

**Lesson #21**

# **101 Traffic Tips For Increasing Site Visitors And Sales**

**Part 2 of 2**

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## Continued...

### Press Release Traffic

Press releases are an age-old tradition of announcing new companies, products or information. They have been used to get more customers for decades now.

The Internet makes it easier than ever.

#### ***Tip #51 - Gather information.***

The first step to creating a good press release is figuring out exactly what you're announcing. The traditional purpose of a press release to announce a change, a new company, or another different aspect of your business. Don't worry -- you can often find a great angle if you dig hard enough.

Heck, if you don't have a reason to send a press release, make one. Host a contest or do a charity event. Then get that release written and submitted.

It's also easy to write a press release when you consider what your company offers and which problems it solves.

You should always describe **what's** happening, **who's** involved, **when** it's happening, **where** it's happening, and **why** it's happening. You can search for some press releases on the Internet to get a feel for how these are written and the information that's included.

#### ***Tip #52 - Include the right components.***

There are many different components that are essential to include in your press release. There's a certain standard people are expected to follow to be taken seriously.

You want to make sure that you include:

- Headline
- Introduction
- Body

- Call to action
- Contact information
- Summary

### ***Tip #53 - Use keywords.***

It seems like I'm harping on keywords a lot, but it really is essential to getting more traffic and ranking highly in the search engines. Just like you researched keywords for use in articles, directories, and video sharing sites -- you also need to use them in your press releases.

Search engines like Google seem to love press releases, so it's a sure bet that you can rank highly for your terms.

### ***Tip #54 - Sell yourself***

One of the biggest mistakes people make with press releases is making them too boring. You need to entice people to visit your website.

You can include some tips or tricks, a great headline to draw in your reader, and the benefits of your product service or website.

Once again, I recommend that you examine other press releases in your niche on sites like PRWeb.com that seem to be successful as a way to learn how to write your own.

### ***Tip #55 - Submit your release.***

Submit your press release to the sites that are going to offer you the best benefit. This should include high traffic websites and ones that are generally good performers. This will ensure that your press releases are seen by many different people, and news agencies and will have a greater chance of ranking in the search engines.

In case it wasn't clear before, your press release can be picked up by newspapers and other news agencies as well as other websites. This is a HUGE benefit. You not only want to rank highly in the search engines, **you want it to be picked up by**

**others** so you get more back links and more potential traffic to your site. That's why it's so important to choose the right places to submit.

Some good places to submit your press release are:

- PrWeb
- ClickPress.com
- PR.com
- PressReleases.com

## **Buying Banner Ads**

Banner ads have been around since the Internet began. While advertising with banner ads is not quite as effective as it used to be, you can still get traffic to your website by advertising with Banner ads.

### ***Tip #56 - Do some banner ad research***

Before you get started, you need to know what kind of ad will convert well in your niche. You get a feel for this by visiting the top websites and seeing what kind of ads they have on their site. Some niches do better with an "in-your-face" kind of ad, while others do better with something more subtle. If you end up creating a banner ad that does not target the right group of people, you will have wasted your time and money.

### ***Tip #57 - Create your banner ad***

The next step is creating your banner ad. You can create it yourself if you are good with graphics. If you're not, there are plenty of people you can hire to do the job for you.

A great place to find graphic artists is at Elance.com.

I also like Shelancers.com and WarriorForum.com as places to find talented and affordable designers.

You may want to have two separate banners created so that you can split test which banner ad performs the best.

### **Tip #58 - Contact Webmasters**

The next thing you're going to do is find websites that are relevant to *your* website. If there are other ads on the site, the chances are good that the site owner will allow you to buy ad space too. Even if there are currently no ads on the site, you may still be able to negotiate.

After you send your money, your banner, and your URL to them, you should make sure they have placed the ad in a way that you expected. It helps for you to have some tracking on the link you've submitted so you can determine how much traffic you actually receive from that link.

