even frustrated that their page is not listed yet, so they will submit over and over again. Be patient, it can take weeks or even months to get your site listed for the first time. If you want to see if your site has been listed yet, just type your URL into the search box and click search. We resubmit our clients' sites to the major search engines once a month. This will keep the spiders coming back to your site and indexing your site properly. If you do it any more often than once a month the search engines can penalize your site.

### **Content is King**

If you are not getting the page rank you like, you may want to take a look at your content. Search engines love content. Also, the more internet real estate you own (number of pages on your site), the better your page rank.



## **Increase Website Traffic: Tip #4**

### **Search for Related Blogs/Forums and Post a Link to Your Site**

The world of blogging has taken the internet by storm. Millions of people worldwide are now blogging, and getting their information from blogs and forums. So why not refer these millions of blog readers to your website?

Nearly all blogs on the internet will allow you to post a comment that is relevant to the blog, and most will also allow you to place a link under your comment. This is an excellent opportunity to drive Highly Targeted Traffic to your website.

Now it is important to note that you should not spam a blog. Make sure that you are posting a comment that is relevant to the content of the blog. If you do not provide useful information to the blog, you are just wasting your time. If you can give some useful information or a “hot tip”, the blog editors will approve your comment and you will have a valuable link to your site.

This will also build your site credibility. The readers of the blog will read your comments and see that you are an expert in this field. Being an expert in your field builds trust with your customers making it more comfortable for them to buy your products or services.

Because of the effectiveness of this method, many webmasters and internet marketers focus all of their time and effort on this type of marketing and generate tons of targeted traffic.

At Wilson Website Consultants, we perform this tip everyday for our customers. We provide at least 20 of these posts every month. If you are interested in our service, please visit our website: [Wilson Website Consultants](http://Wilson Website Consultants).



## **Increase Website Traffic: Tip #5 Relevant Link Exchanges**

Search engines rank the “most popular” sites at the top of their results. And they judge a site’s popularity by the number of RELEVANT links pointing to it.

### **Link Exchanges**

This is different than it was a few years ago. The search engines previously counted every link to your site no matter where the link was from. So in the past, webmasters focused on gross volume of links. But, as the search engine algorithms get more sophisticated, they are now able to see which links are relevant, and they discount the rest of the links. This is especially true with Google. Google is one of the most picky search engines when it comes to relevant links.

In order to maximize your sites SEO, you must have your site linked to as many relevant pages as possible. The site with the most relevant links will be ranked on top of those who have less links. Now, backlinks are not the only important factor when it comes to SEO, but they carry the most weight. It is possible to be weak in other areas of SEO, but have a strong number of backlinks and still get to the number one spot. But we recommend utilizing all of our tips to make sure you are maximizing your traffic.

### **Contextual Links**

The search engines have now started identifying the type of link that is posted even if it is from a relevant website. While they will still count a link on a relevant website no matter where it is posted, it may not be this way for long. Search engines love contextual links. These are links that are found within the content of a website.

For example, let’s say you have a website selling golf equipment. You stumble across an article giving a review of one of your products. You contact the webmaster of the article and ask for a link to your website within the article. Search engines love this because your link is now placed (usually hyperlinked to your keyword) within the context of a webpage, and surrounded with relevant information. Doing this will give your site more points than just relevant links.

We recommend doing both of these to optimize your website’s page rank.



## **Increase Website Traffic: Tip #6**

### **Become a Guest Author to Increase Your Own Audience**

We have already talked about how important [Article Marketing](#) is to building quality traffic to your site, and how it gives you more credibility in your niche. And writing quality articles and posting them in front of your target audience is a great way to do this. However, if you are starting from scratch, and do not yet have an audience, this can be difficult.

To gain an audience, find someone else's audience and appear as a guest author.

Most of the blogs on the internet are desperately trying to increase their content on their sites. One of the ways they can generate large amounts of content is through finding 3rd party writers, and publishing their content. Most blogs will not hesitate to publish your content as long as it is high quality and relevant. This is a great way to increase your exposure!

All you have to do is go to Google and perform a search for blogs within your niche market. The blogs should have a contact page where you can contact the webmaster (typically a form or an email address). Simply write a short email stating that you have written content that you think would be valuable and relevant to their blog, and you will be surprised at how many blogs will accept your content. I would, however, be prepared and have already written a couple articles that are ready to submit.

