

Increase Traffic to Your Web site



The logo for DMJ STUDIO is centered on a white rectangular background. At the top, the letters "DMJ" are written in a large, bold, black sans-serif font. A thin horizontal line is positioned directly below "DMJ". Underneath the line, the word "STUDIO" is written in a smaller, black, spaced-out sans-serif font. Below the text, there are four colored squares arranged horizontally: a red square, an orange square, a light green square, and a grey square.

## Introduction

Now that you have a great web site or blog that is user-friendly, aesthetically pleasing and full of great information, you need people to visit and use your site. This workshop will discuss ways to bring traffic to your web site.

### We will discuss the following:

- Several online tips to increase traffic to your site
- Learn the Basics of Search Engine Optimization (SEO)
- Discuss offline ways to increase traffic to your site.

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## Traffic Tips

### Tip #1 - Create Quality Content

- One sure way to increase traffic to your site is by creating content that is current and has information that can help your customers.
- New content should be added to your site weekly, at a minimum. Having a schedule that people can rely on can grow a loyal audience.
- To make sure your content is quality, have a proofreader review your content prior to you posting it.
- Your web content (that include words, images, links and all) is a reflection of you.

### Tip #2 - E-mail Signature

- How many e-mail do you send out everyday? Why not multi-task and add a signature to your e-mail
- A signature is information at the end of your e-mail. In most cases it includes your name, address, title and e-mail. Signatures can include more than your name and contact information
- Use your signature to promote your newest product or article.
- Place links to your web site and your social media sites in your signature.
- Tag lines are useful as well. Here are some samples of e-mail signatures



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**Tip #3 - Submit Your Articles**

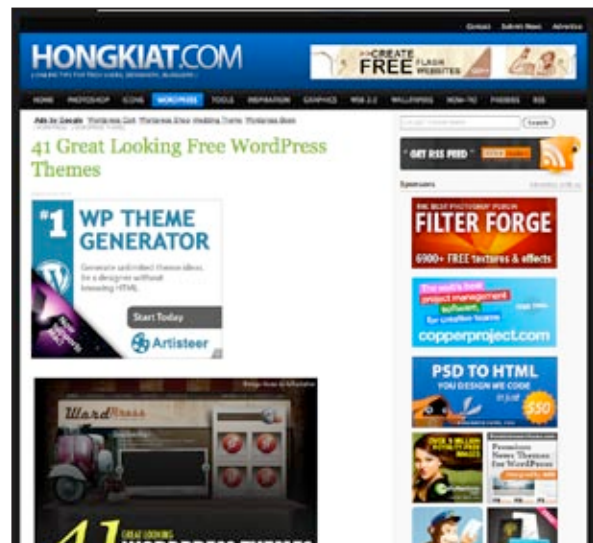
- Ezines and article distribution services are opportunities to increase your online visibility.
- Ezines are electronic magazines that are read or subscribed by people interested in particular subjects.
- Most Ezines are categorized by subject, giving subscribers the ability to view articles focused on a particular subject sent directly to their e-mail.
- If your articles are distributed well and well received, your reputation as an expert in your field can increase along with your web traffic.
- It is important to proofread and fact check all of your content before distributing them.
- Here is a list of ezine and/or article submission services:
  - www.ezinarticles.com
  - www.digg.com
  - www.isnare.com
  - www.about.com (very selective)
  - www.articleavenue.com
  - www.articlepr.com
- Most of these services are free to use. Some do request fees. Please research before you submitting articles.

**Tip #4 - Link/Ad Exchange**

- Find similar blogs or blog networks and exchange links.
- Link exchanges are a partnership. Before requesting an exchange, please review the web site you will be exchanging with thoroughly. Remember content on your web site (including links) is a reflection of you.
- Sometimes you will need to build a relationship before asking for an exchange. Relationship building can occur through commenting on the blog, sending the blogger information that may be helpful to them or letting the blogger know you are trying to expand your blog network and would like to add them to your list.
- Exchanges do not always have to be links. They can also exchange ads. Here are a few web sites with ad exchanges.



www.problogger.com



www.hongkiat.com

### Tip #5 - Backlinks

- Backlinks are links on a site that leads back to yours
- Backlinks can derive from someone reading one of your articles that you distributed or from someone reading the content from your web or blog and creating a link on their site to that content.
- Backlinks do more than increase traffic to your site. It can also give you a great reputation as an expert in your field.