Your hope is that you see a whole lot more of a return than you're paying. If you're not getting that much traffic you may want to discontinue your banner ad with that site.

### **Tip #59- Use banner exchange networks**

In addition to contacting webmasters one by one, there are banner exchange networks available. Many of these have flat pricing rates, or you'll pay by click or impression. These are often less targeted, so track your budget closely with ad exchange networks.

Some of these are free (if you'll also put other people's banners on your own website) and others are paid. You can find these networks by searching for "banner exchange network" in the search engine.

One popular example is ExchangeAd.com.

## **Getting Links**

Getting links from other websites is one of the oldest search engine optimization tricks in the book. Basically, the search engines rank you more highly based on the number of links you have. You can increase your ranking by exchanging or buying links from other webmasters.

## **Tip #60 - Contact Webmasters**

After your site is up and running the first thing you want to do is find highly ranked websites in your niche. See if they have a links page or similar linking area where it's clear that they have sold links or exchanged links with other webmasters. If so, your chances are good that you can acquire link on that site as well.

Some of them will want to give you a link in exchange for a link on your website. Others will just want a straight-up payment to place your link on their site. This can work even better for you in the long run because Google often gives more weight to one-way links rather than reciprocal links. Three way links are an option as well if you have more than one website. That way you can add the webmaster's link to one of your sites and they can add a link to your other site on their page.

## **Tip #61 - Web rings**

Web rings are another way to get traffic to your website through linking. These are groups of links in a certain niche that each webmaster displays on their site. If you join a web ring, you'll be given a specific HTML code that you place on your website so that visitors to your site can visit the others in the web ring.

Likewise, a link to your website will be placed in the web ring on other websites. Web rings are generally free, so this is a free way to get extra visitors to your site.

## **Tip #62 - Linking systems.**

Linking systems are another way to get your links on other people's websites. These are usually membership sites that you sign up for to gain access to a network of sites or blogs where you can play place your links.

An example of this is if you sign up for a network that owns several high page rank blogs that you can post to with a link to your site.

Some examples of this include:

- Linkvana
- [Syndicate Kahuna](#)

- Firepow Premium

These can work very well for increasing your search engine rankings and your overall traffic.

### ***Tip #63 - Getting people to link to you naturally.***

If you create some really great content on your website, oftentimes it is enough to entice other people to link to it. This is often called "link bait" because you might write something that is so amazing or controversial that other people can't help but talk about it. This works especially well on blogs, but you can use it on your website as well.

If you look at the websites that get the most visitors you'll notice they often offer a lot of valuable content. It can take some time to build up this level of authority. Still, as long as you are offering quality content, this will happen for you.

It's yet another side effect of becoming an expert in your niche.

### ***Tip #64 - Commenting on other people's blogs.***

When you comment on other people's blogs you'll often be able to leave a link to your website in the comments field. If you are commenting on a highly trafficked blog, you often get visitors to click through to your website right then and there.

Regardless of whether or not that happens for you, this will count as a link in search engines each time you leave a comment.

You can either comment on blogs manually, or even hire a freelancer to comment on blogs with a link for you. You should **never** spam a blog using automated software. Just do what you feel comfortable with, and remember that search engines like Google have ways of figuring out when you're trying to game them.

### ***Tip #65 - Three way linking***



There are certain membership sites out there that you can join to have access to a network of three way links. The site will match you up with someone who will link to you, and you'll link to someone else.

These one-way links work well because it doesn't appear that you're trying to game the search engines.

Perhaps the most well known site that offers this is 3waylinks.com.

## **Social Bookmarking**

Social bookmarking is an excellent segment of Web 2.0 that you can use to get more traffic to your website.

These websites are basically services that allow users to bookmark their favorite sites all over the web. You can make use of this by bookmarking your own sites as well as sites that you find to be interesting.

