

BOOST YOUR WEBSITE TRAFFIC

HOW TO INCREASE TRAFFIC TO YOUR WEBSITE
USING FREE AND PAID METHODS



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Introduction



Over the last several decades, the real world has moved online, and so has the money. Whether it's for a commercial website, personal blog, turning a profit through online advertising, or finding a way to improve the exposure for your business, today's currency of success heavily relies on being able to cultivate more traffic to your website.

While the world may be getting smaller, the Internet is quickly getting much larger, and it seems that everybody wants a piece of the pie.

The good news is that a majority of visitors to the millions of websites, get funneled through the rather narrow search engines to the various sites. This leaves the market far from saturated

regarding a division of resources. Therefore, there are still plenty of ways that you can successfully direct more people to your website.

Unfortunately, with everything good, there has to be something terrible. Most of the ways that you can drive traffic to your site as evident as they may be are only entirely understood by those people who have dedicated themselves to understanding Search Engine Optimization, (SEO) and digital marketing strategies, merely because they are more driven to do so.

Consequently, a job that is so simple anyone can perform it with the basic understanding of how to operate a computer ends up being done by specialized digital marketing firms that increase the operational costs for small businesses like yours.

Chapter 1 – Content, SEO, and Analytics



When it comes to driving traffic to your website, your first efforts have to come from your own backyard. The first and most important rule for building an excellent foundation for driving more traffic to your site is creating unique content.

As a small business owner, you need to learn to fully appreciate the vast array of tools that are at your disposal for you to use to make your site a fantastic experience for visitors.

The first rule in content creation is that you need to diversify your content among as many of the media formats as possible. This includes textual, audio-visual, exclusively aural, and so on. Every business will require a specific skill-set to survive and ultimately succeed.

However, most people just shrug these skills off as an everyday occurrence. This is why those people who are more willing to acknowledge their gifts will always receive more attention, more publicity, and ultimately more business through their higher web traffic numbers.

So, the first thing that you will need to do to start increasing your web traffic will be to isolate the specific skills that qualify you to succeed in your chosen profession. This could be your salesmanship, creative business modeling, financial acumen, investment skills, or strong research skills. Most small business websites that make it big, don't do it because they are loaded with business jargon, but because they can extract the qualities of great businesses into various articles and anecdotes, that the general public can relate to and can learn from.

This means that in addition to having your usual web content and products listed on your website, you need to have a blog as well. Your blog will serve as an exciting and informative target for your audience. Having greater public visibility will naturally lead to an increase in web traffic.

Creating Content

When you begin to create the content for your site, you want to identify the styles of content that will benefit you the most. Determine whether the information you are trying to convey will