

An easy way to build traffic

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By Jerks.Com

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In the old days of the Internet (1995) people said the phrase "build it and they will come"

This has changed however.. with more and more sites on the net you have to do something that will attract people. I have found some things that have worked.

Look at all the largest sites on the Internet. Yahoo, Altavista, Lycos, and Jayde you will see something very similar with them. There is hardly any advanced graphics or Javascripts on these sites. It is very straight forward with simple text based menu with simple compressed graphics.

I will use Yahoo as a example. It is the Largest site on the Internet in terms of traffic. The site layout is VERY straightforward with no moving graphics or Javascript. This is something that people should note when designing a site. GRAPHICS TAKE TIME TO DOWNLOAD!

When I visit a graphic intensive site I might take the time to wait until the download is complete if the graphics are really cool... but trust me.. the second time I go to the site (if there would be a second time) I will hit that stop button faster than you can say "long download"

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Design your site as if it is a portal or search engine. Portals have dealt with huge volumes of traffic and have done their research. It's the cheap way to do market research.... my college professor once told me that if I were to open a store.. choose a location right next to a new McDonald's. In order for the McDonald's to be built a invest a serious amount of money for market research is spent.. how much traffic does the street get.. how close is it to businesses (the people on their lunch break have very little time for lunch and have a tendency to eat fast food)

Trust me when I say that Yahoo or Altavista does their research. Their livelihood depends on how their visitor reacts to their site. They measure click through from the main site to other areas.. they even measure the spacing and the fonts to make sure it appeals to their massive audience as well as design their site for the least amount of bandwidth traffic. They don't want to slow down their site. So their site is VERY efficient.

Jerks.Com<http://www.jerks.com>

How To Get Traffic To Your Site

By Bradley Carson

There are several ways to get traffic to your site. You can pay for your traffic or get it for free. I'd like to concentrate on free traffic.

The first thing you need to do is make sure your site is key-word optimized for the search engines. For a new site, using low competition words can help you to get placed high on some search engines and give you much needed targeted traffic. If you have a site with several categories, doing at least one optimization a day will slowly but surely build your business. With more than one category this gives you an opportunity to be placed on the search engine with each category and not just your front page.

Another way to help build targeted traffic and links to your site is a blog. You can have the blog linked to your site. If you update your site regularly and 'ping' your blog with one of the free pinging services, you will gradually build your traffic and business.

There are many sites that have free content that you can use on your blog. Once you've set up the blog and find the right ping service, this would only take you a few moments a day. When using free

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articles, be sure and use proper etiquette, giving the author credit for his writing.

The tried and true way to build 'free' traffic and links, is articles. You can write about anything you want or about the services or products your website distributes. If you're not able to write the articles yourself, there are a number of services available that can do it for you (you pay). Then post your article to as many directories as possible. Webmasters are constantly on the look out for good, new content.

The number of links to your site is critical in your placement with most search engines. Articles and a blog help build your site targeted traffic slowly. But to speed up your linking process, you could search and join some link exchange sites. The more links the better.

Bradley Carson is an online marketer and is owner of



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