

Top Ideas for Improving your Website Traffic – The Details

Great! You have a brand new, shiny, professional looking website and you are ready for gobs of people to start rushing to it. You have a warm, clean, well organized store front, your merchandise is optimized, and your message is clear and concise. But no one is coming to your site, why not?

It's because they can't find you.

Let's discuss some of the more important things to help improve your website traffic.

1. Make sure that the search engines can find your site.

Don't assume that the search engines we all use will automatically pick you up when your site goes live. You may want to register with Yahoo and Microsoft Live Search

- Google: <http://www.google.com/addurl>
- Yahoo: <http://search.yahoo.com/info/submit.html>
- Microsoft Live Search: <http://search.msn.com/docs/submit.aspx>

Don't forget about simple things like Maps from these sites. It is very easy to get your business listed on these sites so when people are looking for your business on Google, they will find it.

(We automatically handle this for all our clients when we create or convert your site.)

2. Implement paid for search marketing (a.k.a. Cost Per Click (CPC))

Google, Yahoo, and Microsoft Live Search all have paid for search listings. There is a difference for users between organic search results and sponsored links. Sixty percent of people only look at organic search results and these are the results that we have been focused on up until now. Forty percent of people - especially people who are ready to purchase something now - will look at the sponsored links. They are usually on the right hand side or they are a different color on the top/bottom of the organic search results. These links can be very useful in getting your website traffic up and running quickly, but there is a cost associated with the program so be sure to understand the ins/outs of this before proceeding.

- Google: <http://adwords.google.com/select/login>
- Yahoo Search Marketing: <http://sem.smallbusiness.yahoo.com/searchenginemarketing/index.php>
- Microsoft Ad Center: <https://adcenter.microsoft.com/>

We have an upcoming article that specifically addresses Google Adwords. Click here if you want us to send it to you when it's ready.

3. Make sure that each page of your site is optimized.

Each page of your site needs to be optimized for Meta Data such as copy, links, and navigation. Wow that sounds complicated... but it's not really. Let's break it down.

Meta Data is just a fancy techno-word for what users can find on your site. Your page names, page descriptions and keywords used to describe what is on the page make up the Meta Data that is found on each web page.

Make sure that the correct keywords are added to your pages. They must be accurate and be representative of the text/content that is on the page. If you are talking about homes for sale, make sure that you have keywords defined for home, homes, sale, for sale, etc... Don't try to put keywords in that don't match the content that is on the page. The Search Engines don't like this and may reduce your page ranking accordingly. You could – and likely will - receive the equivalent of a Search Engine spanking and will suddenly find your site dead last on the list of 4,397 sites that popped up when someone entered your topic.

Next, let's talk about your page copy. It's not just what you write, but how you write it. Formatting, headings, even fonts can have an effect on your page rankings. Be sure to be accurate and try to include the phrases that people are likely to search for within your content.

Finally, let's talk about links and navigation. Make sure that you have plenty of links within your site. Make sure that one page links to another and another and another. Make sure that all pages are accessible with textual links so that search bots can easily find their way around your site to index your pages. Be sure to include a site map and make sure that the home page links to the site map.

(J&S Tech Designs includes a Site Map with all websites we create. The site map module automatically generates content for search bots to access and find all of your pages.)

4. Get as many people and other sites talking about your site as possible.

Every connection that you have coming into your site helps you with your page ranking. The more sites that link to you the more important the search engines think your site is. Use things like reciprocal linking with partners and related or complimentary websites.

Don't forget about the power of social websites. "Go viral" or "viral marketing" are new terms that have been recently coined and can have a huge effect on your website's traffic. Word of mouth selling has never been more effective than in today's world. The spread of information can happen almost instantaneously and in minutes your site is all the rage. This really depends on the quality and content of what is on your site. A good review about your site from someone can be really positive and a bad review equally damaging.

Also, don't overlook the power of the press release. This is something that you will have to pay for, but if you have something new to promote, or something newsworthy to say, then by all means get it out there via the news wire where hundreds of sources will pick it up and publish it.

You can use one of the following websites to submit your Press Releases, but there are many others out there as well.

- PRweb: <http://www.PRweb.com>
- EWorldWire: <http://www.eworldwire.com>
- Vocus: <http://www.vocus.com>

Can you write about your product or service? As we say on our website, who knows your business better than you do? Write to people and tell them about your product, service or industry. Become an expert on whatever it is that you do and be sure to tell everyone about it.

You can use the following websites to get your message out there:

- Ezine @rticles: <http://ezinearticles.com>
- WebProNews: <http://webpronews.com>
- ArticleCity: <http://www.ArticleCity.com>

5. Use Email Marketing

Email marketing needs to be handled correctly to keep you on the right side of spam laws. It seems simple... you can gather a list of email addresses from people and then send them a carefully worded message about your organization, what you do and why they need you right? Well, not exactly. The people on your email list that are interested in your product and/or service must agree that they want to be there. We can't stress enough the importance of using an opt-in/opt-out email system to handle this process for you. Your site's credibility, not to mention your page ranking, can be greatly affected if you do not employ this system correctly. Make sure that what you say in your e-mail is of interest to the people who read the email. Just because you have the best product/service on the planet doesn't mean that everyone wants to read about it. Ease people in to what you have to say. Use the email message as a way to get them to visit your site, not necessarily just to purchase your product.

When you meet someone for the first time you don't immediately jump to the question of marriage do you? "Hi, you're cute, want to get married?" No, you have to go through the steps necessary to make sure that the relationship is mutually beneficial to both of you. You need to do the same thing with the e-mails about your products and services. Make sure that you introduce yourself to people and get them interested in learning more about you. Not everyone will, but the ones that do may turn into future customers.

We have an upcoming article that specifically addresses Email Marketing. Click here if you want us to send it to you when it's ready.

You can use one of the following websites to utilize email marketing, but there are many others as well.

- iContact: <http://www.icontact.com>
- Constant Contact: <http://www.constantcontact.com>

- ExactTarget: <http://www.exactTarget.com>