

# **Free Increased Web Traffic Report**

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**Learn All About How You Can  
Transform Your Website by  
Increasing The Web Traffic!**

# What Do I Need to Know?

So what do you need to know to increase your web traffic (and your sales along with it)? You need to learn the secrets that marketers have been using for years to drive traffic to their site. Believe it or not, it's not hard. In fact, the only thing that makes it a secret is that, like most secrets, you have to expend some time and effort to learn them!

That means that anyone, whether they have a Bachelor's in Marketing or are still in high school, can increase their website traffic. So if you're sitting here reading this book and thinking, "I'm never going to be able to do that", think again! All you need to do is learn how, which is what I'm going to spend the next hour or two teaching you.

By the time I'm done you might now know everything there is to know about Internet marketing and creating an impressive web presence, but you'll have the tools you need to increase your web traffic and prepare yourself for a great future out on the web.

## SEO Optimization

When you've identified exactly what it is that your target audience wants you're ready to get started putting together your marketing campaign to begin to draw traffic to your site! The first thing you need to take into consideration is how, exactly, your customers are going to be looking for you out on the web. There are millions of web sites out on the 'net. No one could even begin to know all of them, or what they contained. How, then, is anyone going to find what they're looking for.

The answer to that is a search engine. Google, Yahoo!, MSN, it doesn't matter which. Search engines with an extensive index of sites are going to be the primary tools people use when they first get on the web. Getting the search engines to send traffic your way should be your first stop on your quest to build your web traffic.

What is SEO?

SEO is an acronym for Search Engine Optimization, and it represents the process by which Internet marketers can bring their sites to the attention of the search engines, which will, in turn, bring their sites to the attention of their consumers.

Every time you do a search on a search engine you're going to get thousands, maybe even millions of sites. That means that simply ensuring your site is listed in a search engine index isn't

enough to guarantee that the search engine is going to help you to increase your web traffic. Your consumers aren't going to look through hundreds of pages of results until they "happen" to stumble across yours. If they don't find what they're looking for on the first three to five pages of results they're going to throw in the towel.

That means that if you're going to take advantage of the power of the search engines you're going to need to make sure your site is in those first few pages. In order to do that you're going to have to make your site as useful as possible.

## **How to Capitalize on SEO**

In order to drive traffic to your website you're going to need to learn how to capitalize on the process of search engine optimization. You're going to need to optimize your site in order to earn one of those coveted spots at the top of the search engine listings, and you're going to need to learn how to angle the optimization process to ensure that the webcrawler indexes your site as being relevant to information your customers want to know.

Properly optimizing your site is a vital tool in your quest to increase your web traffic, so if you've just been skimming through looking for vital information up until now it's time to get with the program. This is the most vital information you're ever going to get! Take this opportunity to go to the bathroom, get yourself a snack (I've found pretzels and Mt. Dew do wonders to stimulate my brain) and come on back ready to take notes and sink yourself into the extensive SEO process.

## **Choosing Your Keywords**

The first step in properly optimizing your site is to choose the proper keywords. The keywords you choose are going to be a map to your front doorstep for all of those gullible little Internet browsers out there trying to find a way in. Obviously, you're going to need to choose keywords that are going to appeal to your target market, or they're just going to keep wandering around out in cyberspace without the first clue that you have exactly what they're looking for!

bamboo" would have been mandatory, as well as faster, stronger and taller. This is a good place to start. Bear in mind that there are no absolutes or guarantees in the marketing business. The words you choose to start off with might do absolutely nothing for your campaign. You may need to throw them out and start all over again! If you continue to apply these basic rules to the selection of your keywords, however, you are guaranteed to find the right combination sooner or later that's going to exponentially increase your number of positive leads.

## Checking Your Keywords

If you are at a complete loss for choosing a keyword you have two options. The first is to go through your list one by one and see how many sites for each keyword you get (i.e. how popular it is and how much competition you have). The second is to make use of the keyword tracking tools that are available through the search engines and many major keyword tracking softwares.

What is a keyword tracker? A keyword tracker keeps track of the most and least used keywords on a search engine in any given week, and it gives marketers the chance to see how much traffic each keyword is generating. Many marketers depend on these tools to give them an accurate idea of how strongly each of their keywords will impact their marketing campaign.

## Link Building

Give me an L! Give me an I! Give me an N! Give me a K! What's that spell? Link building!

When it comes to marketing, the process of link building is your best friend. Why? The more sites you have that are advertising your site's URL, the more traffic you are going to be able to generate in a week. Simple economics. Do the math. There's nothing like widespread exposure to bring people to your doorstep.

## When Popularity Becomes a Problem

Like with your website, choosing a keyword that is extraordinarily popular at the moment to orient your advertising campaign around-but not because you might lose web traffic. Popular keywords generally have marketers climbing all over each other to use them for their PPC ads.

It's a simple matter to rewrite a four line PPC ad, much easier than reorienting an entire website, so it doesn't bother them nearly as badly when it stops being popular.

The problem is, popular keywords carry higher prices. Unlike regular search engine results, which are organized in order of their relevance, the PPC ad at the top of the Sponsored Links listing is the one that's paying the hosting site the most money per click.

If one advertisement is using the keyword "jewelry" and paying \$5 a click, and another is using the keyword "jewelry" but paying five cents a click, who do you think is going to be at the top of the page?

Hey, a host's gotta make money too! The host site is going to make more money every time the \$5

ad is clicked, so they're going to do everything in their power to help it get clicked more often. The problem is, unless you have bottomless pockets you don't want to find yourself paying the fees for these top rated keywords.

Sometimes you're better off choosing a keyword that is equally as relevant but less popular, and if you can find one that's more specific to your product all the better. What do I mean? Well, let's take the keyword jewelry.

This afternoon I went onto Google looking for a Mother's Day present for my sister and typed the word "jewelry" into the query box. Do you know how many results I got? Over 299,000,000!

**Thank you for reading this Free Report  
on Increasing Your Web Traffic!**