### ***Tip #66 - Use Digg.com***

Digg is one of the most popular social bookmarking sites there is. The best thing is that Google absolutely **loves** Digg right now. The point of Digg is to enter interesting stories from around the web. You can digg your own site and have other people digg it too. If you've written some really great content, the chances are good that other people will want to "digg it". You'll get traffic from the Digg visitors, as well as a great backlink to your site.

You can even invite people to Digg your story by asking them to on your page.

### ***Tip #67 - Use Del.icio.us***

Del.icio.us another social bookmarking site that is very popular. It works similarly to Digg -- when you bookmark your content in Del.icio.us, you'll get visitors to your website.

Once again, just like Digg, this'll give you a backlink to help boost your rankings in the search engines. Remember -- whenever you use these social bookmarking

websites you want to focus on your keywords and make sure your content and descriptions are relevant to your website.

### ***Tip #68 - Use other social bookmarking sites.***

It's in your best interest to make sure you submit to as many social bookmarking sites as possible over a certain period of time. It might be a good idea to use software or websites that can help you bookmark your sites automatically, because it can be incredibly time consuming to do it all manually.

After all, there are a ton of social bookmarking sites out there.

Some websites you can add bookmarks to include:

- OnlyWire.com
- SocialPoster.com

Some software you can use includes:

- Bookmarking Demon
- Autosocial Poster (for Wordpress blogs)

### ***Tip #69 - Spread your links out.***

There are people who believe that they can just bookmark their site like crazy and get good rankings. Actually, that may be true for a little while, but the search engines quickly catch on. People who are lucky enough to get their sites to the top of the search engines through spamming the social sites often see their sites fall way back down to the bottom.

It's a much better idea to bookmark over a number of days to make things look more natural. Remember that the goal of all search engines is to create the best user experience possible. They know that if more people are linking to you, the chances are good that your content is worth it. As you bookmark your site you are getting the word out in hopes that other people will soon start noticing your site's worth. Your traffic will increase over time as a result.

## **Tip #70 - Bookmark other people's content too.**

There are several different reasons why you want to bookmark other people's websites as well as your own. The first reason is because the social bookmarking sites will catch on quickly and ban you if all you're doing is bookmarking your own content. Another reason is that these are social sites by nature. The more you participate, the more return you will see.

Explore these sites. You really find some great websites in your niche. In fact, you might even find some potential link partners or JV partners.

You can even have friends in some of these sites (like Digg). That means if you are linking to their content, they are likely to come along them link to yours as well. The more people who bookmark your content, the better off you are.

## **Word-of-Mouth Marketing**

Word-of-mouth marketing is an excellent way to gain more traffic to your website. The basic idea is to create a campaign that's designed to get people to pass along your information, website URL, and other content you produce.

You will generally have to "think outside the box" to get people interested enough to pass the word along. This often means giving away things for free or speaking about controversial or important topics. This is an age-old marketing technique that companies have employed successfully for centuries.

You're lucky, because the Internet makes this doable for everyone – it's easy to pass things along with a simple e-mail or click on a website.

## **Tip #71 - Plan your campaign**

Once again, proper planning is the key to success. When you plan ahead you can almost be guaranteed that your campaign will take off like wild fire and generate traffic and leads. Your campaigns have several components, with the most important being free content.

You should study what other companies have done to successfully "spread the word". The Burger King dancing chicken is one example of a successful word-of-

mouth campaign. People are so interested in that dancing chicken that Burger King got a lot of business as a result (do a search on Google if you're not sure what this is referring to).

Hotmail is another great example -- they got a ton of people to use their e-mail service because they included a link to it in every e-mail people sent.

### ***Tip #72 - Give something away for free***

One of the most important components of your word-of-mouth campaign is giving away something for free. People **love** free stuff. Your free content can be a video, PDF report, white paper, audio or anything else you want it to be.

This is very exciting. As soon as you start to give things away for free you'll notice an increase in traffic. This comes from people passing your link along, and from people who are coming back to see what else you have to offer. This also makes it easier than ever to sell things to people down the line because they will know that you are all about quality information.

