

Internet Marketing TipSheet #17

Easy Ways to Increase Traffic To Your Site For Free

Don't be fooled by the websites that promise to bring traffic to your website for a costly fee. Gaining website traffic doesn't have to be expensive. It may take a little time and effort, but there are many ways to increase your traffic for free.

Having fresh, relative and timely content on your site will bring in search engine traffic to your website. Make it a goal to add new articles regularly. Do some keyword research and try to figure out what your potential visitors are searching for, and use those keywords throughout your articles. Each page should have its own keywords relevant to the content on that specific page.

Adding articles to reprint directories with incoming links to your site is another way that articles can help increase traffic to your site. Other website owners and bloggers visit reprint articles in search of content for their sites, and may choose to put your articles on their sites. If they do, they will also include the links you put at the bottom of your article, which point directly to your site.

Blogs are a great way to increase traffic to your site. They allow your customers to build a relationship with you. As you post on your blog, include links to information on your website that you think your readers would find helpful or interesting. For instance, if you added a new article to your site, add a post to your blog letting your readers know the article is there, and include a link to it.

Many websites have message boards or forums that will allow you to establish online relationships. The contacts that you make online are not only potential customers; they can also bring you many referrals. Not only do forums allow you to create relationships, they allow limitless advertising opportunities in the form of your signature line. A signature line appears at the bottom of each post, and you can include links to your website in that spot.

Having a newsletter or ezine that you send to your mailing list on a weekly or monthly basis will also help you increase traffic. You can include information on any updates you have made to your site as well as links to articles and other pages your readers will find helpful.

Promoting an e-book, special report, or e-course can also bring you a steady flow of traffic. People turn to the Internet for information. By offering, and promoting, the type of information they are looking for, you are giving them a reason to visit your site.

If you have an informational or tangible product for sale, you may want to consider establishing an affiliate program. The more affiliates that you have promoting your product, the more traffic that will come to your site.

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