

14 Proven Ways to Get More Traffic to Your Web Site

By Teddi McDonald

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- 1) Use pay-per-click search engines like Overture and Google for getting targeted traffic to your Web site almost immediately. Choose the most effective key words at the best prices. Calculate the maximum amount you should pay for each click in order to maximize profits. Remember, with pay-per-click you don't want traffic, you want buyers!
- 2) Use great headlines and body copy on each page of your site to grab the interest of visitors and get them to take action. Site owners who make the effort to develop outstanding sales copy find that their sales increase significantly. Some very successful on-line marketers use one or two page sites with a sales letter as their main moneymaking enterprise!
- 3) Advertise in on-line newsletters or ezines. Advertising in the correct ezine can bring you lots of targeted traffic very quickly at a reasonable price. You can also do trades with other sites for banner ad space or for ezine ads.
- 4) Register personally with all the major search engines. Search for the optimum key words for your product. You want to find words that are not excessively competitive so that you have a chance of being listed in the top 10 results. Check key word density on each of your pages to prepare them for the specific key words you have chosen before submitting them.

Be sure that your page titles and descriptions do a good job of selling your site as well as meeting search engine requirements. Often, the only thing the prospect sees on the search engine is your page title and description. If this does not attract them to click on your link, then you've lost the sale. Check to make sure your site shows up within the first two pages on the search engines.
- 5) Start an email newsletter or ezine and get listed with several of the ezine directories. Collect the name of every visitor to your site using a free ezine subscription, discount coupon, free report or e-book, contest or one of the many other possible free things you could offer in exchange for their email address. Your prospect and customer email list is invaluable. The effort involved in collecting the email addresses will repay you with many dollars in profits over time.
- 6) Write articles about interesting and useful topics relating to what you sell and ask other site owners and ezine publishers if they'd like to use your articles. There are a number of sites on-line where you can post your articles for wide distribution and your URL information goes in any articles you have written. This is a very effective way to promote yourself, even if you don't have a Web

site. You can also write an e-book and promote it on various sites.

7) Put your URL on your business cards, letterhead, in local advertisements, in the phone book and in directories of organizations that you belong to.

8) Don't forget to use a "sig" file or signature on every email you send out and on every article you publish. Put brief but powerful copy in your signature file to let people know what your products or services are. Be sure to include your phone number, email and web addresses. Offer something free to get the person viewing your signature file to go to your Web site.

9) Create a press release and send it to local papers with a good "angle" that might get free publicity. Do a press release on-line and send it to as many on-line publications as you can think of.

10) Post interesting and useful information on newsgroups or bulletin boards. Use an email address other than your regular one because people who collect email addresses from these groups will probably spam you. As with tip number 8 offer something free in your signature on the bulletin board. Some entrepreneurs focus only on this technique to promote their sites.

11) Talk to other business owners and ask them what they do to promote their sites. Review your competitors' sites regularly to see if they are doing things that you could emulate on your site. Check out online marketing forums for additional ideas.

12) Develop reciprocal links with other sites in order to place higher on certain search engines. When requesting a link, offer an attention-grabbing button sized link or a carefully worded text link for partners to use on their sites (again, offer something free in the link to get visitors to your site). One easy place to exchange links is with an association that you belong to. You could also contact other business owners who are not direct competitors, especially the ones who rank high on search engines, to find out if they'll exchange links with you. Some savvy Internet marketers have developed all their site traffic from good links. Offer site owners something of value in exchange for a link to your site.

13) Send a post card with your Web address on it to your off-line customers. Several extremely successful site owners have only promoted off-line, they don't even list their sites with the search engines. You can also advertise off-line in promotional card decks, newsletters, magazines and newspapers.

14) Develop an on-line community and promote your community through sites that specialize in listing discussion groups. In particular, you should add information to your bulletin board/discussion group and review the input regularly in order to get people to post. If someone posts a particularly useful piece of information on your board, get permission from the person who posted, then put it on your Web site or in your ezine. Be sure to refer people to the discussion group/board regularly both on your Web site and in anything else that you publish. You can mention your on-line community in your "sig" file as well.

Turn your Web site into a "selling machine" by creating product descriptions that really sell, increasing your site traffic and maximizing income from your email list. For a 1/2 hour free Phone consultation, call Teddi McDonald at (650) 949-4503 or send an email to teddi@websuccess77.com for a FREE report.

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