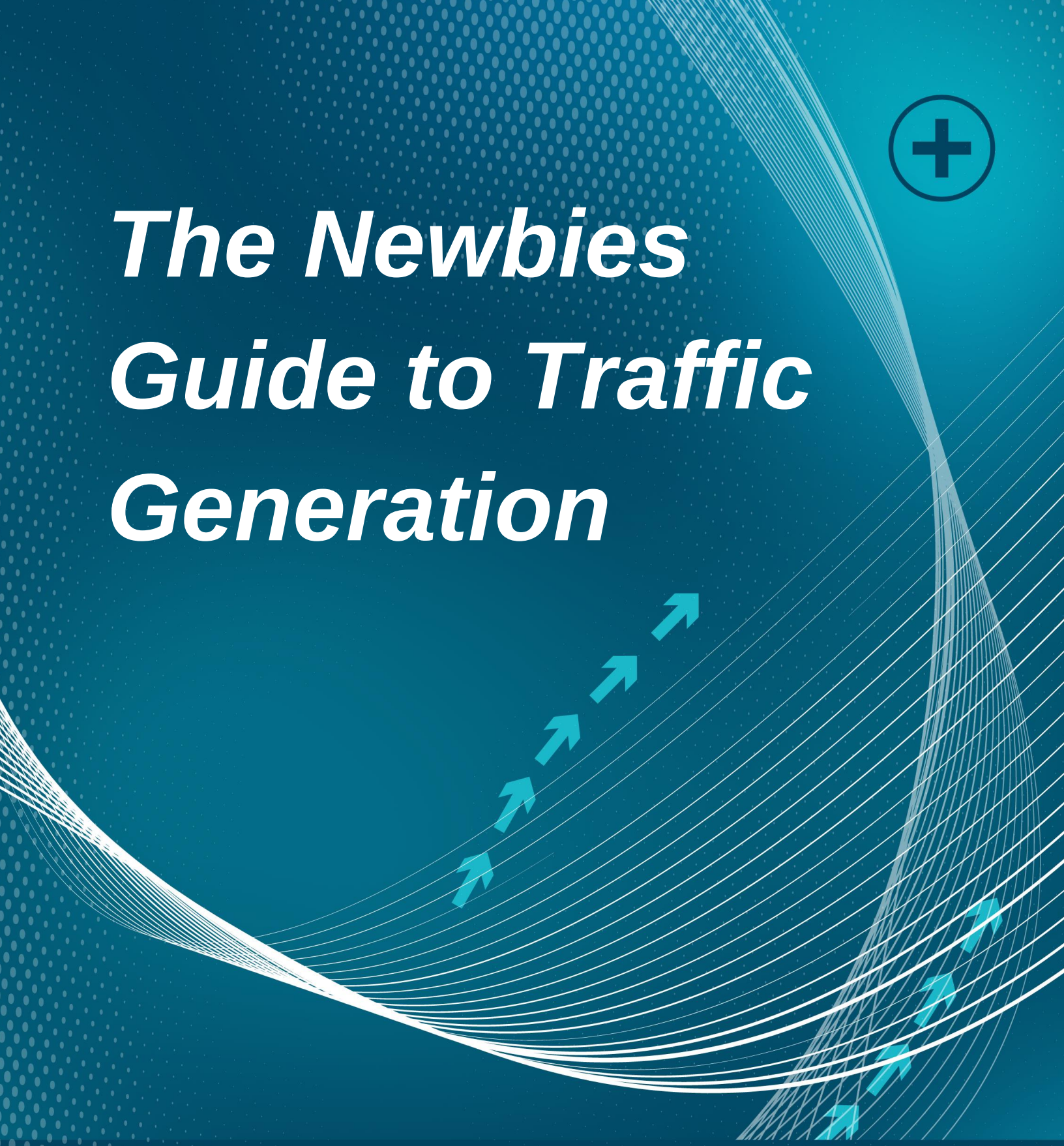
The Newbies Guide to Traffic Generation



Generating Traffic From Scratch Has Never Been so Simple!