### ***Tip #73 - Make sure people know they can pass campaign materials along***

Many webmasters make the mistake of giving away things for free but not making it very clear that people can pass the free item along to others. Many people will not, simply because they are busy or they don't know it's even allowed. The more clearly you spell things out for them, the higher the chance they will pass it along.

For example, if you are creating a PDF document that offers great information you need to clearly write in that document, "Freely pass this document along to friends and family."

This serves a couple of purposes.

First of all it lets people know that it's okay to pass it along -- that they're not going to get in trouble.

Second of all, it has a call to action -- "Pass this along." It's telling them exactly what they need to do.

### ***Tip #74 - Understand the key reasons people pass things along***

They are two reasons people might share content with others.

These include:

- *Intrinsic motivation* - they feel good about themselves for passing it along, or do so because they know it can help others
- *Extrinsic motivation* - They may get some kind of reward that you're offering

Keep these reasons in mind as you plan your word-of-mouth campaign.

Hot Tip: If you have an affiliate program, you can offer a customizable version of your free item. If you've never seen this in action, visit [www.BrandableStuff.com](http://www.BrandableStuff.com)

### ***Tip #75 - Keep the momentum going.***

You need to keep your campaign going even after your initial viral marketing component is released. Make sure you're adding content to your website to draw people's attention and keep their interest. Soon enough you'll start getting the visitors that you want so you can start to make more money with your website.

Remember -- the key component here is getting the word out about your website. The profits will come in later. Just focus on getting those eyeballs on what you have to offer.

## **Blogging For Visitors**

Blogging is an excellent way to get more visitors to your website. If your site is a blog then you already have this taken care of. If you just have a standard HTML website you'll certainly want to consider adding a blog to your site as well. The search engines tend to rank blogs very highly and it's easy for you to update the content or to outsource it to your writers.

If you need help to get your blog set up and customized, we like Shelancers.com

### ***Tip #76 - Search Engine Optimize Your Blog***

The first thing you need to do after you set up your blog is to make sure it is search engine "friendly". That means adding some plug-ins and optimizing your content.

A popular plugin you'll want to check out is the All in One SEO Pack.

You should also change your Permalink setting in the admin area to %permalink%, because that will optimize the titles of your entries. Instead of each post having a long URL composed of numbers and letters, it will contain your title.

This will help you rank higher so you can get more traffic.

### ***Tip #77- Optimize your content***

You should definitely make sure that your blog content is optimized for search engines. That means doing your keyword research and including your keyword in the title, first paragraph, body, and last paragraph. Your content should be relevant to your niche, and you should link to internal pages in your website to give your site an extra boost.

### ***Tip #78 - Ping your blog.***

Pinging your blog is very important because it alerts the search engines and blog search engines when you update your content.

WordPress (the most popular blogging platform) automatically pings your blog entries for you if you tell it to. Still, it doesn't use every ping site out there by default. You'll want to add an optimized ping list to your settings.

You can find a good ping list here: <http://www.dailyblogtips.com/ping-list/>

### ***Tip #79 - Submit your site to RSS feed engines.***

There are sites out there that are dedicated to collecting blog feeds so that readers can quickly and easily find blogs they are interested in many niche topics. These readers are great because they syndicate your content by using your RSS feed, and they also give you a link back to your blog.

There are many different sites out there, but the most popular is <http://Technorati.com>

This is where many people go to search for blogs they might be interested in. You can also claim your blog at the site, which has its own benefits. If you update your blog you want to save each page as a favorite in Technorati. Other people can then pick up on your content, and you will get more traffic as a result.

Other options include:

- Feedage.com
- Feedagg.com
- Bloglines.com

### ***Tip #80 - Write guest blog posts.***

Writing guest blog posts is a great way to get traffic to your website. This is especially true if you're able to do so on a blog that is very popular. That way, when your post is published you will get the benefit of their authority, and many of their visitors will come to your site. You also get the benefit of getting a link from a quality website. The more you can boost your ranking in the search engines, the more traffic you can get.

