

Increasing Traffic to your Web Sites

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Introduction

Despite having an excellent concept or idea, many websites or online business fail for the very same reason time and time again – they cannot get enough quality traffic!

However great your content, services or products are, your site cannot succeed unless you have a regular stream of targeted traffic!

In this guide we will examine multiple methods and techniques to rapidly increase the amount of traffic to your website.

Individually, each of the methods listed will have a noticeable effect on your overall incoming traffic. However, if you work through this guide step by step and apply each method correctly, you will see improvements that you never thought possible.

Optimizing your Web Pages

This critical area will provide the foundation for our entire traffic campaign, so it's vital that you spend some time ensuring that your site is optimized.

Most major websites get the majority of their web visitors from popular search engines, such as Google or Yahoo. The benefit of improving your search engine listings is two-fold. Firstly you will obviously attract more visitors, hence more potential customers.

Secondly, as your site gets better search engine rankings and more people start to become aware of its existence, you will find that the number of incoming links to your site will grow on a daily basis!

The major search engines utilize Spiders or Bots, which periodically crawl the web visiting sites and following their links. Their main aim is to discover new pages or updated content to index in its corresponding search engine. So in addition to ensuring your website has a visually attractive design for human visitors, you also need to ensure that your code and structure is optimized for the search engine Spiders.

There are several steps to follow in order to ensure the highest possible search engine ranking:

Domain name

Although impossible to change if you have an existing site, if you are planning a new website it's important to understand that the domain name is of important when designing a site for optimal ranking. Most of the search engines place some emphasis on the keywords contained in your domain name. As an example, let's say your company's name is Acme Inc. and you provide web design services. The domain name Webdesign.com would be a much better choice than Acme.com. How many potential new customers looking for web design would think to search for Acme Inc.?

Meta tags and page title

Meta tags were originally created to let the search engines know what a particular web page was about. Nowadays although often misused they still remain an important tool.

The description tag should contain your sites primary keywords yet remain readable and understandable by a human viewer. As an example, the following description tag could be used on a web page designed to promote this Ebook:

```
<meta name="description" content="Ebook explaining how to Increase Traffic to Your Website or Web Pages. Covers optimizing your web page, adding value to your site, getting listed, link directories, reciprocal links, pay-per-click promotion and Web Rings. A complete guide to SEO and search engine optimization.">
```

Many of the other Meta tags (for example the keyword tag) are no longer used by most search engines due to abuse, and it will not affect your ranking if you do not include them in your pages.

A carefully selected page title will also have a major effect on your search engine ranking. Ideally, you should select your main keywords and place them towards the start of your title description. Using the previous example, an ideal page title tag would be as follows:

```
<TITLE>Guide to Increasing Traffic to your Web Sites or Pages. SEO and Search Engine Optimization.</TITLE>
```

An important point to remember is to make sure that you use different page titles on the different pages of your website, with each tag focusing on the actual content of that particular page.

Site Navigation

Although Flash, DHTML or JavaScript menus are attractive, they are not the most efficient choice when it comes to implementing search engine friendly pages. By utilizing simple text links, you can help ensure that your entire site is indexed in the Search engines. Search engine spiders cannot navigate Flash menus! If your website's theme requires you to use a special design, try and make sure that you also have some simple text links to the major areas of your site.

Site Map

Having a simple Site Map that links directly to all other pages a highly effective tool for the traffic conscious webmaster. If you link to your Site Map directly from your homepage then you can be sure that the search engine Spiders will be able to easily reach and index all your pages. As with the site navigation, ensure that the links on your Site Map consist of either plain text or simple image links.

Using the above methods and technique will help ensure that your site receives the highest possible search engine ranking. However, before you start making modifications to your site let's examine what **NOT** to do:

Any of the following techniques will severely harm your ranking:

Cloaking or Doorway pages

Essentially a page filled with keywords that will be picked up by the search engine Spiders. Typically these pages are just filled with keywords and no informative content and will redirect a viewer to the site homepage.

Hidden text

Most often this is implemented by means of huge chunks of text filled with keywords that match the page background color, making it invisible to the viewer.

Spamming

Sending unsolicited mass email originating from your domain name can result in your site being banned from the search engines.

Increasing traffic by optimizing your webpages:

- In the event of a new website, choose an optimized domain name
- Implement selected Meta keywords
- Implement a targeted page title
- Utilize plain text navigational menus
- Design a site map and link to it from your homepage

- Ensure that your site does not use any unadvisable techniques

Ensuring that the pages of your website are optimized will guarantee that your site receives the highest possible search engine ranking, which in turn will directly increase your number of web visitors.

