

TRAFFIC TACTICS VOLUME #1:

What Every Webmaster Should Know About Traffic Building



Special Report (C):

What You Must Know About Traffic Building as a Webmaster

By [Insert Your Name Here]

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Keyword research

Find out about the most frequently used keywords for the search engines which are associated with the services or products that you offer. Website traffic can be increased if you use these keywords in the form of text.

Uncluttered website

Traffic may be increased by keeping the website uncluttered. Majority of web designers use programs like Java or Flash and multiple graphic images, with an adverse effect. As a result of the clutter the sites end up with a decrease in ranking and traffic.

Neat web pages

Web pages are made using cells and tables, since the idea is to keep it neat and uncluttered, use as many cells and tables as are absolutely necessary to design the website.

Meta tags

It's helpful if you can create good Meta tags. Try to ensure that the Description Meta Tags have keywords differ from the Title.

Avoid repetition of keywords

When it comes to the Keyword Meta Tag, restrict the number of times that you use the same words over and over again.

Relevancy

Use the significant keywords as text headers on top of each of the pages.

Home page

The very first page of your website should ideally be the most significant one. It should also contain the keywords which are of greatest importance.

Intranet

It's not a good idea to use websites based on frames on the internet. Instead, use these on the Intranet-for the employees who're a part of your company.

Avoid redirect pages

Some pages come with a re-direct function, ie. these pages immediately guide you to a different page. Try not to use such pages.

Analysis program

It's a good idea to keep a check on the number of times you use the keywords in the first 7500 words of the computer code. You can run an analysis program to do this.

Take it easy

Don't go overboard by using services which will immediately add the URL of your website to the 10 most popular search engines.

Control of error

Once you've completed working on a page, do remember to run a spell check to ensure that there are no errors on the page. Compress the html code after doing this.

Maintain a record

It's a good idea to find out and maintain a record of the website traffic and your search engine rankings.

Improve your webpage rank

It is the duty of a web designer to work on the pages that don't get high rankings, and improve those, after the site has been indexed.

Upgradation

Search engines prefer websites that are regularly upgraded, over those that simply sit tight without having any changes made to them. It's a good idea to upgrade the pages every few months, even if they're small changes.

Complete web design

Most web designers are aware that time and money are important when it comes to designing websites. They know that an extra 30% of their time can create a successful site with high rankings. However, most clients get fooled by designers who make sites that only have high visual appeal.

Be a skilled webmaster

Several web designers don't know how to get high rankings on many different search engines.

Know what you want

Most web designers are simply not interested in high rankings because they feel it doesn't offer enough of a challenge being neither fun, nor creative.

Organic listings

Your website will participate in organic listings if you use Google or Yahoo for optimization. You can provide solutions to other peoples' problems and boost your business online if you know how to appropriately **use rich keywords, back links, social networks** and **optimized web pages**.

Common words

Remember to use commonly used words when searching. Include these words in your **web copy, page titles** and **description links**, and improve your business by attracting clients.

Javascrpts

It's advisable to avoid javascrpts on your website unless necessary.

CGI scripts

Invite the visitors to your page to get more involved, simply by adding CGI scripts to your site.

No broken links

Ensure the absence of broken links on your website. It helps if your website shows clearly in all browsers.

Avoid frames

It's not advisable to use frames on the website.

Dedicated server

A successful website has popularity and high traffic, and moving on to a dedicated server is a good idea. You will end up losing visitors if you remain with an unreliable server.

Auto-surf traffic

It gives you the option of feeding your website into a script that performs the function of an automatic pop-up advertisement machine. The pop-up machine shows a website for about 30 seconds before moving on to others. For every homepage that you show, one of your gets shown. The flipside is if you open up the auto-surf site and keep running it for a long time, then you will incur a lot of credit.

Buying traffic or impressions

In this case, a kind of re-routing of traffic takes place, where dead impressions are converted into productive internet traffic hits for your website. You can either buy internet

traffic hits from an expired domain, or you have the option of sharing this expenditure with other websites which might be interested.

Tell-a- friend script

A tell-a-friend script is another available option if you want to rely on viral marketing strategies. This programming script is easy to use and effective. It allows users to inform their friends of the media that they see on a webpage which could be a flash game, or videos etc. In some cases, they can also send their friends the actual media, if the programming permits it.

The importance of back links

Most of the search engines lay a lot of stress on the multiple links that guide people to your site. One important feature is the text between the HTML anchor tag which, in blue and underlined, guides back to your site. Another important factor is the placing of that link. A back link should be placed in the middle of a page which has information corresponding to that on your website.

Alexa banners

Alexa offers several banners in different sizes which you can choose from. While it's free for them, it's a great option if you want to increase traffic on your website!