

Getting Traffic To Your Website

Getting traffic to your website is priority number one for your internet business. It is just one of the hundred and one things you have to think about, but one that you cannot neglect. Getting traffic is one of the keys to generating revenue from a website, and for any web based business. The first thing to realize is that getting traffic to your website is a process and not an event. Lets take a look at some of the ways to generate traffic to your site(s)

Forums

An often overlooked way of getting traffic to your website is to participate on forums related to your subject matter and put your web address or affiliate url in your signature, especially at very popular and top rated forums, like the Warrior forum.

Search Engine Traffic

Getting traffic to your website is potentially the biggest task you have to handle once you decide to publish a website. Probably the most common way of getting traffic to your website is through the Internet search engines. In order to get traffic from the search engines you need 2 things: Unique, quality content, a well optimized website. Once you have both of those covered, getting traffic to your website is a breeze. Search engines love content, and it's that very content that let's you invite traffic from search engines

Traffic from Backlinks

One of the best ways for getting traffic to your website is with backlinks. When choosing websites to trade links with you have to consider whether their content relates to yours, the reputation of their website, the amount of traffic their website gets and what they're Google page rank is.

Article Marketing

You can submit articles to a number of article directories. Provided that your article stays in the directories that you submit to and in the sites that picked them up, people can find it and the likelihood of getting traffic to your website is markedly increased.

These are just some of the ways to get more traffic to your website, without spending any money. There are some important components to obtaining free website traffic, including a go getter attitude, understanding of how marketing works in general, and the drive to succeed in your online marketing efforts.

Paying for Traffic

Using Google To Generate Traffic (PPC)

I honestly don't believe that there is any way to generate targeted website traffic quickly, and when I say quickly, I mean within 30 days, unless you use pay per click.

You could use Google, Yahoo or MSN to generate traffic for your site. They all work well, but The best one I recommend is Google. The traffic generated from Google could be just what your looking for, highly targeted. If you are thinking of using Google AdWords to beef up your website's advertising campaign, take a look at the Google traffic estimator before you make any firm decisions on which keywords to try. The Google traffic estimator is a useful tool for all website owners, but it is likely to save many novice owners from making expensive mistakes with their advertising budget. Again, if it's quick traffic you need, bottom line, buy it (PPC) or find a JV partner. That means you will have to compete for traffic.

It is possible to buy good traffic but only when you are in control of how they find your site. What you want to do is get targeted traffic that comes to your site because they are interested in the subject of it and really want to see what you have to offer. The development of targeted traffic ultimately takes time.

While getting traffic to your website can take both time and money, any business has to consider this an investment in the business. The more qualified traffic you drive to your site, the more conversions you'll have, and the better your bottom line will ultimately be. Getting traffic to your website is one thing, but getting highly targeted traffic is far better, as these people will be far more likely to buy from you.

Now obviously getting traffic to your website is never easy unless you're already well-established on the internet. Let's face it, getting traffic to your website is the biggest challenge to any online marketer, but it is also the most important one because it is your lifeblood, and is the key to this whole online thing.

You could have the best opportunity, product, or service on the internet, but if you are not getting any traffic to your website, what does it matter. If you're new or relatively new to Internet marketing, traffic, or lack thereof, is certainly one of the most frustrating challenges you face in building your business, but always remember, getting traffic to your website is your number one step to a successful online business.

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