Adding Value to Your Site

Now that we have examined how to make our site search engine friendly, it's time to explore some simple yet effective ways in order to make it user friendly!

Basically in this section of the book, we'll be focusing on methods to attract new visitors and to ensure that previous visitors keep returning. Remember that by providing 'value' to your viewers you'll help to rapidly spread the word about your website and develop a strong base of regular visitors.

Providing 'value' to both the search engines and viewers

Keep your content fresh and updated

Fresh content is not only beneficial to your users; it will also help ensure a good search engine ranking. Try to develop sections of your site which allow you to update content regularly – latest news, articles or a frequently asked questions section (FAQ) featuring user submitted questions are all excellent ways to ensure a stream of fresh site content.

Develop a Newsletter

Publishing a newsletter at regular intervals is an easy way to help inform your target audience of product or service developments, special offers or latest news. When a new newsletter is published, the previous one can be archived which will help add additional relevant site content.

RSS newsfeeds

A regularly updated newsfeed supplying relevant information is an excellent way to keep web pages fresh with minimal user intervention. The main advantage of RSS feeds is that they are updated directly at the source which then propagates automatically to all subscribed websites.

Establish an online community

This is a major step, but highly effective in making your site truly appeal to a large portion of your viewers. Using the example in the previous section of Acme Inc. (a web design company), some of the online community features that they could implement would be:

- Message boards and forums for users to discuss and share web design tips and techniques

- Chat rooms for users to chat in real time
- Free email accounts
- Prize giveaways
- Online games

In the example of Acme Inc., many potential visitors would otherwise not visit their website as they may not be in the market for web design services. However, by establishing their website as a leading resource on the subject of web design, Acme Inc. can benefit from improved search engine rankings, more incoming links and increased name recognition as well as appealing to a much larger audience.

Increasing traffic by adding value to your website:

- Ensure your content is updated regularly
- Develop a newsletter to keep visitors informed of updates
- Install a relevant RSS newsfeed
- Establish an online community to attract new visitors and keep existing visitors coming back

Adding value to your website will help not only with search engine ranking, but also will help to make sure that visitors enjoy and profit from their visit.

Additional resources for this section:

Newsletters

- Chipmunk Free PHP Newsletter script - <http://www.chipmunk-scripts.com/scripts/newsletter.php>

RSS Newsfeeds

- Free RSS Newsfeeds – <http://www.freshcontent.net>
- EasyByte Newsfeeds – <http://www.easybyte.com>

Online community resources

- PhpBB Message Board - <http://www.phpbb.com>

Getting Listed by the Search Engines and Page Rank

Although there is a good chance that by now your website may already have been indexed and listed in one or more of the major search engines, it's important to verify and manually submit any pages that have not been included.

The key steps involved here are as follows:

Search engine submission

Manually search the major search engines to ensure that all your website's pages have been indexed. As a starting point, search using the following search engines:

- Google.com
- Yahoo.com
- Gigablast.com
- HotBot.com
- Lycos.com
- Search.msn.com

All of the above search engines feature a free option allowing you to manually submit your site. If your site homepage has not been indexed then simply submit your homepage URL or domain (www.mydomain.com) and do not submit individual pages. If you have followed the steps outlined in the previous sections correctly, then the search engine Spider or Bot should be able to crawl your webpages and index the entire contents of your site.

If there are pages from your site which have not been indexed, then simply submit each individual URL. Do not resubmit pages which have already been indexed and have not changed significantly since the last indexing.

Submission to the 2nd tier search engines

The effect of submitting your website to the lesser known or 2nd tier search engines is often underestimated. Ensuring that your page is listed in many lesser known search engines will help ensure that you receive a higher rank in the major ones. Being listed in a wide range of search engines will also help ensure that your web site receives maximum exposure.

Most of the lesser known search engines do not use Spiders or Bots and instead require sites to be submitted. As a result, the only method one can use to get listed in these search engines is manual submission.

You can find a complete and free list of categorized 2nd tier search engines at the following address - <http://www.allsearchengines.com>. Spending some time going through and submitting your site to as many search engines as possible is an excellent method to substantially increase your amount of targeted web traffic.

