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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**6 Ways to Pump Up Your Website Traffic**

**By Rick Hendershot, Small Biz Tips**

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No matter what you sell or are trying to promote online, you want traffic. And you want to turn that traffic into sales. To turn your website and other online activities into a powerful traffic and sales generating system, the simple fact is you need an aggressive website promotion program that is ongoing and relentless.

Website promotion is not brain surgery, but it must be done correctly. Here are six of the main components that should be emphasized in any good website promotion program:

1. Know Your Product, Describe it Clearly
2. Use Powerful Copy in Your Website, and Sales Materials
3. Create an Aggressive Link Program
4. Write Articles and Submit Them Everywhere
5. Turn Site Visitors into Leads
6. Get Instant Traffic with PPC Advertising

**1. Know your product and describe it clearly**

Many of us have difficulty telling other people exactly what we do. Imagine you're at a party, a meeting, or on the golf course and you get asked the inevitable question, "So, what does your company do?" What happens? Do you stumble around trying to remember what you told the last guy who asked that question? Or do you have a clear, precise and memorable answer that you can recite back to them in one or two sentences.

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It goes without saying that your clarity or confusion will be reflected in your website promotion. Make it one of your primary objectives to develop a clear explanation of your product or service, and your website promotion will fall nicely into place as a result.

### 2. Promote your product with powerful copy

If you want your website to create sales, then the job of your most important pages is to get your primary selling message across quickly and powerfully before your impatient visitors click on to another site.

For your **people audience** you must get to the point quickly and precisely, and with sufficient emphasis to impress your visitors that you know what you are talking about.

The **Search Engines** also demand a clear product definition and clear product descriptions. But in this case the result should be Search Engine Optimized copy. This is because the Search Engines do not read between the lines. They look for clear indications of what your pages are about. And they make their decisions on the basis of "keywords".

If the task of "optimizing" your website seems too daunting, then look for a website promotion expert who can bundle this service with other promotional services. See

### 3. Create an aggressive link program

Trading links with "relevant" sites serves two important purposes. First, relevant links create an important source of direct traffic. A visitor to a related site will see the link to yours, click on it, and become your visitor. Some estimates put the percentage of internet traffic resulting from this kind of link as high as 21% of total traffic.

The other important purpose of your linking strategy is to impress the Search Engines. Links to and from other sites indicate other site owners in your area of interest consider your site worth looking at. That is why Google and most of the other major Search Engines give a much better ranking to sites with incoming links from relevant high traffic sites.

The bad news is a productive link exchange program takes quite a bit of time and effort, and will take up to six months or more to do properly.

The good news is there are website promotion professionals who will plan and execute a link exchange program for you as part of a package of promotion services. This makes it very economical. See <http://www.small-business-online.com/products/website-promotion-program.shtml> "website promotion programs".

### 4. Write Articles in your field of expertise, and distribute them wherever you can

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Publishing articles in online publications, directories and ezines is one of the most effective and least expensive kinds of website promotion. It is a perfect way to generate interest in your site, and create traffic.

Well written articles can be used to highlight various aspects of your products or services. At the same time you will establish yourself as an authority in your field. And the articles you write and publish today will continue to be available on the web for years to come.

Distributing articles is also an important way to create incoming links. Other websites and ezines publish your articles and in the process create links pointing back to your website.

### **5. Turn visitors into leads**

The online sales process starts with traffic — visitors to your site. But traffic is not enough. You want to turn some of these visitors into leads. A "lead" is a visitor who expresses an interest by contacting you. This puts them in "most-likely-to-buy" category, and gives you a clearly defined group of people you can target with more specific sales messages.

To capture leads you need a carefully planned strategy. You need to get beyond the usual "send us an email for more information" approach.

Simple online forms backed up with autoresponders are perfect for this task.

### **6. Use Pay-Per-Click Advertising for instant traffic**

Pay-Per-Click advertising — especially Google Adwords — can be an amazingly powerful tool to reach your exact target market and generate pre-qualified, targeted leads almost instantly.

But this service is also becoming increasingly expensive. And when you make mistakes they can be very costly. There are ways of maximizing your Google Adwords results. Ways you have probably not heard about. These techniques can save you thousands of dollars, and greatly increase the effectiveness of your Adwords campaigns.

The best website promotion program is one that combines all six of these techniques into an organized program. If you are too busy getting your business started, or too busy servicing your clients, then your best bet is to look for a website promotion professional who can prepare and maintain a program for you.

For more details about such a program see

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## **Tips On How To Choose The Best Pond Pump**

### By Grange Aquatics

It often comes as a surprise to the budding pond enthusiast but the simple fact about owning a pond is that pond maintenance is not as simple as many people at first imagine it to be. Below we take a closer look at how to make sure that you get the best pump for your pond.

There are a lot of pond pumps on the market. So, how do you know which pump is the best for your pond? Follow our step by step guide for the answers:

**Pond Pump Size** Before you even visit your local pond specialist or look at pond pumps on the internet, the first thing you need to do is to accurately measure the size of your pond as this will determine how big a pump you will need. Many pond owners prefer to have a larger pump than is necessary and this is something which you should discuss with the pond specialist shop when you tell them the size of your pond.

**Pond Features** Another aspect of choosing the correct pond pump will revolve around the amount of pond features such as waterfalls and fountains that your pond has. The higher number of features the higher power pond pump your pond will require. If you have several pond features your pond specialist may even suggest having a separate smaller pond pump for each feature. This will have the advantage of working as a back-up system should any of the pumps fail.

**Pond Pump Features** When it comes to buying the actual pump, make sure that the pump has the recommended amount of biological filtration and that the pump will turn the water over a minimum of twice per 24 hours. Discuss the advantages and disadvantages of each pond pump with the pond specialist before agreeing to purchase the product.

**Pond Pump Maintenance** In order to get the best out of your pond pump you will need to ensure that it is being correctly maintained and care for. You need to check that the pump is working 24 hours a day and clean the pre-filters regularly. The cables attached to the pond pump should also be regularly maintained to ensure that they are not damaged and are performing correctly.

Grange Aquatics have been in business for over 20 years and have a dedicated team of staff on hand to share their expertise. Visit their website



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