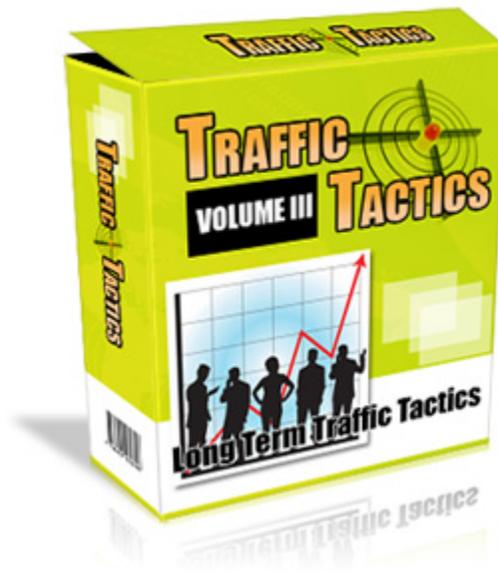


TRAFFIC TACTICS VOLUME #3:

Long Term Traffic Tactics



Special Report (E):

Tactics to Maintain Web Traffic Flow

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Link exchange

Exchanging links with other websites will benefit not only you but also your peer site holder. Although it is quite a time consuming method, it is proven to be very effective. Many web owners agree to exchange links with other sites so that they can generate more traffic by generating more awareness.

Make use of proper keywords and also proper key phrases

Almost all the visitors who are looking for something online invariably rely on the search engines. The people type what they are looking for in the search engines, these are called the key words. The search engine then comes with results of the keywords that are displayed on the screen.

Submit articles that are interesting to read

A great way to get traffic is by having well written article that go in with the theme of your site. You should write a lot about the area in which you have knowledge and expertise, this way you will be able to impart knowledge to the visitors and also make them eager to wait for more articles.

Offer a news letter on your website

Make a newsletter on the topic of the website. This gives you a good chance to build a smooth relationship with your customer and increase your public awareness.

Advertise well

It pays to invest in good advertising. Yahoo and Google and Ad word are both great at helps in providing advertising methods that are very popular and to generate huge traffic.

Share your opinion by joining forums and creating online communities

This is time consuming but it sure is worth all the time and effort. Here you can share your knowledge and opinion, you can not only get a platform to discuss things but you also get a chance to get some free advertising.

Exchange links

Exchanging links is a proven method by which you can increase the flow of traffic, these days web masters are increasing having links to other websites on their web pages, this way they can create more public awareness and reap the benefits of mutual help.

Traffic exchange

It somewhat like exchange links but these are on a higher level. In this you earn credit every time you visit another website, to enjoy this benefit you have to invest in more money and most importantly time.

Make a newsletter

This may sound like hard work as you may be expecting a lot of writing to do, but you can actually find lots of writers and websites that shall be ready to provide you with free articles as long as you are letting them have their name published on your news letter.

Understand the working of search engines

To get good traffic it is important that you get listed among the top in the search engines and to make sure that this happens you should understand the working of search engines and online directories.

Pay per click program

Although the pay per click programs is not as popular as search engines but these do guarantee consistent traffic. Once you sign in for programs like Ad Words you can get assured traffic within fifteen minutes.

Inbound links.

When you have interesting content, then other web masters put your link on their web site to add value to their existing content. These links can be put through link exchange.

Email marketing

Till a few years ago email marketing, was one of the best advertising tools. It lost its charm with spam, but it is still one of the best advertising tools.

Blogs and RSS feed

Blogs are one of the most instant sources of getting information and as a result they get traffic from other web sites and also search engines.

Try the social media and book marking web sites

Some of such social media and book marking web sites are Digg, Netscape. De.li.cious and Stumleupon.

You can try other offline sources

You can display your url on letter heads, visiting cards and brochures to generate traffic form offline sources.

Organize your website well

In order to make sure that you can get traffic from offline sources it is important that you have a well created web site and also organize it well.

Stick to your central theme

Try and stick to your central theme as much as possible. This way you will be able to write quality articles on things that you actually know.

Other benefits of sticking to a central theme

When you stick to a central theme, you kind of get an authority over the topic. You get a lot of inbound links, and people take it as a prestige factor to link to you.

Provide user friendly information

This information is what makes the visitors coming back. Try and builds a bond with your visitors to earn their faith.

Get a keyword research done

It is very important that you get a key word research done. It is very important that you choose the right keywords to get a decent flow of traffic.

Create a simple and elegant design

When you create easy to access and web pages you actually help the entire lot of people to access the site without excluding the internet savvy people.

On-site optimization

This means using your keywords at the right places such as such as within the header tag.

Create a title

Have a title that contains the keywords. It is important that your title is representative of what your content is. It is not a good idea to deceive people which unrepresentative titles.

Post new content

People will visit your site again and again if you post new items on it.

Remain active on the Internet

Maintain an active blog, comment on other blogs and make your presence felt.

Link

Linking to other always helps, try and link to as many people as possible.

Ezine advertising

It is like renting a list. It involves submitting your ads to the customer list of ezine related to your business theme.

Distributing free report

This way you can get good traffic without any substantial effort.

Submit your website to social book marking sites

You can try sites like Squidoo, De.li.cious etc. these can give you good exposure.