Many of these 2nd tier search engines are specialized in a particular subject area, so if you locate the correct search engine you can find a source of rapid and highly relevant traffic. In addition, there is a growing trend for the major search engines to delegate specialized to one or more 2nd search engines or directories.

Lastly, many of these 2nd tier search engines carry a high Page Rank and will help increase the credibility of your page (as discussed below) as seen by the major search engines....

Introduction to Google Page Rank

Google uses Page Rank to determine a web page's important or authority on any given subject. Page Rank is a numerical value from 0 to 10. A site with an extremely high rating would be defined as PR10.

- **Google considers that an outgoing link to another page implies that the originating web page is casting a vote of support or popularity for the other page.**
- **Google also uses the Page Rank of the originating page to determine how much emphasis to place on the 'vote'.**

Although Page Rank is not the only factor that determines your overall rank in the search engine results, it is one of the key areas. As a result, it's important to understand what will harm your PR.

Establishing a good PR is important to ensure optimal traffic from search engines

Page Rank is calculated using an extremely complex algorithm, however there is a simple rule which will ensure that you do not advertently hurt your own Page Rank...

Be extremely careful about whom you link to!

Although incoming links to your website will not damage your PR, outbound links to sites with a Page Rank of 1 or less is considered by Google to be linking to a 'bad' neighborhood. Consequently, Google may penalize those who link to websites with a low PR.

The solution is to ensure that you check the PR of all sites that you plan to link to. You can easily check Page Rank by installing the Google toolbar from <http://toolbar.google.com>.

With the Google Toolbar, a page with a PR0 is displayed as white in the PR meter

In the case of a web page that previously had a higher rank, a PR0 could imply one of the following:

- The page was not accessible the last time the search engine attempted to Spider your website
- The page is considered duplicate content

- The page has been online for at least three months yet no other sites link to it
- The has been penalized (but not banned)

It can sometimes be difficult to determine the exact cause of receiving a PR0, but if you have not employed any techniques that are frowned upon then it's highly unlikely that your page has been penalized.

It's important to note that having a Page Rank of 0 and having an unranked page are **NOT** the same thing. If you are using the Google Toolbar then an unranked page will display completely gray on the PR value meter, whereas a page with a PR0 will display white.

A page that is not listed in Google's index will display gray

A page that is listed but has a PR0 will display white

The Google toolbar meter can also display gray in the event of a site or page that has been removed from Google. To summarize, if your site previously had a PR but now displays gray then it may have been banned. You can verify this by entering your website's URL as a search term and then clicking on the 'Find web pages from the site' link. If no results are returned, then your site has been removed from the Google index.

Increasing traffic by search engine submission and ensuring a high Page Rank

- Check that all your webpages have been indexed in the major search engine and manually submit any that are not
- Submit your site to as many specialized 2nd tier search engines as possible
- Ensure that your website does not link to any pages or sites with a low Page Rank

Having your website listed in as many lesser known search engines as possible will help increase your ranking and traffic from the major search engines, as well as being an excellent source of direct, specialized traffic.

Ensuring that you do not link to any 'bad neighborhoods' or low PR sites will help to maximize your incoming traffic from Google.

Link Directories

As we previously discussed, the number of quality incoming links you have will greatly increase your PR and thus will also increase the overall amount of traffic to your website.

If used correctly, free link directories are an excellent tool to increase search engine rankings via link popularity.

However, it's crucial to understand the difference between a genuine directory and a FFA (free for all) page.

FFA pages or link farms are typically a long list of random URLs, and most often require you to add a reciprocal link before your site can be added. Bearing in mind that outgoing links to non relevant, low PR or banned sites can severely damage your website's PR, you should be extremely careful when it comes to dealing with FFA pages. **Avoid FFA pages at all costs.**

Some excellent free directories that allow your site to be listed in relevant categories include:

- Dmoz.org
- 01webdirectory.com
- Wowdirectory.com
- Tygo.com
- Turnpike.net
- Cantufind.com
- Sitelibrary.net/Directory
- San24.com
- Ranked1.net
- Jayde.com
- Info-listings.com
- Dirone.com
- Canlinks.net
- Bigall.com

Note that all of the above carry a Google PR of 5 or more and will significantly help boost your website's ratings and rankings.

Although some very popular directory sites offer a paid inclusion service (such as Yahoo), if you submit your site to the above directory listings then you should receive excellent results without having to pay for any listings. However, if your site specializes in business services, then you may wish to consider a paid listing at Business.com. Business.com is a major business directory with an extensive partner network and charges \$199 for a paid annual listing. If your website falls within this category and you have the budget to pay for a directory listing, Business.com is an excellent choice.