Some sites where you may be interested in writing guest posts are: [www.LadyPens.com](http://www.LadyPens.com)

[www.MarriageMultiVitamin.com](http://www.MarriageMultiVitamin.com)  
[www.JustPreschoolThemes.com](http://www.JustPreschoolThemes.com)

Of course, you'll want to make sure that you only choose places that are directly related to your field of expertise.

### ***Tip #81 - Write link bait posts***

Writing link bait is the best way to get visitors to link to your blog. Basically, your goal is to write a compelling, interesting, or controversial piece that will get other bloggers interested (or riled up) enough to link to your post. This tactic is often very successful and can get you many regular visitors if they see that your blog is well worth visiting.

Remember -- you should always leave the comments section open so that more people will comment on your blog and visit often. One of the best parts about blogging is the interaction. Link bait posts tend to get a lot of comments.

### ***Tip #82 - Encourage people to sign up for your RSS feed***

One of the greatest things about blogging is that you often get repeat visitors from those who love your content. The only problem is there are so many other blogs on the Internet that people may forget to visit you just because life gets in the way.

If you encourage them to subscribe to your RSS feed you'll have a greater chance that they will visit regularly since their feed reader will automatically update them when you've updated your content.

You can encourage people to sign up for your RSS feed by including a large graphic that clearly gives a call to action for them to sign up. You can find some RSS graphics here: <http://www.rss-specifications.com/rss-graphics.htm>

### ***Tip #83 - Consider making your blog do-follow.***

Most blogs are "no-follow" when you install them.



This means that when people comment on your blog, they will not get a lot of the benefit from their link since it basically tells the search engines not to follow it (different engines handle this in different ways). If you're using WordPress, you can easily install a do-follow tag by using a plugin.

Once people know your site is a "do-follow" (let them know using a graphic), you'll find that your comments drastically increase.

In fact, many visitors seek out blogs with the do-follow tag to comment on because they know that they are going to get the most benefit from the link attached to their comment in the search engines. While some people will only stick around just to leave their link, there will be others who are interested enough to read your content and what you have to say.

Better yet, the more comments to have the more social proof you have. Once you have a bit of social proof your traffic and blog interaction will increase.

### ***Tip #84 - Blog often***

The more often you blog, the more often your site will get spidered. This means that new blog posts will be indexed in the search engines quickly and you will start to become a "favorite". This doesn't mean you have to blog every day (though it helps). Just post as often and as consistently as you are comfortable with.

Both people and the search engines like to see freshly updated content. That means you'll see a lot more traffic if you're able to add a few new blog posts per week or so.

For example, you may want to make it a habit to blog at least three times every week around the same time. If people get a feel for when it's a good time to stop by they will visit more often. Best of all, people will start passing out your blog link and you'll get more links and more people visiting than ever before.

## **"Outside the Box" Strategies**

The methods of getting traffic above are all very workable and using them will definitely help you see more traffic. Still, there are more webmasters than ever before who are also trying to get traffic to *their* websites. That means you need to use outside of the box strategies you can use to set yourself apart from the competition. Using these ideas will help you get a devoted following, and a lot of traffic.

### ***Tip #85 - Run contests***

People love to win things. If you run contests on your website you can be sure that people will stop by to see if they can win. Your hope is that they will see that you have quality content that is worth reading. This can go viral since people are likely to tell their friends about such a great contest.

Contests you can run include product giveaways, free links on your blog or site, and more. Think about what the people in your niche want the most, and give it to them.

### ***Tip #86 - Use Yahoo Answers efficiently***

Many marketers are using Yahoo answers in an effort to get traffic to their websites. The problem is most of them are not using in the right way. The point of using Yahoo Answers with a link back to your website is NOT to spam. Instead, you need to seek out questions that you can answer as an expert and provide a great answer to. If your website is relevant, you can link to it as long as it is serving the needs of the person who asked the question.

