

This Free E-Book is brought to you by Natural-Aging.com.

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

Establish Your Own Online Community To Increase Website Traffic

By Anton Cheranev

Research shows that many people love to use the web to communicate with other people around

the world. Some people will use the web primarily to talk with family and friends, but most people enjoy talking to the complete strangers they meet via chat rooms or message forums. It was once unrealistic to think social bonds could be created this way, but today these communications are completely accepted. With more people using the web for this type of communication, website operators are beginning to utilize the "chat" trend.

The way website operators do this is by establishing their own online communities. They can do this in several ways. One way website operators can create online communities is by offering chat functions on their website. By creating chat rooms for visitors to utilize, website operators are subtly inviting visitors to return as frequently as they wish. Many visitors might come with the intention of making a short visit, but then may try the chat room out. If they enjoy their conversations with others there, it is likely they will return frequently to chat again. To make this work however, there will need to be someone in the room available to chat at most hours. You may have to assign people to take on this task at first, while the room's participants grow. After the room takes off however, the members will likely maintain it themselves.

Another way to build an online community on your site is by creating message boards for visitors to post on. Message boards are another popular way to get visitors to become part of your website's community. You can offer boards for general chat or for specific topics. You can incorporate your website's subject into the message boards as well. For instance, if your site was mostly about computers, you could offer a message board where visitors could post questions and get answers from experts and other visitors as well. This is a great way to get people to keep coming back to your site. Not only will people who post begin to rely on your site for information but they will likely also develop "relationships" with other posters and use your board as a place to communicate with them.

When setting your online community up, think about exactly what you want to do. If you are relying on the community to bring most of your traffic, you probably want to make it easy to access from your homepage. You might make it the largest link or the top link on the page. Use different colors and fonts to get the attention of those who visit your site. Making your site easy to navigate is a great way to get

Establish Your Own Online Community To Increase Website Traffic

people to participate. The goal is to get the attention of your visitors. If you are placing a lot of emphasis on the online community function on your website, then they will be more likely to use it.

You can always offer a small chat area right on your homepage. This can be a great idea for those website operators who want to place the largest emphasis as possible on their online community function. It can however distract viewers from seeing other areas of your website, so be careful when setting your homepage up in this manner. The best thing to do is to create an easy link right to the chat or message area from the top half of your homepage. This allows the user to get right to the intended area.

With thousands of online users spending large amounts of time participating in online communities like chat rooms and message boards, it is logical to believe these functions would help increase traffic on any website. This is an easy and inexpensive way to draw traffic to your site and can be a lot of fun for everyone involved. If you think this may work for you, simply sit down and decide which method to use.

Then choose the best plan for adding the online community to your actual site, whether it is on the homepage or a secondary page. Once everything gets rolling, you will be shocked at how effective establishing an online community can be for increasing your website traffic.

Here's the Ultimate Solution to Falling Email Response Rates, Wasted Email Marketing Efforts and ALL Your Email Nightmares, Problems, Weaknesses and Shortcomings. Direct2Client Frees You from Email Publishing SLAVERY! Check Out:

<http://www.thedirect2client.com>

The SEO Benefits Of Link Building

By Peter Velikanov

If you are a Webmaster looking to break in on the benefits derived from link building then you are not alone. Thousands of webmasters just like you, each day, are attempting to establish a strong link building net for myriad reasons. Why? What is it about link building that has got webmasters scouring the Internet looking for a way to establish links with other, similar websites? The reasons and vast benefits of link building are described below:

· More Traffic to Your Website:

First, the biggest benefit from link building is, of course, and increase in your website traffic. When you agree to post a reciprocal link for another website with a similar theme, you will find that both you and the other website benefit from the transaction. For instance, if visitors stop into the website you link with and are looking for websites with a similar theme, the reciprocal link provided by the website you are linking with can bring traffic into your website. Clearly, the more links you have with various websites the better as it gets your website out there and noticed. In fact, you will find that as long as other websites exist you can benefit from reciprocal linking and traffic will be directed to your site from

the links you have established.

- A Higher Search Engine Ranking for Your Website:

Search engines determine the popularity of your site based on a number of factors, including how many links are directed to your website. The more links pointing to your website on the web, the higher your search engine ranking is. Thus, it really pays to establish a link building system in which you can create reciprocal links to other websites that share commonalities with your website as, not only do you improve your website traffic, but you also improve your search engine ranking.

- An Increase in the Informative Nature of Your Website

If you are creating a website that you want to be informative for viewers, then you will definitely want to add links to your site. Adding links to your site suggests your familiarity with the other websites on the Internet that address the same topics as you do. Plus, for those individuals that are interested in your website and don't know where to look for similar websites, you afford them the convenience of easily finding such sites—a convenience that the visitor is sure to remember.

- Linking Increases the Credibility of Your Website

If you apply and successfully place reciprocal links to other websites, the credibility of your site immediately increases. Why? Due to the fact that other, reputable websites are linking to you, your site's credibility increases because visitors realize that other webmasters deem you a credible source on the Internet. Finally, credibility goes a long way in many Internet communities—people will begin to revere you as an expert and you will be able to reap the rewards afforded to you through your increased popularity and web traffic.

- Establish Connections within the Internet Community

By engaging in Link building, you can increase the number of people you reach. Link building, in and of itself, is a form of free advertising—for every link you establish; you establish the possibility of reaching a new web audience. In essence, the more people you reach, the more traffic you are able to draw to your website. Plus, while you are meeting new people with similar interests, you can become a serious member of the Internet community. Finally, in becoming a member of the Internet community, you will also increase your credibility.

- Suggest an Affiliation with other Websites

Even if you are not affiliated with a website, if such websites decide to link to you, you have created the suggestion that you are affiliated with such sites. Visitors will find that credible websites have supplied links to your website and they will believe that you have some kind of affiliation with the site linking to you—an illusion yes, but a powerful one indeed—one that increases your credibility on the Internet, as well as your ability to be recognized.

Submitting a site to relevant directories can help you get that link building campaign underway. There

is no time like the present to get your link campaign started—the sooner you start establishing links from other sites, the sooner you can reap all the benefits from link building.

Peter Velikanov writes about Internet Web Directories

<http://www.TextlinksNow.com>



This Free E-Book has been brought to you by Natural-Aging.com.

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