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Increase Online Traffic – What NOT To Do

By Anita DeFrank

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Since everyone is so obsessed with ways to increase our website traffic (and of course we should be) people often are quick to jump at anything that might help. We are always talking about ways to increase search engine traffic. But, what about what we shouldn't do? The following I'll share a few tricks that you shouldn't be doing.

--->Do Not Buy Traffic

This is one of the oldest scams around the internet. I'm not talking about PPC programs; that's a whole other article. The ones I'm talking about are the ones that 'guarantee you' 10,000 visitors for \$10.00 (just an example). Do you really think that's possible? Not only do they try to sell you visits; they also try to say you'll get such and such amount of sales. In plain words...BULL! Besides, there is NO company that can guarantee you any amount of sales. Sales depend on the demand of your product/service, price and of course your ad copy. Plain and simple...Buying traffic is a scam. Don't do it.

--->Don't Bother with Top Sites

These quickly become a big waste of your valuable time. (Remember, your time is valuable and time IS money.) Everyone else listed there with your site is doing the exact same thing you're doing. Let me guess, every day you are clicking on your link and voting for yourself and/or you are sending out tons of emails (possibly spam) begging all your friends to vote for you. Am I right? Don't waste your precious time doing this. Instead spend your time working on your ad copy. It'll take you much further.

--->Submitting Your Site Myths

You don't need to submit your site to search engines. Submitting your site to search engines does not

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increase your search engine rankings. The important search engines will index a properly built website.

---->Web Rings

Web Rings can be fun but, you very well could be sending your traffic AWAY from your site. You are giving your visitors the opportunity to click away to another site. You need to be concentrating keeping your visitors and selling your product or service. Besides that, a lot of people break the web rings. These rings are set up to be all about the same topics. You are giving your visitors direct links to your competitors.

---->Don't Spam Your Website

Some webmasters out there have decided to spam their own websites. How do they do this you ask? One way they do this is to place a lot of unrelated keywords into their meta tags and keywords. Another way is to make 'invisible text' on their website by making the text so small that it actually looks like a dot or period. Don't do this. This can easily get you banned from the search engines.

---->Do Not Participate in Link Farms

What exactly is a Link Farm? A link farm is list of links created and maintained solely for the purpose of constructing links between member sites. For example: One page of links is generated and to be listed on this page it is a requirement to place this page on your website. Search engines see this as an illegal move and can have you punished and banned from them. Please don't hesitate to investigate if you have a question about a particular program that you are involved with. It could save you tons later.

One thing that I frequently hear when referring to the above 'programs' is the following: "But, it's free, it's not going to hurt me." First of all, these aren't free. These are a waste of valuable time. As I mentioned Time IS Money and your time is precious. For every moment you are spending on these basically worthless ideas, you COULD be improving your traffic instead. Secondly, a few of the above mentioned are against search engine rules and could get you banned. That is a lot of hurting.

Starting to get depressed? Want to know what TO DO to increase your online traffic? No worries. (I wouldn't let you hanging like that.) There are lots of great ways to increase your website traffic. Take a look at <http://www.mommyshelperonline.com/increase-online-traffic.html> to find out what you should be doing.

Anita DeFrank is a Work-At-Home mom, publisher and webmaster. With the Mission to provide the best resources for all that are working at home and to make the dream of working at home a reality to those who wish to. Bringing together the perfect balance between working and working at home. Stop by her entire network of sites:<http://www.MommysHelperOnline.com><http://www.WahmStateDirectory.com><http://www.Wahm-Blog.com>

Sell Your Product Online

By Marsh Uele

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In today's business world, if you're not selling your product online, you're losing sales. If you have a product, make money online by selling online. There are simple ways to make money online.

Make sure your site is professional and easily navigable if you want to make money online. If you have a lot of product, a search feature is a necessity in order for you to make money online. If you have only one or two products, you can use a payment method such as PayPal to make money online. However, if you showcase more product in order to make money online, you'll want to open a merchant account to handle credit card payments. Some merchant accounts will also offer free features, all helping you to make money online. To keep from violating credit card rules, make sure that for Internet sales, you have an Internet account.

Consider paying affiliates to help you make money online. Affiliates are online "word of mouth" referrals and can increase the amount of money you make online. They link to your site from theirs, and all of their traffic becomes your traffic, increasing the likelihood of making money online. When it comes to making money online, affiliate marketing is a no-lose for the merchant, because commission is paid only on sales.

Consider making money online by selling your product through an eBay storefront. Bidding on items has become a hot way to make money online. Having your own storefront ensures that buyers can find you easily because your product is in one place. Through your storefront, you can make reports, track traffic and sales, and receive advertising through eBay. You can try a storefront for 30 days free, making it an attractive offer to make money online.

Marsh Uele is the editor of

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