

# TRAFFIC GENERATION

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## TECHNIQUE SELECTION



OVERVIEW ON HOW TO CHOOSE  
THE BEST TRAFFIC GENERATION METHOD  
FOR YOUR BUSINESS

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# Foreword

Would you like to comprehend how to take your site a notch higher? It's a no-brainer. You have to have buyers who are interested in what you'll be offering to make sure consistent profits.

Constructing a big customer base starts with driving traffic to your site or blog. We will look at the best ways.



## ***Traffic Generation Technique Selection***

Overview on how to choose the best traffic generation method for your business

# Chapter 1:

## *Getting Traffic Basics*

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Everybody is constantly saying that the more traffic you bring your site, the more sales you'll bring in, after all its simply a numbers game correct? I don't believe so. Driving traffic to your web site simply for the sake of driving traffic isn't aiding your sales numbers. While it may be assisting you in terms of SEO and getting your web site ranked higher in search engines, it isn't directly helping you finish sales if the correct traffic isn't being driven to your web site.



## **The Basics**

Getting quality traffic in lower numbers will better execute than bearing a big total of traffic on your web site without interacting. It the same as owning a department store and having 100s of individuals milling around in your store simply “window shopping” but not really purchasing anything, who cares how many individuals are in your store if they're not opening their wallet correct?

Your site isn't any different; you don't want looky loos that aren't really doing business with you. Like all promoting it's better to have a littler directed audience that will interact on your web site. The old way of viewing site statistics was measuring how many individuals came to your web site, and how long they remained there.

Today that's not truly that significant, what is significant is how many individuals came to your web site and interacted; how many pages did they go to and really do something, not simply sit idly producing worthless stats?

Interactions are individuals who not only went to your web site, but did something while they were there, clicked links, viewed assorted products/services, filled in a more information contact form, and so forth.

So the huge question is how do you get this sort of quality traffic to your web site? You begin by targeting the right set of individuals; make certain your marketing is targeting individuals who will have an

interest in what you're marketing. If you are a web site that sells women's shoes, you obviously have to target women, as men don't buy women's shoes.

However that's not adequate; you have to segment that target, what sorts of women are purchasing your shoes? What demographics; what age groups, revenue levels, wed, single and so forth? Once you've figured this out, than you may market to these groups specifically and drive select traffic to your web site.

The following step is to make certain that you have quality material on your web site that individuals will wish to share with other people; there's nothing more useful than buzz advertising.

It can't be bought, and it's priceless. There are a lot of assorted ways to do this, and these ways will deviate from business to business. Having a blog that's putting out great info (not sales) that individuals will find valuable and will wish to share with other people is one way, having links to enlightening material, and having other people link to your web site will help, and so forth.

So at the finish of the day, for a successful site you require quality hits, fundamental interaction, and quality material. Remember elevated numbers are simply impressive if they're converting.

There are rather a large number of techniques and tactics that one may utilize to step-up traffic. The question many individuals may now be asking is whether a few of these strategies are better than others. We can't actually provide a straight no or yes to that question as there

are various factors that one would consider before terming a strategy as superior to another. Have a look at the factors discussed in the following chapters to have a better understanding.





# Chapter 2:

## *What Will The Traffic Be*

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You need to decipher how much and what kind of traffic a particular traffic getting strategy will bring to your site. This may require testing before you choose a particular technique to go full steam ahead with.



## **What's Expected**

If you take SEO as your technique to increase traffic, for instance, you will be targeting individuals from all over the globe that will be looking for your targeted keyword. That gives you a truly big audience. In that respect, search engine optimization will appear to be a superior technique compared to any other.

I've read in a few articles that you are able to utilize Yahoo Answers to acquire traffic for your site. What this maneuver implicates is simply discovering a question that relates to the subject of your site – Yahoo Answers names the questions according to subjects.

You then supply an answer to the enquiry and state your site as your source web site. If your answer is great, individuals would click on your link to see more.

This technique might work out ok however the web traffic that will be generated from this technique is paltry. Don't be surprised if the individual who asked the question would be the sole visitor.

My truthful advice to those individuals trying to step-up traffic is that you would sooner spend the time on other techniques than on Yahoo Answers!

Testing and interpretation of your results will help you get a handle on what is working for your sites:

What social media programs, SEO tactics, and so forth. are working better for you?

You discovered the relevant platforms. You likewise delineated your audience and determined their net habits. Now it's time for a little testing:

You have to look at the targeted traffic you got, your RSS readers, e-zine subscribers as well as your buyers. What portion of your target audience purchased your material or services? Where and how did they find out about you? Which web sites did they come from?

To amass this data, you are able to simply make use of the free of charge (Google Analytics) and paid web statistics services. You are able to likewise place polls and surveys on your site to learn straight from your visitors.

You may provide free e-books/reports as a payoff for answering the questions so that they'll be more disposed to spend the time for answering your questions.