Increasing traffic using link directories

- Submit your site to as many quality directories as possible
- If budget permits, consider a paid listing in a major directory

- Avoid FFA pages at all costs

Most visitors to your site will probably come from search engines; however directories are still a highly useful tool in increasing traffic.

Reciprocal Links

Out of all the previous steps, developing a strong base of reciprocal links will be the most labor intensive. The payoff however, will be great and well worth the effort.

Based on what we have previously discussed, you should only attempt to develop reciprocal links with sites that meet the following criteria:

- Although in a relevant area, they do not provide direct competition. Instead, aim to target items, products, or services that complement what your website offers. For example, if your website sells sporting goods, then you should try to establish reciprocal links with perhaps a directory of sporting events.
- The site must have a Google PR of 5 or more.
- The site should not use any techniques such as cloaking, hidden text or spamming.

Before you can begin to add reciprocal links, you should add a simple links or partners page to your website. You should ensure that this page is easily accessible from the home page of your site.

The easiest method to locate potential link partners is to search one of the major search engines using similar keywords as your own website uses. Ideally, start at the top of the results page as these web sites will generally have the highest PR. Once you have found a potential partner who matches the criteria listed above, send the webmaster an email inquiring if they would be interested in exchanging links. A typical email could read as follows:

Hi,

I found your site through (search engine) and really enjoyed it. I particularly liked the sections about (topic) and (topic) and I feel that they are of great value to anyone interested in (subject).

I run (site URL), which is also about (subject). I feel that a lot of our visitors would be interested in your site so I have placed a link on our partners page. I was wondering if

you would be so kind as to do the same! You can view your link here (URL of partners page), please let me know if you'd like me to modify any of the wording or details.

Establish links between our websites will help both of our rankings in the major search engines!

I look forward to hearing from you!

Best regards,

(your name)

If you are asking to trade links with a well established site with a higher PR, it helps to add their site to your links page prior to asking for them to link to you.

In addition to improving search engine ranking, displaying your link on a relevant partner's website will also help directly bring targeted visitors to your website.

Increasing traffic using reciprocal links:

- Implement a links or partners page
- Locate potential link partners
- Post a link to the potential partners website on your links page
- Send an email to the potential link partners requesting an exchange of links

Developing a strong base of reciprocal links is the key to ensuring excellent search engine ranking, high PR and extensive amounts of traffic.

Pay Per Click Advertising

Pay Per Click advertising is essentially placing links, keywords or banners to your websites on various directories, search engines or web resources and paying each time a user clicks on your link. PPC advertising can be an extremely quick and effective way of promoting your business online to a highly targeted audience.

There are two major recommended PPC advertising programs:

- Google AdWords (<http://adwords.google.com>)
- Overture (Yahoo) (<http://www.overture.com>)

With PPC advertising, various keywords have a different rate. You simply choose which ones you would like to use and how much you are willing to pay. Users searching using a keyword you have reserved will automatically be presented with your ad.

Getting an excellent search engine ranking is hard work, especially if you have only recently launched your site. The great advantage of PPC is that it allows you to compete against leading sites immediately, and using almost any keywords or search terms that you wish.

Prior to launching a PPC campaign, it's important to ensure that you have a quality website or page that viewers will click through to. It would not be a good idea to pay for each time a visitor clicks through to your site only to have them close the browser windows after only a few seconds of viewing!

In a nutshell, Pay per Click advertising is about renting advertising space linked to your keywords or search phrases.

Most PPC programs function by advertisers bidding for the number one position for their banner or text. It's essential to understand that in order to be cost effective you may need to target a very precise market. For example, let's say that we wanted to use Pay per Click advertising on a webpage designed to promote this book:

The #1 position for the search term 'Search Engine Optimization' is \$12 per click.

As you can see that would be highly expensive and would almost certainly not be cost effective. In addition, we could receive better results by focusing on a more specialized target market.

The #1 position for the search term 'SEO guide and strategies' is \$2 per click.

The search term 'SEO guide and strategies' would be a much more efficient choice and although still expensive, it would allow our PPC campaign to provide high quality, effective advertising to a targeted group of users.

