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1. Update the pages on your internet site frequently. Stagnant sites are dropped by some search engines. You can even put a date counter on the page to show when it was last updated.
2. Offer further worth on your internet site. For affiliates and partners you can place links to their sites and products and ask them to do the same for you. You can also publicize their books or videos, if these products relate to your industry and aren't in competition against your own product.
3. You can permit customers to 'opt in' to get discounts and specials. Place a link on your internet site to invite patrons to 'opt in' to get a monthly newsletter or valuable coupons.
4. Add a link to your primary page with a script 'Book Mark or Add this site to your favourites'.
5. Add a link 'Recommend this site to a Friend' so the visitor can email your internet site link, with a prewritten title, Thought you could be interested in this, by clicking on it.
- six. Brand your internet site so that visitors always know they're on your internet site. Use consistent colors, logos and slogans and always supply a 'Contact Us' link on each page.
7. Make a 'Our Policies' page that clearly defines your philosophy and principles in dealing with your clients. Also post your privacy policy as well so that clients know they're secure when they visit your internet site.
8. Make a FAQ page which addresses the majority of the doubts and clarifications about your product or your company that are likely to get asked. This helps to resolve the majority of the clients doubts in their first trip to your internet site.
8. Make sure that each page on your internet site has suitable titles and keywords so that your customer can find their way back to your internet site if they lose the book mark.
- nine. Never spam a customer, who has opted for newsletters, with unsolicited emails. Later if they decide they need to 'opt out' of the mailings, be sure you honour their request and take them off the mailing list. They could still come back if they like your products. But they'll definitely not come back if you continue to flood their email box with mails they no longer want to receive.

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