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Simple Steps to Increase Traffic To Your Web Page

You've spent months building your first website, assuming that once it was done, people would 'just find it'. Unfortunately that isn't the case, you have to work to get traffic. Even as established online business owners down the road, we need more traffic and more visitors to continue to grow our web business. I use a very simple plan that gets me [increased online traffic](#) month after month and I would love to share that process with you today.

Step 1 - Keywords

Start with a bit of keyword research. Open the keyword tool of your choice (like the Google keywords tool or Wordtracker) and find some keywords that don't have a lot of competition. Most often you will find those to be phrases that have at least 3 words in them. You want to pick one you can write an article about that's helpful to the readers of your site. Let's take a look at the next step.

Step 2 - Content Creation

Now it's time to write the content. This will be a new post on your blog or a new page for your website. When you write your title, include the key phrase toward the beginning. The sooner the better. You will also use it as the anchor text to link to this new article in your site navigation. If you are using a blog or something like wordpress to manage the content of your site, the software will automatically take care of the internal link building.

I also like to use the keyword again in the first 100 words or so of my article. Depending on how long my content is, I may work it in one or two more times. It's important not to over-stuff your article with the keyword and you also want to make sure it still reads well. Get the content on your website and let's get working on the last step in this process.

Step 3 - Build Some Links

Our last step is to build a few links to this new piece of content that you have written around the keyword of your choice. Here are two important reasons why you want to do this sooner rather than later (or not at all). The first is that links connect all the various pages of the internet and search engines employ little programs called 'spiders' that will go out and crawl from one link to the next to find and index new content. To make sure your new post or page is found, you need to link to it, ideally from several different websites. Links are like votes . The more of these link votes your page gets, the higher it will rank in the search engines. That's the second reason why we need to build links to our pages. Some ideas for building links are to use social bookmarking sites, link directories, write articles that include a link back to your site in the author resource or to write guest blog posts. These are just a few ideas to get you started. I invite you to learn more about [link building](#) at www.EasyLinkLove.com/adv

That's it ... now it's simply a matter of finding more easy to rank for keywords, write good content and add it to your site and then continue to build links on a regular basis until you are ranking on page one of the search engines for the keyword you are after. You'll be amazed at the increase of traffic you will see after doing this for just a few weeks.

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