We write hundreds of articles for our customers every month, and our customers are the ones who have the writes to these articles. So our customers can take one of our articles, and submit the article as a 3rd party contributor to one of the blogs in their niche, and with very minimal effort they have taken a giant step in increasing their traffic, and gaining their own credibility. Visit our [High Website Traffic](#) page to sign up.



## **Increase Website Traffic: Tip #7 Create a Newsletter**

First of all, if you are not capturing your visitors email addresses when they visit your site, you are missing out on some of the biggest ways to market your site, and increase your sales.

Many webmasters don't want to become email spammers, and they shouldn't. However, if you can build a list of your customers and potential customers, this is an invaluable resource when it comes to internet marketing.

Do not SPAM your customers with email. If you do this, they will block all of your email addresses and you will miss out on very important opportunities to make your website money.

Instead of SPAM, create a newsletter. This is one of the best ways to create some of the most targeted traffic you can get on the internet. People who "opt in" to giving you their email address when they visit your site are already telling you that they are interested in what your site has to offer. However, it is important that you keep their interest or they will unsubscribe or block your emails. So provide valuable information in your newsletters.

### **Going for the Sale**

A lot of internet marketers will tell you to go for the sale everytime in the newsletters. However, we feel it is best if you don't. People generally don't like to be sold to. If you send them a newsletter every month trying to get them to buy something else, it is likely that they will lose interest in your newsletters. However, it is ok to offer sales and discount information in every newsletter. Many people subscribe to newsletters simply for this purpose. Just be careful when it comes to hard selling.

A very powerful internet sales method is to mix quality content with a product recommendation. For example, if you have a website selling golf equipment. You could send out a newsletter filled with tips on how to improve your golf swing. Within the content of the newsletter, you could make small recommendations on different types of golf clubs, balls, grips, clothes, etc. This way the customer will enjoy learning a few tips about improving his/her golf game, and also know that he can get the equipment necessary from your website. If done right, this does not come accross to the reader

as selling, so they will be more inclined to both purchase the item, and keep their subscription to your newsletter.

### **Aweber**

We use [Aweber](#) to build our newsletters. Building a quality newsletter yourself can be very tedious, and require a lot of programming. Third party sites such as [Aweber](#) can make the process MUCH easier.



## **Increase Website Traffic: Tip #8 Autoresponders**

Autoresponders are automated emails that are sent at specified intervals to your customers email addresses. This is a great way to send follow up emails to your customers, and help to build customer loyalty.

Many sites utilize autoresponders for feedback from their customers' purchases. They will set an autoresponder to be sent to the customer a couple days after their purchase to gain valuable feedback on how easy the transaction was, are they satisfied with their shopping experience, etc.

### **Testimonials**

Testimonials are an excellent way to build trust with your customers. Internet customers are usually "sniffing" for a scam, especially on sites they don't know. Testimonials are a great ways to make the customers feel comfortable buying with your site. Reading that other customers are happy with their purchase puts them at ease. Using an autoreponder is an excellent way to solicit testimonials from your customers.

### **Get Creative**

Autoresponders can be used in many different ways. Get creative, and see what you can do with your autoresponders to build your business.

[Aweber](#) also provides autoresponders with their service. So if you utilize their newsletter service mentioned in Tip #7, you can use their autoresponders as well.



## **Increase Website Traffic: Tip #9 Start a Blog**

Starting a Blog is an easy (and FREE) way to generate large amounts of traffic. They are easy to create, but they have to be promoted properly or no one will know they are there.

The best way to build and improve your SEO is through quality relevant backlinks. So why not create your own? Building a blog relevant to your niche and linking back to your own site will provide a high quality backlink that will give you valuable points in the search engines.

The bottom line is that Search Engines love Blogs. Blogs provide the search engines that content that they crave. So building your own blog will provide the search engines, as well as potential customers, the information they are searching for.

As your blog builds its own traffic, your site will gain more traffic as well. You can also use the blog to promote your products as well. Use the same type of "soft sale" through the blog as you would in Tip #7 the newsletter.