All the same translating the results is as crucial as these 3 factors. Some of the times you may have to divide your target audience into particular groups. If half your visitors are utilizing Twitter and the

other people think Twitter is a squander of time, you have to formulate customized techniques for each group.

All these may sound like a lot of work, but they'll help you build the brand you require and generate the sales you're dreaming about and get better traffic at the same time.



# Chapter 3:

## *When Will You See Results*

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As you already realize there are several different techniques to drive traffic to your site. When choosing what technique to sink your teeth into you need to consider how fast or how slow a particular technique will bring results.



## **Turn Around Time**

SEO is an example of a technique that will take truly long time before you may acquire results from it. You have to first establish adequate material that is not only valuable but likewise unique and regularly updated. You then need to acquire as many believable links as conceivable pointing to your site. As if that is not plenty to do, search engines will yet consider your CTR, your Whois info, the amount of net traffic you acquire, what your web site visitors do once on your site and even how long your domain has been recorded and active.

With all these rules, and fresh ones are always becoming introduced, going the search engine optimization way would entail that you have to truly wait before you acquire top ranks and step-up traffic.

On the other hand, if you decide to utilize social media sites to drive traffic to your site, you'll only have to post a status update on an running account and seconds after, your fans will be clicking on the your link. Thinking about the 2 techniques from this light, social media crusades appear a better technique than search engine optimization.

You may see your beginning traffic from blogging virtually overnight, mostly from your initial pinging, Will it be much traffic? Not inevitably. If you post at the correct time of day for your web site, you might see as many as a hundred visitors come to your website in its

first day, due to a fresh blog post, simply from pinging. You may see more than that if you let your existent traffic know about your blog.

After a particular number of posts, to lay the foundation of an active feed, you'll likewise begin to see a trickle of traffic from marketing your RSS feed or blog in directories and feed-specific search engines. That may occur as soon as 3 days in, and occasionally after 7 to 10 days. The timing you may expect will depend upon your blog.

You may see your beginning search engine results from blogging in as little as a calendar week. Will this mean that all of a sudden 1000s of individuals come to your web site as a result of a better ranking?

Not thus far.

The beginning results are like thrusting a hole in the side of a dyke. A little dribble of traffic will come running out – that's the prompt, apparent effect. The slower, more striking effects occur over the course of the first eighty – one hundred eighty days, depending upon the difficulty of your keywords, your mass and frequency of quality material, and your doggedness in keeping up your linking efforts.

The one thing you'll have to comprehend about blogging for business reasons is that if your intentions are tied to your business, you aren't going to acquire a lot of general business-to-business traffic, or general consumer traffic, which means you likely aren't going to become one of blogging's hotshots. However if you truly take the time

to know your customer base, you'll become looked up to and respected by them, which is what truly matters.

As well, unless you begin getting backlinks you'll never get significant organic traffic, even if you publish two to three unique articles daily.

A good start is submitting the site and its XML sitemap to Google. But This step isn't essential at all. If you acquire the quality and relevant backlinks Google will index your site and its pages regardless what. Likewise, if you don't have the backlinks you may submit your site daily and it won't produce any results. As a matter of fact some individuals even argue you shouldn't submit your site to Google and additional search engines, as that's what most spammers and do, and you definitely don't want to be taken as one.

Lastly, if you're working both to place unique content on your site and to acquire quality backlinks you ought to expect to begin getting visitors from Google after a couple of months. The traffic won't be vast, but it will signal you're in the right direction.

You have to know your style, what you have to offer and what your aim is select the most beneficial traffic getting method and figure out how long it will take to start getting results. Using analytic tools will help you with this area.



# Chapter 4:

## *How Long Will The Technique Work*

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You must as well know how long a particular technique will work and what is needed to keep it bringing traffic.



## **The Ins and Outs**

Let us equate article marketing and social media marketing to help us comprehend this point well. With article marketing, you issue your articles bearing links to your sites and they stay there for a time without limit.

Everybody searching related material on the article directory will always see your article implying the technique will be effective for a truly long time.

On the other hand, you update a status and admit your link. Most likely, each of your fans will simply click the link one time. That implies you'll have to continue posting updates so that the technique continues to step-up traffic to your site. In that respect, article marketing is a higher-ranking technique to social media promoting.

Utilizing traffic exchanges to the best benefit is truly really simple. But you have surf anything up to eleven exchanges at once with a tabbed browser like Mozilla Firefox.

However, the trick is that there are a batch that are the best of the best. These exchanges have the most unique hits clicking per day and consequently you hits will be going to lots of different individuals as you surf.

A lot of these exchanges bear memberships of over 50,000 and some over 100,000. So you'll avoid the issue of all your sites going to the same individuals. You will have to surf these exchanges once you find them though and enter you info which may take a bit of time.

You will also need to place updated links and material once in a while to keep your site from becoming stagnant from people who have already visited. You as well have to earn credits and once your credits are gone so is your link.