Your answer needs to be very detailed and specific and showcase the fact that you are an expert in the niche. You'll have a better chance of getting chosen as the "favorite" answer, which is great for those times when Yahoo Answers ranks highly in the search engines.

### ***Tip #87 - Sponsor a blog theme***

Many people use Word press blog themes because they are attractive and very efficient, whereas you would have to pay a designer several hundred or thousand dollars to design something similar from scratch. Since you find these themes so useful, you know that other people will too. You can now be on the other side of things by sponsoring a theme.

Don't worry if you're not very technologically savvy, because you can hire a freelancer to do this for you.

The cool part is that at the very bottom of the theme you're going to include a link to your website or blog. That way, whenever someone installs the theme on their site, you'll get the benefit of having many links over time

### ***Tip #88 - Sponsor an HTML template***

Just like you can sponsor a WordPress theme, you can also sponsor an HTML template. This works in much the same way as the blog themes above. Create a template (or have one created) that people will be sure to use, and include a link in the footer that leads back to your site.

Remember -- make this very high quality so that people want to use it.

It works even better when you create a template that is focused on your particular niche. When people use it for their site that's in the same niche it will count as a contextually relevant link.

### ***Tip #89 - Build a network of sites instead of just one***

You can do very well if you have more than one website in a niche. Interlink these sites to help you boost your search engine rankings. You can also create sites in smaller sub niches to hit more areas of the market at once. The idea is best built up over time, but there is nothing stopping you from building more than one as soon as you can handle it. They can all "help each other out" in the rankings.

### ***Tip #90 - Talk about the "gurus"***

Every niche has a set of gurus who people either look up to or who create controversy in some way. If you create a list of these gurus or talk about them in an interesting way you can get some traffic -- you might even get some kind of response from the gurus themselves.

Try looking for keywords that are related to these people's names because they may be easier to rank for, yet are still highly searched.

### ***Tip #91 - Research using sites that are for sale***

What you may not realize is that people sell their websites all the time and basically give away all of their marketing methods. All you need to do is go look at the website listings to see what level of traffic they were getting and duplicate exactly what they were doing.

The most popular site for doing this is SitePoint.com.

If you go there and look at the premium and established websites you should be able to find one that is related to your niche. Prospective buyers will usually have asked them questions about their marketing methods, and it's safe to say that if you do as the site owner has done you will start to see the same levels of traffic.

Better yet, you can improve on their strategy to get even more traffic for your own website.

Another option is to buy sites that already have traffic and use them as a shortcut to getting traffic of your own.

### ***Tip #92 - Submit an ad or your content in magazines***

Another great method is to submit an ad or write an article for offline magazines in your niche. This is great because many of the smaller niche magazines have inexpensive ad fees and are regularly looking for writers. A lot of marketers stick to online methods and completely forget that the offline world exists. That's just fine, because you can use this method to your advantage.

This will add a lot to your credibility as well.

### ***Tip #93 - Find related news websites***

There are likely websites that offer news related to your niche. You can visit these sites to find their author submission guidelines. Browse around to see what they are looking for in a writer as well. If you think you've got a good idea, do some research to see what you need to do to send a query letter.

After your article is published, you will get a link to your website on what is likely a highly trafficked news website.

### ***Tip #94 - Create surveys***

People love to feel a part of something, and surveys are a great to include your visitors. You can use a site like [www.SurveyMonkey.com](http://www.SurveyMonkey.com) to freely ask questions of people in your niche.

People like know that they have had some kind of input, so they'll be more likely to visit to see what kind of updates and content you have. They will also be more likely to pass along an interesting survey link to their friends. You can sweeten the deal by offering some kind of prize for completing the survey.

