

Save Your Website - Generate Traffic

Generating Traffic to Your Site

The onset of the Internet Age has compelled large corporations and small businesses alike to jump on the bandwagon and take full advantage of the financial benefits of an online presence. While it's true that the internet has been around for more than a decade now, it is only recently that companies have recognized the potential of internet marketing and advertising.

However, there have been companies that folded eventually because of the false notion that their mere presence on the web is enough to increase sales.

IT'S ALL IN THE SITE

The first thing you have to carefully study is what you want to convey to your niche market through your website. From your core focus stems out the look, the feel and the overall impact of your site. In addition, targeting the right and most profitable niche is paramount. When people use the internet, they are very specific in their search terms and expectations. Placing your website in front of the right people at the right time will ensure your success.

1. Touch on the aesthetic sense of your audience. Let's face it, the first thing a surfer will notice is not your tagline, it's the way your website looks. Is it pleasing to the eyes? Are the colors coordinated in such a way that anyone who looks at it will not get a headache or be repulsed taking in all the clashing colors? Is the text easy to read and do you funnel the users through your website in a way that will help them better understand what the website is about?

2. Content. Make your content in such a way that anyone who reads it will understand right away what you're trying to tell him. Make your tags catchy and informative. Be sure to write your tagline in a way that just by reading one sentence, the surfer will already have an idea what you're all about.

3. About Us. I know this is part of the content but emphasis should be given since without it, people aren't going to trust you. You have to tell them who you are, where you started, how you work and possibly, the entire team that promises to deliver.

4. Navigation. No matter how good your site looks and how you believe that people really need your products/services, they're not going to stick around to find out about it if you don't know how to lead them in the right direction without getting them confused. Have you tried navigating a site that lets you click on different links to get one question answered? Don't be like that to you site visitors. Providing good service is naturally first on your list; and remember to keep your navigation as simple as possible, your look pleasing to the eyes and your content informative.

5. Search Engine Optimization. Use search engines such as Google, Lycos and Yahoo to lead surfers to your site. There is a plethora of information about search optimization available on the internet and a few small changes to your site can mean the difference between 100 visitors a month and 10,000 visitors a month.

Regardless of what you are selling or what information you are providing, doing it in the correct manner will always put you a step ahead of your competition.

About the Author

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