

# 5 Ways to Get More Traffic TODAY



## Introduction

In a world where a Google search compiles thousands of results in under a second, you may wonder how to get your website to the front of the line. Although it may seem like a simple enough question, the solution is not always the same. Websites are kind of like people - each one is unique. The search engine, i.e. Google, is like a judge. Google is ranking websites based on their content, relevance, quality, and more.

As you begin or improve upon your quest to bring more traffic to your website, consider the following questions:

- 1. How are people searching for my products and/or services?*
- 2. Which sites are winning for those searches, and why?*
- 3. Which searches can I win?*

As stated before, there is no guaranteed way to cut to the front of the line. However, there are ways to move forward and continually progress. With the above three questions in mind use the following suggestions as a guide.

## Step 1. Build a solid foundation.

Start by creating unique and accurate page titles. Through the use of title tags, construct brief descriptive titles. Make use of the “description” meta tag. Provide search engines and users with a summary about the page.

Improve your URL structure. The URL should be easy to understand. A simple URL is best because it can be displayed in search results. A basic URL can show content information more easily and accurately. Create navigation that is simple to use. Plan the site navigation based on the homepage.

## Step 2: Focus on quality, not quantity.

Offer quality content and services. Create original information. Interesting sites will attract visitors. Users are looking for quality content. When they find it, chances are they will pass it on to others.

Improving content and services should be a priority, regardless of the type of website. To create or improve your content’s quality consider the following suggestions:

- 1. Content should be easy to read and understand.*
  - Keep it simple and to the point.*
- 2. Make use of keywords.*
  - Keywords can improve your placement in a specific search query.*
- 3. Organize your topics in a logical manner.*
  - Organized content will help both users and search engines find what they are hoping to find.*

### Step 3: Improve and optimize.

Write better anchor text. Choose text that is descriptive and appropriate for the content. Easy to understand anchor text is beneficial for users and search engines. Simple anchor text will result in easily identifiable links.

Learn how to optimize images on your site. Optimize your site's images by using brief and descriptive filenames and alt text. Alt text is especially important and usually overlooked. If an image is unable to be viewed, the alt text can describe what should be visible. To avoid missing images, always use common image file formats such as JPEG, PNG, GIF, and BMP.

By optimizing images, you are creating more links and pathways to your site. Once again, it is important to keep practicing good structure and organization.

Use heading tags appropriately. Think of them as the leading sections of an outline. Each tag should be unique and relevant. Heading tags are an important website component for catching the user's eye, so choose wisely.

## Step 4: Get involved in social networks.

Twitter, Facebook, and blogging sites can help to match interested groups to a particular topic, product, or service. By creating a presence in social networks, you are expanding your overall visibility on the web.

Use social media as a means to develop a relationship with potential and existing customers. Getting involved in social networking allows you to create conversation and interact. According to [www.reelseo.com](http://www.reelseo.com) social networks should be used by businesses for the following three helpful reasons:

- 1. Focusing on Social Communication*
- 2. Listening and Engaging*
- 3. Building Equity and Social Relationships*

Additionally, social networks allow you to display links to your website at no cost - it is kind of like free advertising. Your target market is essentially at your disposal.

## Step 5: Make the most of useful tools and information.

There are plenty of great free search engine optimization tools at your disposal. Google offers the following free tools for web analytic purposes:

1. Google Analytics
  - This program allows users to learn more about a site's visitors and how they interact with it.
2. Google Website Optimizer
  - With Google Website Optimizer, you can conduct experiments to test the success of changes made on your website.

Although there are many free tools, the main advantage of using any S.E.O. tool is saving time. S.E.O. tools can ensure you that the task is being done in the most efficient manner. They work to analyze and find facts that can be extremely beneficial. S.E.O. tools can help you successfully maintain and bring the most traffic possible to your website.

## Summary

The five ways to get more traffic to your site are a great starting point. Keep in mind that building a continuous flow of traffic is an on-going process. Make getting traffic to your site a priority. To successfully achieve your goal, build upon the five suggestions.

**Step 1. Build a solid foundation.**

**Step 2: Focus on quality, not quantity.**

**Step 3: Improve and optimize.**

**Step 4: Get involved in social networks.**

**Step 5: Make the most of useful tools and information.**

If you follow these suggestions, you are off to a great start. For further assistance, contact First Blog Media for all of your search engine optimization needs.

## Resources

Google's Search Engine Optimization Starter Guide:

[http://static.googleusercontent.com/external\\_content/untrusted\\_dlcp/www.google.com/en/us/webmasters/docs/search-engine-optimization-starter-guide.pdf](http://static.googleusercontent.com/external_content/untrusted_dlcp/www.google.com/en/us/webmasters/docs/search-engine-optimization-starter-guide.pdf)

ReelSEO.com

<http://www.reelseo.com/social-media-dos-donts-businesses/>

SEOboss.net

<http://seoboss.net/search-engine-optimization/why-you-need-to-use-free-seo-tools-2/>

SEOlogic.com

<http://www.seologic.com/web-traffic/increase/visitors/>

<http://www.seologic.com/guide/>

TopBusinessForum.com

<http://topbusinessforums.com/how-to-use-social-networking-sites-for-seo-and-internet-marketing-t46239.html>