Before you begin a PPC advertising campaign, it's important to plan out a few critical areas:

Calculate how much you can afford to pay per click. For example, if your website sells video games with a \$10 profit and on average you need 200 visitors to make a sale, then your maximum click price would be 5 cents. You can calculate your own maximum click price using your profit divided by the number of visitors required to make a sale.

Carefully select targeted keywords that relate directly and precisely to the content of your website. Depending on your website you may or may not be able to reuse your Meta tag

keywords – it's possible that the keywords are so popular with other PPC advertisers that the price would be far too high to be cost effective.

Increasing traffic through Pay per Click advertising

- As this will require money, make sure that you are 100% confident in your product, service or website.
- Choose and subscribe to a suitable PPC program
- Determine your maximum click price
- Determine and implement targeted keywords and phrases

If used correctly, Pay per Click advertising will allow you to quickly increase targeted traffic to your website for a reasonable fee.

Additional resources for this section:

- Payperclickguide.com covers many of the most popular PPC search engines with detailed reviews and reports - <http://www.payperclickguide.com>.
- Payperclicksearchengines.com is a valuable resource for obtaining details on a variety of different PPC programs - <http://www.payperclicksearchengines.com>.
- Clickquick.com provides reviews of various different PPC search engines - <http://www.clickquick.com/mastercat.asp?m=1>.

Affiliate Programs

Although often overlooked, developing an affiliate program is an excellent idea to help extend the reach of your online marketing for minimal investment. The general idea of affiliate programs is that after signing up, users can earn money, points or gifts by placing your banner ads on various websites. An affiliate script will help keep track of how many clicks or sales each banner ad generates.

The single biggest advantage of affiliate programs is that you recruit users to market your website and pay them exclusively based on results!

There are several main types of affiliate programs:

Commission

An affiliate program that is commission based will reward your users with a direct percentage of the product or service that they sell.

Flat rate

A flat rate system will reward your users with a fixed payment for every product or service they sell. If your website does not directly sell anything, then you could perhaps reward affiliates for each new member that they successfully sign up.

Pay per click

As we previously discussed, a pay per click program will credit your affiliates each time a user clicks on one of your banners.

The most popular affiliate programs are commission based. Generally this kind of system will ensure that affiliates are motivated to sell your product or service and not simply focus their efforts on receiving banner clicks.

As commission based programs will also allow affiliates to make the highest profit it's significantly easier to find and sign up new members.

If your website sells a product or service, then a commission based program will most likely offer the most benefits.

If your website is free or for information purposes only, then a pay per click program will be most suitable.

In the case of websites that do not generate any income you will need to find a method of rewarding your affiliates without having to pay them, unless of course you are willing to dedicate funds to increasing your website's traffic. You may want to consider a points based reward system where affiliates that successfully refer your website receive a special bonus, perhaps exclusive web content for example.

Designing your affiliate program

The following points need to be considered prior to launching a successful affiliate program. As implementing an affiliate program is a major step, careful planning will ensure that you see maximum results in a minimal amount of time.

Type of affiliate program

As we discussed above, you should choose the correct type of affiliate program based on the kind of product or service your website delivers.

Commission structure (if any)

If you are running a commission based affiliate system, you need to determine how much commission each affiliate should receive per sale. As a general rule of thumb, 10% to 30% is a good starting point for the sale of a product. When the affiliate program revolves around the sale of a service or information, a commission of 15% to 45% is more appropriate.

Payment or reward structure

You need to plan exactly how you will reward affiliates. In the event of affiliates being rewarded by money payouts, then you should consider the payment method (check, money order, cash, etc...) and minimal payout amount (for example, an affiliate must earn \$100 before payment is sent).

If affiliates are being rewarded for their efforts with a means other than money, you should ensure that what you are offering is truly of value - otherwise you will experience immense difficulty in signing up affiliates. Do not forget that affiliates are marketing your website for the purpose of getting something significant in return!

Affiliate resources

The type or resources, content or support that you provide to your affiliates has a substantial and direct effect on the success of your program. An example affiliate pack could include:

- Banner ads
- Product or service datasheets
- Brochures
- Template sales letters
- Pre-designed web pages and graphics

You should attempt to compile a complete pack that will provide the affiliate with everything they need to get started. After your program grows, an affiliate support network is an excellent idea as this will allow your affiliates to exchange tips, techniques and advice.

Implementing your affiliate program

The core of our affiliate program will revolve around an affiliate script. In order to increase web traffic in the quickest possible time, a pre developed script will be the most suitable choice.

