

## How to Increase Web site Traffic with SEO Services

### Website Traffic:

Increasing web site traffic and Revenues have always been the aim of all [internet marketing strategies](#). At the end of the day, you create a website so that people can visit it and you can get the desired result. You can do it by selling a product or a service and this could be your own or for another company. But if there is no traffic then there will be no sales, which means no profits. When we say traffic, it doesn't mean just about anyone visiting the Internet but a targeted traffic that consists of visitors who will buy your product or use your services.

There are of course many ways or methods to bring traffic to your website but we are going to look at only the ones which have proven to be successful. In all, you can use three internet marketing strategies to get targeted traffic to your website and they are:

**Pay-Per-Click/PPC:** This is a perfect plan if you have a marketing or advertising budget. Pay-per-click campaigns offered by Google or yahoo don't need you to spend too much money but it all depends on how effectively you are able to choose the right keywords for your advertisement. In a Pay-per-click campaign, you have to create an advertisement that is relevant to your product or service and place a bid on the keywords you select. So the primary concern is the keyword. You will have to do some research to find the right keywords and also understand how each keyword is associated with your product or service offering and how they can actually drive traffic. If you have a website selling travel tours, you can use keywords like trekking and hiking, honeymoon packages. If a visitor is looking for a travel tour company and sees your advertisement with the right keywords then he will definitely click on it and you will have to pay for every click.

**Link Building:** The second method of effectively bringing traffic to your website is through **link building**. Link popularity strategies can be free and also paid. In the paid method, you will be either paying a membership fee for submission of your website link to multiple directories, and ezines. It can prove to be costly if you are approaching too many vendors. To cut down the cost, you need to approach only those ezines, which have a higher page rank and where there are more than 500 visitors a day or more than 500 members. The free linking method on the other hand requires a lot of hard work and you will have to search for them. Again remember, don't just go around putting your website link in just about any directory. Relevance is important hence approach only those directories or ezines, which have your product or service as one of their sections. There are many ezines where you can even submit optimized articles with your link free. These ezines probably have thousands of such articles but it will help in the long run to create visibility.

**Organic Search Engine Optimization:** The third and one of the most effective methods of increasing web traffic is Organic search engine optimization or SEO. [Organic SEO](#) is basically a method by which you can optimize your web pages so that you can start with a decent ranking by the search engines, and then work your way up. As the ranking increases, so does the web traffic. It is a long process but quite effective. Your website can be search optimized only when you use strong and relevant content on your website. The content should not just be attractive but will also be informative and keyword rich. If you are selling a service then provide as much information as possible without making the page too long. Again, try to keep the content within 500-700 words a page. Any longer than that, people will start losing interest. No one really has the time to read so much. People have come to your website to find a solution and hence you should focus more on providing the solution through good navigation, great content and refined information.

Once you have applied the three methods, your work doesn't end. You need to also monitor if your website is getting the relevant website traffic or not. There are times when you may get only 40 or 50 visitors who came to your website out of curiosity or by accident. You can have a form on your website that visitors can fill so that you will get to understand their psychology.

### Do it Yourself or hire a SEO Services Company?

Web optimization techniques are pretty complicated but anyone dedicated and willing and able to invest time to learn them can achieve a certain level of expertise. Certain competitive keywords will require professional help. If your site is a business and your budget allows you to do so, it is suggested you hire a professional SEO expert as doing it yourself will be extremely time consuming and may not even lead to noticeable outcomes.

### About the Author

Moe Tamani is a senior search engine optimization expert and copywriter for SEO 1 Services based in Dallas, Texas. Expertise includes: [Organic Search Engine optimization](#), [Press Release Services](#), and PPC Management.

