

HOW TO BRING TRAFFIC

>> The best way to generate traffic is to generate **incoming links**.

KEYWORDS

When search engines decide how important your site is, they are looking at key words or key phrases on your pages, and matching those pages to relevant searches that they receive. The most important places search engines look for keywords are:

1. In your domain name. Having keywords in your domain name is a big boost to your rankings. Did you know you can point more than one domain name to the same website? Your “regular” domain name that you use on business cards and contact information might be www.rusty-acresquarterhorses.com. But, if you also offer lessons, you might want to register www.jonestown-ridinglessons.com (don’t forget to check out .net and .ca as well) as this will bring you a higher page rank when people in your area search for riding lessons in their area.

2. In your meta tags. Choose keywords and key phrases that are relevant to the content on the page (*see next point*). You can customize keywords to the content on each particular page. In addition, be sure to include a one-sentence description in the meta tags that describes who you are, what you do and where you are located. What are meta tags?

3. Text on your web page. That is, the text that is visible and there for a visitor to read. The key is to use your keywords in the text on the page, as high up as possible. Use them in titles (h1, h2 etc. tags), use them in link text (a piece of text that is linked to another page or another site). There are three ways search engines decide how important your keywords are: **a. Location** (how close is it to the top of the page?); **b. Frequency** (how often is it used?); **c. Density** (how often does the word occur relative to the amount of text on the page?).

4. Link text. We mentioned this above but it’s important enough to mention again. If you’re providing an outbound link, you want to link to text that describes what the link is about, rather than using the actual url. What does this mean? Take a look at #2 above. At the end of the paragraph, we wanted to provide people with more information. The “What are meta tags?” text links to a page about meta tags.

So how do search engines work? Not only do they look at the keywords and phrases on a particular page, they also look *at the pages that link to that page*, and the relevance of keywords on those pages. That’s why, in addition to using keywords properly, it’s so important to generate incoming links.

TIP

Purchasing internet ads can be very cost effective and can generate immediate results. Don’t be afraid to experiment!

12 Ways to Build Incoming Links

1. Write articles
2. Include anchor text in your links
3. Get incoming links from authoritative sites
4. Research competitors’ sites
5. Use the same URL format
6. Referring page should not have a lot of links
7. Submit to major directories
8. Submit to specialty directories
9. Use RSS Feeds
10. Submit to online forums
11. Create an ebook
12. Write a testimonial

Read the full article at:

<http://www.isitebuild.com/incoming-links.htm>

Other Resources

<http://www.incominglinks.com>
Build incoming links and increase your link popularity

<http://marketleap.com/>
Free search engine marketing tools

TIP

To find what sites are already linked to you, do a Google search for “link:www.yourdomain.com.” Check out your competitors too!