

Best Techniques to Increase Website Traffic

For an online business to succeed, it needs good audience, and good audience is given by the good use of the techniques to increase traffic. What are those techniques? How can they make you a successful entrepreneur? All that, in a moment.

First of all, you need to know that all online businesses rely on targeted traffic and audience, and this is the difference between lots of online money or complete failure. I mean, if you open a store in an offline conventional way but customers don't ever walk into it, what's the use, right? Well then, your website is your online store, and you have to get a lot of customers to enter it, as many as you can. Now, I'm going to reveal 5 simple techniques with the help of which you can get those buyers to walk into your virtual (but at the same time, so real) store.

1 – GIVE SOMETHING AWAY FOR FREE

The word "free" is like the letter "A" in a marketing alphabet. People make huge queues to get something for free, and this simple trick can do wonders. Ask yourself, in your online searches, how many times did you type the word "free"? I know I did it many times. Well, people hunger for those free things, and if you give them something away, you can get their e-mail lists in exchange. They can subscribe to your newsletter, with the help of which you can always keep in touch with them. Moreover, you can have them recommend your site to a few friends for that free product, which in turn will boost your traffic. Sky is the limit on this approach, and remember that on many occasions the measure of your success is proportional to the measure of things you gave away to obtain it.

2 – EXCHANGE LINKS WITH OTHER WEBMASTERS

Exchanging links has been around since internet marketing itself, but it still is today a very important aspect of any online business. Try looking for sites that are at least in the ballpark of your marketed products. You need to carefully choose your partners because if they don't have quality products or a quality website they can have a bad influence on your site also. If you do however succeed in exchanging links with a high-rated website, then traffic is also going to swarm into your own. Also, as a safety procedure, check your partners' sites from time to time as to be sure that your links are still there.

3 – PARTICIPATE IN ONLINE FORUMS

There are millions and millions of forums available out there on any subject you dream of. Register for as many as you can, and make your voice heard within that community. Don't put links in your posts, because many times people will dislike it, but actively participate in those discussions and help everyone who has a question, act as an expert. Let everything flow naturally, give them your e-mail address in exchange for theirs, and if you manage to help them, when they see your site they will see it as an expert's site and they will be open towards buying something from you.

4 – VIRAL MARKETING

As its' name suggests, viral marketing spreads like a virus. It is actually a piece of news, a funny picture or a funny video that spreads around a community of people, creating a "buzz". The newest method of viral marketing is doing it through instant messengers, because people are more likely to trust a link sent by friend. You can try it on your own, it has been very successful.

5 – ARTICLES LIKE THIS ONE

There are hundreds of very good article directories out there, and on many occasions the searches people make on the search engines point to an article related to that theme. Try writing as many very good articles as you can, connected to your field of activity. Don't make publicity, because many directories will reject those articles. Just provide a content-rich article that will show people that you know what you are talking about. At the bottom of the article place a link that will point to your website.

There are many other ways to increase your traffic, but I think these 5 are among the most effective. Using these 5 simple techniques to increase traffic, you will surely see good results!

About the Author

Dan Borlan is a professional SEO for Mike Filsaime Inc. If you require professional help you can contact Dan at: www.1certifiedinstaller.com