Once again it is up to you as to what your aim is and how much time you can devote as to what will work best for your site.

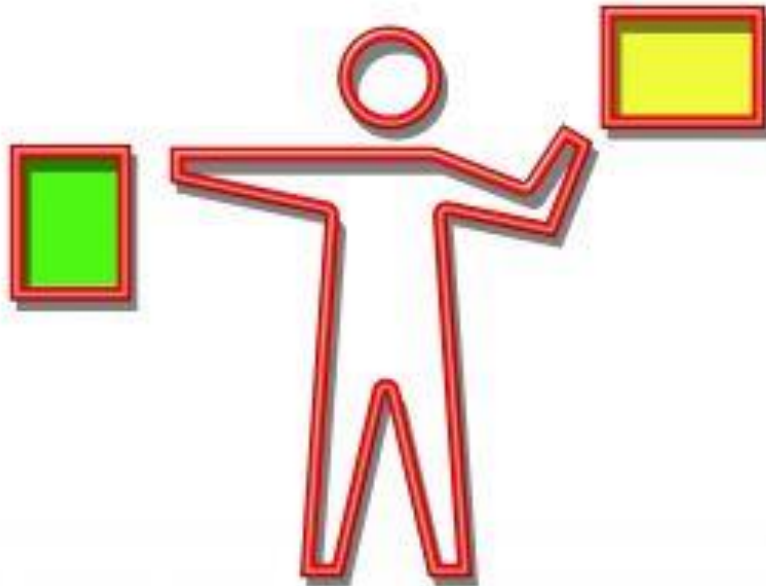


# Chapter 5:

## *Choosing SEO*

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It's simple to let search engine optimization turn into a sort of game (also known as "Page View Promoting") where traffic is your tally. When all you are concerned about is traffic, the ends warrant the means – it does not truly matter what the page states or how it states it, as the metrics sheet speaks for itself, correct? Whenever you capture a lot of page views, you've succeeded in the game.



## **What's Needed For SEO**

This is a callow view of search engine optimization. The point of optimizing your web site for search isn't to acquire more traffic in and of itself, but to conform to your business goals.

Traffic might be one of those goals, however unless your web site exists exclusively to monetize one-time visitors, it real should not be your primary goal. Do not lose sight of what your true goals are, or ought to be:

Gross sales: If you're carrying on a business, traffic is solely valuable to that degree that it converts. Ad money is seldom a sustainable business mold.

- Branding: particularly in the era of social mass medium, the way individuals think and talk of your brand really, truly matters. Traffic-getting criteria that hurt your brand are simply not worth it.
- Participation: A page view is not anything but a page view unless the customers who travel there get adequate info out of your content so they may engage with it – imparting a comment, sharing it, clicking around to view what else you have to provide, or carrying out a specified action.

- Allegiance: Repeat traffic is plainly more useful than drive-by traffic. You need to formulate a heart, uniform audience, and learn what they need, so you are able to hand it over.

Each time you brainstorm for material ideas, you ought to ask yourself how a given piece of material will impart these goals. If it foretells traffic and no additional value, why are you doing it? You need to evaluate if you have all of these features and what your main goal of your site is if you are to choose SEO for acquiring traffic.



# Chapter 6:

## *What About Forums*

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Forums are sites that supply room for like minded individuals to exchange thoughts. There are forums for virtually any niche on the Net. You simply need to make a search for forums related to your sites content join it and begin making posts with which you include a link to your site.



## **Is This Technique For You?**

Forums rank richly in search engines chiefly because of the fresh material that they bear. This is one benefit in that you are able to acquire web traffic from search engines from users who search keywords related to your site.

The major benefit is the fact that you'll acquire targeted traffic. This is because the individuals linking up with forums are already interested in the material or services in question.

Apart from this, you have to think about the fact that you spend a lot of time on them and might acquire very little. You have to spend the time to find forums that relate to the niche of your website, products or services.

As well, you have to take the time to be a valued member of the forum. you need to as well spend the time to post well informed and pertinent material on the forum as well as follow the forum rules.

Again, it is up to you to decide if you have the time, effort and expertise to use forums correctly for traffic results.



# Wrapping Up

Your expertise in a given traffic tactic is a key factor. You ought to make use of tactics that you're truly good in.

That will enable you to make the most of it. For instance, if you have successfully utilized email marketing before, it would work absolutely well for you in a different site.

The age group of the individuals you are targeting is likewise really important. For instance, if you're targeting the senior individuals, utilizing social media sites wouldn't be an appropriate technique. The social media sites are widely utilized but chiefly by the young generation. It would consequently be a really effective technique for generating web traffic for sites promoting products designed for the young people.

Which brings us back to the fact that the most important things to know when choosing a traffic-getting method are to know your target audience as well as the time, effort and expertise you have to lend to the technique.