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Basic Techniques to Generate Traffic from Search Engines

By Wayne Robinson

Traffic — And lots of it! It is the dream of every netrepreneur. After all, without steady stream of visitors — or should I say "potential customers" to your web site, how will you earn your e-fortune?

The first place most e-business start-ups go when they need a quick traffic fix is the search engines. And rightfully so! After all, a top ranking position in one of the major search engines is an effective way to increase the traffic to your web site without spending your hard-earned advertising dollars!

Statistics have repeatedly shown that anywhere from 20% to 80% of your visitors will find your web site via a search engine. However, you should also know that statistics show that most web surfers never search beyond the top 30 results they receive. With that in mind, it is clear that a top position a top position should be the goal of any savvy site owner.

But top spots are no longer achieved by crossing your fingers and blindly submitting your web site to 900+ search engines and directories using a free submission service. Competition for top spots is getting fierce, so it is important that you learn the "right" techniques if you want to ensure that your web site is well ranked... and it is very important that you do so while this great advertising medium is still FREE!

As I said before; for high traffic generation to your website, it is very important that your web site ranks in top spots in search engines. You may ask "What are the search engine looking for when they rank my web site?" Well, although each search engine uses different set of algorithms to rank web sites, but generally speaking, however, here are some of the main factors currently being considered by the search engines.

1. Link Popularity

Alta Vista, Excite, Lycos, and the web pages search promotion of Yahoo! use a ranking system that involves measuring and ranking the number of links that are directed towards a particular web site. This is an extremely powerful traffic generation tools because:

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Reason # 1

Building a well thought-out linking strategy is a powerful way to attract large volumes of high targeted traffic! By putting your web site on every major web "intersection" where your target market meets, you will ensure that your web site receives a steady flow of qualified potential customers.

Reason # 2

Links are equivalent to recommendations! They established credibility even before the visitor reaches your web site, dramatically increasing the likelihood that they will buy.

Think about it... David arrives at his favorite web site and notices that they have posted a link to your web site. He knows and trusts his favorite web site and therefore assumes that, because they have a linked to you, your business must be credible too. He clicks through the link to your web site and is

immediately open to offers you present him with. Why? Because your credibility was established before he even arrived at your homepage!

Reason # 3

Since many search engines now factor link popularity into their ranking decisions, your linking strategies are all that much more important! If you want to be ranked as high as possible in search engines, you now need a factor in your link popularity - and, as you already know, earnings a top spot in the major search engines is key to increasing your web site traffic.

Obviously, developing a linking strategy that generates a high volume of targeted traffic to your web site is not an overnight process. It will take you anywhere from two weeks to six months to secure quality links you need. However, I promise you that it is worth the effort! Once you have done the initial footwork, the links that are established will remain on these web sites for years to come. Your perseverance will pay big dividends in the form of a continuous flow of targeted traffic generation.

2. Your Domain Name

A domain name plays a vital role in traffic generation to any web site. Domain names rich in keywords will rank higher in search engines because search engines love URL's that are saturated with keywords! Brainstorm keywords and key phrases for your web site and then use them to create a catchy URL... or load the domain name with your best keywords to get ranked higher in the search engines.

3. Key Word Density

Keywords definitely refer to the number of times your keyword appears throughout your site. Your keyword density is a factor that is heavily weighted by search engines, so it's very important to make strategic use of your keywords.

So, these are the golden facts and tactics through which you can drive high traffic to your web site. I should also mention that you do not expect to enter a couple of your top keywords into the search engines and instantly start making money through your web site---- that is very rare. But yes, you can really make high traffic through search engines without crossing the line into "keyword stuffing" and with a little time.

Wayne Robinson is a senior marketing consultant with 7 years of experience and presently writing for eByro. If you want to take benefit of his experience and learn more marketing tactics visit eByro; the Vertical Portal for Internet Entrepreneurs at:

<http://www.ebyro.com>

Top 3 Free Marketing Techniques

By Mike Mclaughlin

If you have zero budget then this is the article for you. In this article I will discuss the best ways to market your website for free.

#1. Articles:

An example of using articles to promote your website is this article. At the bottom of it should be my author bylines. If you are a good writer and know were to submit your articles then this can be possible they best traffic generator ever. By submitting articles to ezine editors, website owners, and publishers, you can generate traffic through your bylines. If you even get 1 ezine editor to publish your article in a popular ezine you can generate 50 visitors for free. The best way to get targeted visitors is to write something that people who buy your product would be interested in. For example I wrote this article because I know that webmasters are always looking for marketing techniques and my website is for webmasters.

#2. Ebooks:

People love free information and ebooks are one of the main sources for this. Ebooks have the potential to keep on growing if they provide important and unique information. Though the only way they can grow rapidly is if they have distribution and resell rights. Ebooks like articles are viral because they provide free information and information is shared quickly if it is quality. If they have distribution and resell rights then people will customize the ebook with there links but as long as you have your links scattered in the ebook then you will generate many visitors. The best technique is to email all your affiliates and tell them they can customize the ebook with there affiliate links making them some money and you to in the process. This gives them incentive to distribute them.

#3. Search Engines:

This one doesn't seem to go with the first 2 but it is the 3rd best free traffic driver. The reason this is third and not first though it brings more traffic than ebooks and articles is because it is an art to getting

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top search engine ranking for your keywords. Search engines drive approximately 40% of my traffic, I would rather this number be closer to 20% because it is not good depending on one source of traffic especially one as unstable as search engines. For example goggle's Florida update.

Michael McLaughlin @

<http://www.p-lance.com/forum>

Webmasters resource forum were webmasters

can talk and chat about the latest webmaster topics.

Top 3 Free Marketing Techniques

JOIN YOUR SEARCH ENGINES NOW

Search Engine Optimization: What Is It?

How To Entice People To Your Website

How to Generate Loads Of Free Traffic To Your Website!

Hitting the Search Engines

Fax Reaper Pro Software

The Great Big Book of Internet Marketing

Email Spider Software

Super Charged Linking



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