Contents

Chapter 1

Increase Traffic to Your Website 3

Chapter 2

Web Content 4

Chapter 3

Don't Send Newsletters 6

Chapter 4

Become a Community Member 7

Chapter 5

Get Experts to Write Articles 8

Chapter 6

Use Tracking Software 9

Chapter 7

Use of Keyword Tools..... 9

Chapter 8

Copy Others..... 11

Chapter 9

Focus on the Popular Portions of Your Site..... 11

Chapter 10

Give Freebies 13

Chapter 11

Advertise! 13

Chapter 12

Build a Brand 15

Chapter 13

The Right Software is Essential..... 16

Chapter 14

Optimize Content 17

Chapter 15

Meta-tags …… 19

Chapter 16

Blog…… 20

Chapter 17

Hold-off on Comments..... 21

Chapter 18

Have a Sitemap 22

Chapter 19

High Traffic Days! 24

Chapter 20

Use Online Communities 25

Chapter 21

Be Patient……. 26

Chapter 22

Be Nice……. 28

Chapter 23

Conclusion..... 29

Chapter 1
Increase Traffic to Your Website

The World Wide Web has truly pervaded all aspects of human existence. Everything and everyone is going online now, and the move towards a totally connected world is not “if” anymore, it’s “when”.

Statistics show that up to 85% of the people who spend time online also purchase online. If you take the North American continent alone where more than 75% of the population have a broadband Internet connection at home, even if a fraction of these people buy online, it is still a huge market.

Online purchasing is also seeing tremendous growth and many companies are projecting a doubling of volume in just three years. If you take PayPal as a case in point, they have gone from $2 billion in payment volumes in 2002 to $16 billion in 2009 with revenues crossing $2.4 billion.

Amazon is another case that you can take as an example. Considering that Amazon is one of the largest online retailers, if not the largest, just looking at their total sales volume will show you that the trend in terms of online purchasing is only going up. While just four years ago, in 2006, Amazon was about par with retail sales, since then they have posted higher growth rates, including during the recession years while retail sales has seen a steady decline in sales. Amazon has posted a 16% growth since the last one year alone while retail sales have grown only by 2.5%.

Online is where you will have to be in the future and whether you are selling something or just blogging about your thoughts, if you are serious about it you will have to do something to increase web traffic to your site.

There are a number of ways in which you can do this and there are a number of people who give free advice on what you need to do to increase web traffic. One of the most common things you hear is SEO or Search Engine Optimization, and while this is something that you have to keep in mind, there are a number of other things that you can also think about.

This guide is meant to be informative to help beginners who want to set up their own websites on the salient points that they will have to keep in mind while they do this.

Some of the tips may be a little complicated, but most of them are very simple and how popular your site becomes depends on how effectively you can bring them all together.

Chapter 2
Web Content

The content that you put up on your website is the most critical thing that you need to think of. In the same way that a store will do well only if they sell things that people need, you will get people visiting your website only if you give something that people are looking for. Of course it also means that you are entering a crowded market because genuinely unique niches are hard to come by. If you do find one, you are on to a good thing, but even if not, as long as you make the content appealing, you are sure to find takers.

Do something that others don't do. For example, selling products or services online is catching on really fast, and you will find a number of sites with products that link back to the larger online retailers like Amazon or eBay. If you want to do the same, it is not that difficult, except that there is something that you will have to give that other websites do not offer. For example, if you offer a personal review of the product that you are selling you are sure to develop a certain number of loyal customers and as long as the reviews are informative and helpful you will only get more customers with time.

There are other websites that offer the same thing, but most of them will have only a couple of lines that they probably found in other websites and copied. If you give information that is more detailed and specific, things that only a user would know, you are sure to make a hit.