Also, the more popular your blog becomes, the higher the quality of the backlink.

### **WordPress**

[WordPress](#) is highly regarded as the best in the Blogging industry, and we agree! They give you much more flexibility than most of the other guys. Visit [WordPress'](#) website for more information on plug-ins, customization, functionality, etc.



## **Increase Website Traffic: Tip #10**

### **Twitter**

Twitter is a social website that allows its users to answer the question, "what are you doing". Users can give 160 character updates on what they are doing that very moment.

#### **Why is Twitter Important to Internet Marketing?**

Twitter is quickly becoming the newest phase of the internet. Never before have people been able to find and exchange information so quickly and easily. Even internet powerhouse Google has announced that currently Twitter is Google's biggest competitor, and is rumored to acquire Twitter before they get too big.

Search.Twitter.com allows users to search through millions and millions of their users updates to find information. This is the fastest growing search engine on the internet (another reason for Google's interest in acquisition). Twitterers can now receive almost instant news and information that would normally take hours or even days to receive through other internet means. For example, let's say you are wondering what is going to happen on tonight's episode of 24. All you have to do is wait until it has finished airing in the Eastern time zone, and Twitterers will already have updated what happened on the show. So you could actually know what happened before it ever aired in the Mountain time zone.

#### **How Can I Use Twitter?**

Internet marketers are using twitter to market directly to their target customers as well as to provide valuable information inside Twitter's search results. Currently Ashton Kutcher is the top Twitterer with 1,676,218 followers. That means that whatever Ashton says in his updates, over a million and a half people see it. Now realistically you are not going to be able to get as many followers as Ashton Kutcher. But it is possible for you to get a couple thousand. Simply placing a link on your website asking people to follow you on twitter will result in a big boost in visitors who are already targeted to your products or services.

In addition to sending updates to your potential customers directly, all of your updates are archived and searchable by all the Twitterers. For example, If I send out an update saying, "Wilson Website Consultants is the best at Internet Marketing <http://www.wilsonwebsiteconsultants.com>." Users searching for internet marketing can now find my update saying that we are the best, and it also has a link to our page.



Find me on  
**twitter**



## **Increase Website Traffic: Tip #11 Post to Online Forums**

Most webmasters severely underestimate the power of online forums and message boards. This can be one of the most powerful ways to receive highly targeted traffic. Finding relevant forums and answering questions related to your field will drive customers that are ready to buy straight to your website.

For example, you find a message board relevant to your niche. On the message board you see people asking for opinions on some of the products that you sell. You can give a short product review, and you can also leave a link to your website. This not only will give your site traffic from people reading the message board, it will also provide as a quality backlink to your site. You will also often find forums with people asking how they can buy your product. All you have to do is answer providing a link to your website, and PRESTO! You have a sale.

Forums and message boards are also frequented by the search engines. So you can also receive viewers to your post through the search engines.

### **How Do I Find a Forum in My Niche?**

The easiest way to find a forum or message board for your niche is simply to perform a Google search. For example, if you sell golf clubs, simply perform a Google search for "golf club forum". You can also perform this search for each of your keywords. The more posting you do, the better your results.

### **Let Us Do It For You!**

We perform this service for all of our customers. We will actively search for relevant forums and message boards and provide your website with 20 posts per month. [Click Here](#) to get signed up today!



## **Increase Website Traffic: Tip #12**

### **Create a FREE Screensaver**

People love getting things for free. That is a major reason people use the internet, to get things/information for free. Why not create a free screensaver broadcasting your website name, products, etc.

While this is not the most targeted way to get traffic, it is a great way to make your traffic grow virally. This will be a huge step in building your brand name, and creating credibility in your niche.

Millions of internet users search for free screensavers everyday. While most of them will not be interested in your screensaver, you will be surprised how many people will download your screensaver. While it may not be the most targeted way of creating traffic, the people who download your screensaver will at least be somewhat interested in your products, or they wouldn't have downloaded it.

#### **Be Creative**

Be sure to be creative with your screensaver. The more creative the longer people will keep it as their screensaver. If it is boring and just promoting your website, people will delete it as soon as they download it. Be sure to mix pictures with references to your website. The whole point of this method is to drive traffic to your website, but don't overdo it either.

