

Published based on [Learn How To Increase Traffic To Website](#)

# Learn How To Increase Traffic To Website

People ask me all the time how they can increase traffic to their Websites. The first thing I usually ask them back is, "Why would you want more Traffic? What is the purpose of your Website? How will getting Traffic benefit you?" You'll be surprised at how many people don't know how they'll actually benefit from more traffic to their Website, yet here they are wanting to know [How To Increase Traffic To Website](#).

So, 1st things 1st – have a purpose! Usually this purpose is getting a little Moolah from your Site. Whether it be with Google Adwords, Commission Junction or any other Affiliate Program, Traffic to your Site is nothing but an Ego booster unless you make money off it in some way.

Second, what is it you are selling/advertising/recommending? Before you spend time searching for targeted traffic, you need to know what you are selling and it's competition. This is especially important when it comes to finding a Keyword to market. When choosing Keywords, you want to look for low competition, high converting ones. I recommend using a Money Keyword Research tool like Keyword Corral.

Once you know your Keyword of choice and are confident that it will make you money, you can start to Market it to Search Engines. A great technique for this is Ezine Marketing. Write, or have written for you, Articles that are Keyword rich in both the Title and Content, then proceed to submit these Articles to sites such as Ezine Articles. In your Author resource box place a link to your Website using your Keyword as an Anchor Text.

Another thing I often tell people who ask me [How To Increase Traffic To Website](#) is that they should use their RSS Feed Marketing. RSS feeds are an excellent way to get your Articles and Website posts syndicated to other sites. Visitors can also choose to subscribe to your Website's RSS feed if they find it interesting.

Which leads me to my next point... Make sure you have a Site with quality content. Remember, your web Traffic consist of actual people who are coming to your Website for a reason. Know that reason and make sure you update your content frequently and give your visitors valuable information. Never underestimate the power of your content. Remember, "If you build it, they will come".

Last, but not least, look into an SEO, SEM, or other Internet Marketing program. Sure they may cost a little, but so does any sort of Education. The tools these programs will give you and the lessons they will teach you can be priceless, especially if you are serious about making money on the Internet.

I personally recommend Web 2 Mayhem or AMA. They are both Top Notch programs that will help your Website rank extremely well in Google in a relatively short period of time. I have used both of these programs and I loved both of them. Also, once again, be sure to check out Keyword Corral. It's a free software program that will help you uncover money making Keywords for all of your online marketing campaigns.

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