- Post Affiliate is an excellent FREE affiliate system that is very easy to install and customize (PHP based). For more information visit <http://www.qualityunit.com/postaffiliate/>.
- If you are looking for something a little different then one of the largest collections of affiliate scripts (including many that are free) can be found here: http://www.hotscripts.com/PHP/Scripts_and_Programs/Affiliate_Programs.

Increasing traffic through affiliate programs:

- Choose which kind of affiliate program would be most suitable for your website
- Plan your commission structure (if any)
- Plan your reward or payment structure

- Develop and assemble a collection of effective affiliate resources
- Select an affiliate system and install it on your webserver!

Affiliate programs are an excellent method of allowing your visitors to market your website for you without any upfront fees or payment.

Other methods of marketing your website

Increasing traffic to your website is not just limited to search engine optimization and PPC advertising, there are many other highly effective, low cost methods you can utilize to help attract new visitors to your website.

- By participating in forums, message boards and online discussions with insightful or helpful comments you can help establish your website as a credible resource. Often, many message boards have a section in your personal profile where you can specify a link to your homepage. Conventional word of mouth marketing is still effective, and many people like to share useful or interesting links with likeminded friends. Also remember that many forum pages have a high PR, so by placing a link to your website in your profile signature you automatically help boost your own site's Page Rank!
- Running your own link directory in your site's relevant field is an excellent method to increase the amount of targeted visitors to your website. There are many scripts available that are very simple to get up and running. A link directory will also help ensure that fresh, new content is added to your site on a regular basis.
- A paid printed ad in a specialized newspaper or magazine can be an effective method to increase traffic to your website. The amount of direct competition using this kind of medium is mostly very low, and as a general rule of thumb your ad can receive very high exposure.
- Placing a 'Tell a Friend' option on your website is an excellent method as it allows your visitors to market your website for you.

Increasing traffic to your website using other methods of marketing:

- Participate in forums and message boards
- Establish your own directory service
- Ad in a printed specialized magazine
- Implement a 'Tell a Friend Script'

These additional methods can help attract many new visitors who may otherwise not have been targeted by the previous actions.

Common scams to avoid

While there are many excellent and reputable services that will increase your website traffic the internet is also full of scams offering false promises. You should avoid all of the following – not only will they have a significant, long lasting harmful effect on your web traffic....they will also take your money for it!

Paying to have your site submitted to hundreds of thousands of search engines

Many companies will simply use an automated tool to submit your site to ridiculous amounts of search engines or directories. In actual fact, many of these ‘search engines’ are at best so obscure that you will be totally wasting your money and at worse they are actually FFA pages. In addition, as their software will simply submit your site automatically, you cannot ensure that the correct category, description and other details are submitted. As many genuine search engines do not accept automated submissions, you are essentially paying for someone to send spam to search engines on your behalf. Use an automated submission service and it’s highly probable that you will find your site listed on bizarre and obscure pages with a completely irrelevant description and/or title.

Paying to have hundreds of thousands of incoming links to your site

Although there are reputable services that will attempt to locate and establish quality reciprocal links for your site, the majority will employ very similar techniques as the above scam. It’s not realistic to expect any service to provide you with 300,000 quality incoming links without any of them being featured on FFA pages. As we previously examined, being associated with a FFA page will severely harm your search engine ranking.

Paying a one time only fee to have a long lasting increase in traffic

Some companies claim to be able to keep your site permanently listed in the top of the search engines with a single optimization campaign. As search engine algorithms constantly evolve and change, this is a completely absurd and ridiculous promise.

Paying for a ‘guaranteed’ top ten ranking

Many unscrupulous companies will give you a guaranteed top ten ranking...although they will not tell you prior to taking your money that the position is using obscure search terms that have no direct relevance with your site. This kind of company will simply optimize your site for a hardly used search term, often by applying dangerous techniques such as cloaking, hidden text or doorway pages.

Summary

This guide has demonstrated how to apply the most effective techniques for increasing traffic to your websites, and you should now possess the resources and knowledge needed to be able to plan and implement a successful traffic campaign.

More importantly, you should now also be able to avoid some of the main search engine optimization scams. If you decide to pay for an increase in traffic to your site then avoid false promises by unrealistic companies and instead invest in proven methods such as Pay per Click advertising or affiliate programs.

By following and applying the above methods you will be able to develop a strong and regular stream of targeted incoming traffic. However, do not forget that increasing traffic to your website takes time, hard work and determination!

GOOD LUCK!