#### **How Do I Make a Screensaver?**

There are plenty of screensaver building programs out there. Many of which are either free or have free trials. However, the more sophisticated you want the screensaver, the more the program will cost. Basic screensavers should be free, fancy ones will cost you a little bit.



## **Increase Website Traffic: Tip #13**

### **Write a FREE eBook**

If you are reading this it is because you visited my website, or you got it from someone who did. eBooks are basically electronic written documents that can easily be viewed on the internet.

This also goes along with the fact that people are always looking for things on the internet that are FREE. If you have helpful information about your niche then write a short eBook and provide it to your website visitors. You can also provide links to your website in your eBook as you have seen that we have done throughout this eBook.

#### **Choosing a Topic**

We are writing this eBook on Increasing Your Website Traffic because this is what we do. We provide internet marketing services. Provide information about your products or services that you think your potential customers might find valuable.

This might be more difficult for shopping websites because many shopping websites sell such a wide variety of products. Shopping websites may want to write an eBook on a specific product. They can write a product review in eBook format.

#### **Format**

We strongly recommend creating your eBooks in .pdf format. You can use Adobe professional to create eBooks in this format. PDFs are the heavy favorite when it comes to publishing online. PDFs can be read no matter what platform a reader is using (PC or Mac), and can be easily printed or emailed.



## **Increase Website Traffic: Tip #14**

### **Create a YouTube Video**

YouTube is an amazing animal. YouTube users are constantly searching for videos to watch. This is an especially effective marketing method if you have physical products for sale. If you create a video and upload it to YouTube, you can get hundreds of thousands of views or more!

Now it does require a little bit of promoting, but YouTube videos are excellent ways to "get the word out" about your products. Product demonstrations are especially effective when it comes to driving traffic to your website through YouTube.

Broadcasting your product demonstrations on YouTube will greatly help your site's credibility. Scam sites don't bother creating and publishing videos. So users feel more comfortable when they see a video about your products. Also, YouTube makes online video sharing very quick and easy. If someone likes your video they can embed that video into their site or blog which creates even more viewers of your video. This is a very important method of Viral Marketing.

If you offer a service on your website, create a tutorial-like video to help viewers gain more understanding about your products or services. Internet users love finding tutorials on things they are interested in. They will also pass it around and even embed your video on their blog.

Make sure you place a watermark of your URL on the video. Competitors love to get free quality content from people who fail to protect their work. Remember, the whole point of creating a video is to result in higher traffic to your website.

You can search Google for more specifics on putting together a video. Bloggers love YouTube and should provide you with all the information you need to make a quality video.



## **Increase Website Traffic: Tip #15 Pay Per Click**

Pay Per Click (PPC) advertising is one of the quickest and most effective ways to boost your website's traffic. Google Adwords can start bringing visitors to your site in under 15 minutes.

We recommend sticking to the major search engines when it comes to PPC advertising. There are several companies out there who will offer discounts on the smaller search engines, but the bottom line is they just don't product the traffic.

Google Adwords is by far the biggest in the world of PPC, followed by Yahoo! Search Marketing. While we recommend utilizing both of these, to truly optimize your results. Adwords will give you the most traffic, but in most cases is a little more expensive than Yahoo.

With PPC advertising, you only pay for the visitors you receive. With banner advertisements you typically pay per impression whether someone clicks on your ad or not.

One of the best benefits of using Google Adwords, are the tools that Google provides you. They have multiple keyword tools that can help you find keywords for your niche market. They will also tell you the popularity of each keyword, and how many searches for that keyword there are per month. This is excellent information that is vital to correctly marketing your website.

### **A Word of Warning**

PPC advertising can get expensive and in order to be profitable, you need to know what you are doing. Start small and test several different ads to see which ones are most effective. We utilize and recommend [Perry Marshall's](#) books on Google Adwords. Perry Marshall's books are the most popular in the world on Google Adwords. He can really help you not waste money on Adwords, and help you to make the most money possible with PPC.

***Thank you for reading, and we wish you the best of luck with your internet marketing. If you would like help with any of these tips please visit our website. Most of these tips are done for you with our internet service. Please visit our website to see how we can build your traffic for you. [Click Here](#)***

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