

Increase Website Traffic by Giving Them What They Want

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By Gallianno Cosme

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Yes, it is true... to increase website traffic you need links pointing to your site. But not any old links. Sure, many internet marketers still believe that link building, both one way and reciprocal, are the way to go. I find this to be an outdated method that wastes time that could be otherwise spent implementing other far better ideas.

If link building were the most popular way of building quality traffic to a site, why is it that some (if not most) websites find it incredibly difficult to attract these links? I believe the answer lies in the value (or lack thereof) that these sites offer the Internet community.

I often read people comparing a website to a shopping mall - and indeed they are right. Shopping malls have mastered the skill of creating new and exciting ways of attracting new shoppers – and retaining those customers already frequenting the mall.

Ask yourself why most successful shops routinely rearrange their product displays. Why do they design or manufacture new products? Summer time sees swimsuits making their way closer to the entrance. Fruit salads and lettuce leaves are everywhere to be seen in the grocery section.

People are naturally curious creatures and as such get bored very easily. It's all about satisfying the shopper (user). Give the customer what they want, when they want it and they'll return. Better yet, they'll recommend your store to their friends, colleagues and loved ones.

But what does fruit and sexy bikinis have to do with your website? You have to find out what your user wants and give it to them.

Would you link to your site?

So, what does generate return traffic to a site? Well, take a closer look at your site and determine whether you'd link to it yourself? Is there anything on your site that you can honestly say is of value?

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I'm not talking about product prices or a profile on how you founded your company. I'm talking about something that is useful and convenient to your target market. A utility or tool of sorts. Perhaps a regularly updated dialogue with your visitors. An invaluable resource that teaches people something they don't already know.

Ideas worth researching

An excellent way to increase website traffic is to ask a "how to" question and write about your solution. If you've got a motor-related site, writing an article on "how to sell a car" could be an excellent idea. In the landscaping business? "How to plant a tree?" would make for a good article too. What could you write if you have a conference facility? How about "what to remember when arranging a wedding or business function"?

Not only will writing articles bulk up your website's content, which search engines love, but will also add value to other websites that publish your writing on their websites.

The good thing about good articles is that they tend to circulate the Net pretty well. By adding an optimised link to the bottom of your article you could in turn generate more traffic to your site.

But articles aren't the only way of generating traffic to your site. Something that is destined to become more popular is the inclusion of a business blog on a website. This lets you build a personal relationship with your customers. Naturally, the blog needs to be well thought of before being added. Will it be a regularly updated blog or one that is updated less frequently? Will there be one or more voices/writers for the blog? Everyone has their own preference to a style of writing. Letting your staff or departments publish their own blogs will create even more opportunities of attracting more than one type of reader or client.

Adding a tool that people are searching for is yet another excellent idea. It could be a currency converter, BMI calculator or a free online travel organiser - anything that is related to your website and that offers an invaluable benefit to those who find it.

As ludicrous as this may sound, being a hub for industry-related websites and information is another great idea. You could have a section devoted to your reviews of market-related products, services and websites - with links pointing to them. Your users will come to trust your knowledge and advice, and as such will refer your website to their contacts.

The bottom line

Regardless of what you write about or have to offer your visitor, the key is to keep it simple, fresh and non-salesy. Your website should already have a section that does all that sales pitching. Offering genuinely useful content and tools is what will differentiate your website from that of your abandoned peers.

Ideas are everywhere. It takes some time, effort, research and a bit of imagination to come up with something other than a good link request email. Your user's word of mouth will reward your efforts.

Gallianno Cosme is the SEM Captain at Quirk, a full-service eMarketing company offering tailor-made, innovative and cost-effective eMarketing solutions. Go to <http://www.quirk.co.za> for more information.

How To Get More Traffic To Your Website Using Traffic Exchanges

By Edward

Many people who join traffic exchanges are website owners looking for free traffic. There are also many affiliate marketers who join traffic exchanges because they want to drive traffic to their affiliate links as well as internet marketers who want to increase the number of their opt-in e-mail subscribers. There are hundreds of traffic exchanges on the Internet...The traffic exchanges who have the most members usually provide the best results.

A traffic exchange is a service that enables you to visit a member's website, and in exchange other members of the traffic exchange will visit your website. You will earn credits when you view someone's website, and then those credits will be used to have the other members of the traffic exchange visit your website. Most traffic exchanges will allow you to advertise more than one URL so it's possible to promote websites, affiliate links and opt-in landing pages with one account. Most of them also allow you to refer others and earn traffic credits automatically from their efforts.

There are 2 main types of Traffic Exchanges: Manual Surf and Auto Surf. With manual surf, you will need to click on a button to visit the next website in rotation and earn credits. With auto surf, you watch the websites on your computer as they appear automatically every 15 or 30 seconds and you earn credits automatically without having to lift a finger. Although both of these traffic exchanges will bring visitors to your website, the use of a manual exchange is much more likely to bring visitors who will actually read the content of a website and then subsequently take a desired action such as making a purchase or subscribing to an e-mail newsletter.

Some Traffic Exchanges have an option to upgrade or "Pro Membership". Pro members receive extra traffic credits, more benefits and even commissions from the traffic exchange.

Edward is the owner of

where you can join one of the most popular traffic

exchanges. Over 250,000 members are getting millions of targeted visitors every month. It really works!



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