### ***Tip #95 - Create lists of things***

Other webmasters are always looking for things that will be helpful to link to for their the people who visit their site. You can provide them with the most perfect content to link to if you use the "top 10" list format.

Remember -- since you're going to get more visitors you should always offer an easy way for people to get updates on your content and products. This means making an RSS feed available if you have a blog. If you have a static website have an autoresponder list so that you can mail your visitors.

This takes away your reliance on search engines and puts a lot of your traffic into your own hands. What I mean by this is that, if, heaven forbid, the search engines

all drop you – you'll still be able to mail your list about your offers to get traffic and make money.

### ***Tip #96 - Create a forum***

Forums are different because you actually have to drive traffic to them as well, but when you do it correctly it can be well worth the effort. People start to develop relationships with each other because they have found others who are interested in the same topics. This means that you will constantly have content created for you with the forum discussions.

You have to use a lot of the same traffic strategies you've already seen listed to get your forum started. But once you get some members it takes on a life of its own. It will be a pretty hands-free way of getting traffic from that point on.

### ***Tip #97 - Create a PodCast***

PodCasts are another way to use audio to get people interested in your content to ultimately gain more traffic. Many people who are on the go just don't have time to sit down and read a long article or watch a video on their screen. A workaround to this is to make audio content available to them.

MP3 is the most popular format and you can make the files easily downloadable from your website. You can also submit the audio to sites like iTunes.com and MP3.com to start gaining a following. This will help to solidify your role as an expert in your niche and you'll get more traffic as a result

Don't have time to create your own Podcast? Then be a guest on someone else's.

### ***Tip #98 - Interview the experts***

Once again, people love to hear from experts. You can contact these experts to see if they will allow you to interview them. The chances are good that the expert will agree because it helps to brand his (or her) name and they'll get a free link from your site.

You can also repurpose these interviews by making them available as a gift for signing up to your list.

### ***Tip #99 - Exchange content with others***

Yet another way to increase traffic to your website is to exchange content with another authority site in your niche. Do you sometimes get tired of writing content? So do other webmasters. That's why it's a no-brainer deal to exchange content.

You will both include a link to the other person's site on your own site. Don't get too hung up on the duplicate content myth, because Google itself has debunked this. If the other person is really worried about duplicate content, you can offer to rewrite their article and your own.

It's still worth it because you will get the link from their site.

### ***Tip #100 - Link to other blogs from yours***

When you link to blogs they are automatically notified by the TrackBack system.

Some of the bloggers will ignore this, but many others will reciprocate the link "just because." The more often you link to other relevant blogs the more chances you have of getting free links. These links really do add up over time and they can increase your search engine rankings drastically. This is especially true since the content you're linking to is so relevant to your own.

### ***Tip #101 - Create quality content.***

This tip was actually referenced in several of the other tips, but it has to be said on its own and as the final tip, because it is so very important. In fact, if you throw out all the other tips and stick with this one, you will still get a lot of excellent traffic that builds up over time.

If you think about it **people want is good content** on the Internet.

- People want to read quality content for information or to to make a buying decision.

- Search engines want to include quality content at the top of their search engine rankings because they want to provide a good user experience for the people using the search engines.
- Other webmasters want to link to quality content because it makes themselves look good and improves their own quality in the eyes of the search engines.

Therefore it stands to reason that your number one goal should be to write the best content possible and provide the best user experience possible on your site -- the rest of these tips will come together. Follow this tip as your cardinal rule.

## **Putting it All Together**

There you have it. These are 101 traffic tips that you can use today to drive a rush of traffic to your website. Don't feel overwhelmed, because it takes a while to drive your traffic levels up to reach your goals. You'll need to work consistently and constantly to make this happen, so take these tips to heart and take action every day.

In fact, you may want to create a daily schedule right now by scheduling 2 to 3 of these tips to use every single day. That way, you'll only be spending about 1/2 hour to 1 hour each day on driving traffic, but the results will build up massively over time.