

## Internet Marketing TipSheet #12

### Traffic School 101: 3 Proven Ways to Get Traffic To Your Site

Welcome to Traffic School 101. As a website owner, your goal is to have a steady stream of targeted traffic flowing into your site. Here are three effective and proven ways to drive traffic to your site.

Blogs are a great way to add traffic to your site. You can add a feed burner to your blog which will enable your readers to stay up to date with new posts that you add. The posts can be delivered right to their email or homepage. As you add posts to your blog, point out new articles and other content that you have recently added to your site. The more you talk about your site, the more interest you will generate.

If you choose, you can add a blog roll to your blog that lists other blogs your readers might find interesting. If you add a link of someone else's blog to your site, ask them to add a reciprocal link to your blog. Remember to focus on your target market and what they would find interesting. If your site's focus is on making homemade organic baby food, trading links with a blog that is focused on bulldogs won't add targeted traffic to your site. However, trading links with blogs devoted to organic food will have a better chance at increasing your traffic.

You can also increase the amount of traffic that comes to your site with article marketing. It may sound complicated, but it is quite easy. You simply write articles and distribute them to article reprint directories. There are many directories out there, and you will want to distribute them to as many directories as possible. This can be done manually, or you can invest in software that can do this for you. Another option is to hire a virtual assistant to submit them for you.

By adding these articles to reprint directories, you are giving permission for other people to publish these articles on their sites for free. When other website owners publish the articles you have written, they will include a "bio box" at the end of the article. You choose what the bio box says and can include links to your site. The articles can be any length you choose and can be on any topic. If you don't like writing, you can hire a ghostwriter to write the articles for you.

Having a newsletter is another great way to drive traffic to your site. Include a link to your opt-in page everywhere; the pages on your website, the signature line in the forums you belong to, the signature line in your email, and don't forget to add the link to your blog. The more people that see your opt-in page, the more subscribers you will get. By sending your newsletter to your mailing list on a regular basis, you will stay in your readers' minds. Include excerpts from new articles and other information that you have recently added and to your web pages, including links that point to the full text on your site.

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