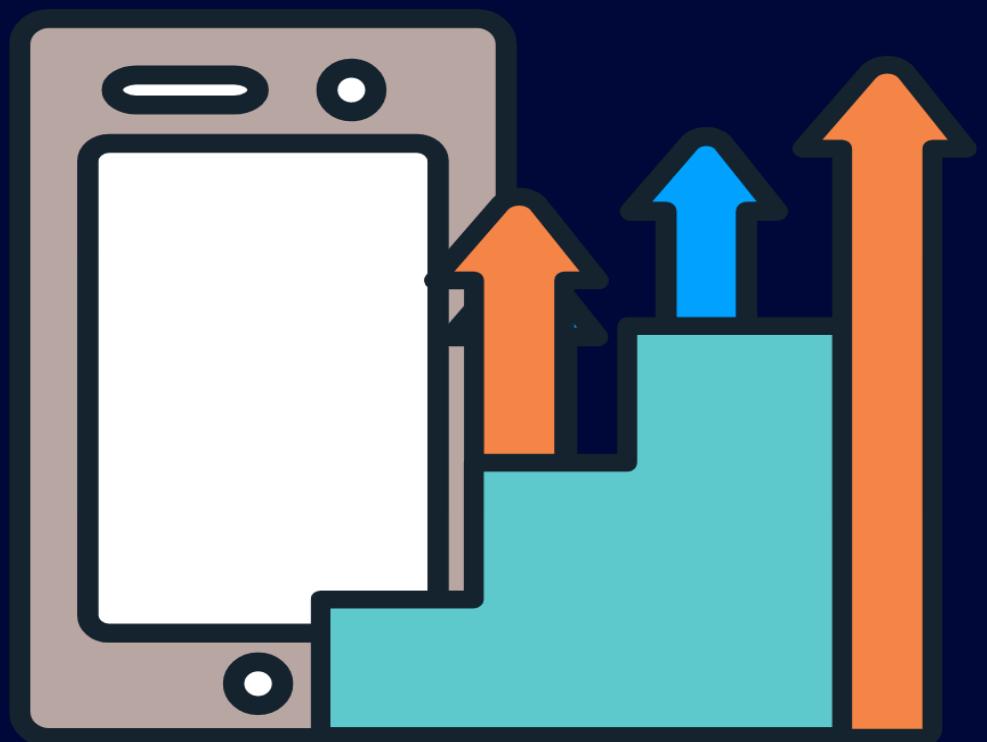


Increase Website Traffic with these highly effective traffic generation strategies.

TRAFFIC GENERATION Course

Toward your bussiness success



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Traffic Generation Course

Geff Coffnie

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Day 1: Introduction to Traffic Generation

Welcome to the first installment of the five-part series Traffic Generation Course. Today, I want to discuss the various things that you need to check to ensure that your site is ready to receive traffic.

Think of this: If you were expecting a company at your home, there are certain things you might do in advance. You would make sure your home was clean, that there were fresh soap and clean hand towels in the bathroom, and you might prepare some snacks, or even an entire meal.

Preparing your website follows the same concept. You want to make sure that things are neat and tidy. Make sure that your navigation follows a logical sequence. Make sure that you have plenty of good content, and that everything is spelled correctly.

You also want your visitors to be able to participate in your site – to act. Look at each page and determine what type of action your visitors can take. Do you have a forum or blog? Do you conduct polls or surveys? Do you have a subscription box for your opt-in list on every page of your site? Make sure that your website is ready for company! Also make sure that your pages lead your visitors to take the action that you want them to take, no matter what that action may be.

That is the first and most essential step of traffic generation. If your site is not pleasing and welcoming, any traffic generation activities you do from this point on are wasted! Take the time and put forth the effort to make your site as good as possible – and learn to look at it from your visitor's point of view!

After you do this, make sure that you are using all of the best-known Search Engine Optimization techniques, such as making sure that you have clean HTML code, that you've used your keyword effectively, that you have keyword-rich text links and alt tags, and that the title of your website, in your HTML code, has your main keyword or phrase as well. Take some time to explore SEO techniques, so that you can draw natural search traffic as well.

Once your website is ready for the company, you are ready to start inviting that company. You do not need any special tools for traffic generation. What you need is your computer, an Internet connection, your mind, a willingness to do the work, and knowledge. That is all it takes.