### Tip #6 - Submit to Directories

- Directories are a way for browsers to find blogs and web sites that focus on a particular subject.
- Submitting to directories have two advantages. 1. You will find readers or customers that are already interested in the information you are providing and 2. It may increase visits because of that additional visibility that your web or blog has by being on the directory.
- There are many directories:
- Here are a list of a few

#### Web Directories

- [www.dmoz.org](http://www.dmoz.org)
- [www.linkcentre.com](http://www.linkcentre.com)
- [www.pegasusdirectory.com](http://www.pegasusdirectory.com)
- [www.tsection.com](http://www.tsection.com)
- [www.greatdirectories.org](http://www.greatdirectories.org)

#### Blog Directories

- [www.blogcatalog.com](http://www.blogcatalog.com)
- [www.bloggeries.com](http://www.bloggeries.com)
- [www.blogged.com](http://www.blogged.com)
- [www.blogsearchengine.com](http://www.blogsearchengine.com)
- [www.blogarama.com](http://www.blogarama.com)

### Tip #7 - Comment on other blogs

- Find blogs with similar interest as yours and leave comments on their post
- Please make sure comments are thought provoking and helpful
- Keep a list of the blogs you comment on as well as an archive of your comment
- This may be time-consuming, but helpful. Some of your comments may become post or foundation to post for your site.

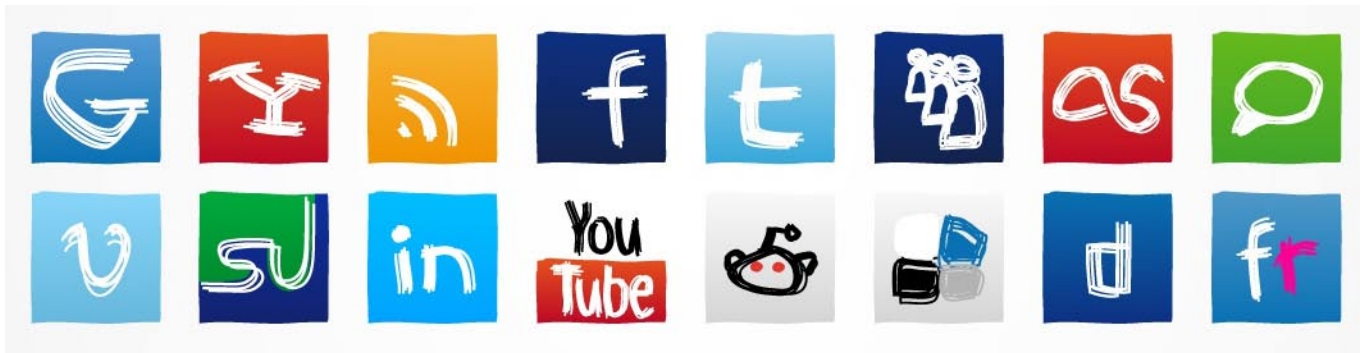
### Tip #8 - Book Reviews on Amazon



- We all read other comments and critiques on Amazon.com before we purchase a book. Take some time and write reviews on books in your area of expertise.
- Before reviewing a book, please make sure you have read it.
- Amazon.com provides a form that you can fill out to become a reviewer.
- All reviews have permanent links that you can share on your web site or others.
- Reviews have the potential of again enhancing your reputation and increasing traffic.

**Tip #9 - Invite People to View Your Site**

- Are you a member of LinkedIn, Facebook, Twitter, or any other social media network?
- Invite your network to view your site and even critique it.
- Invite people to read your latest article, see your latest artwork or hear your latest piece. You could even create a fun survey for your invitees to complete.

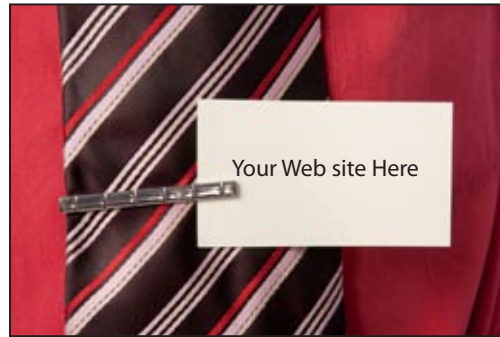


## Ways to Increase Your Traffic Offline

All traffic doesn't have to come from online connections. Sometimes old-fashion communication tools work very well; especially in combination with online procedures.

### Tip #11 - Talk to people about the your site

- Every time you get a chance, tell people about your web site and what it is about
  - Pass them a business card - with your web site during the conversation
  - Word-of-mouth is a great communication tool



### Tip #12 - Leave your business card

- Leave business cards in cafe's, restaurants or other locations for people to pick up
  - Note: Make sure your web site is on your business card



### Tip #13 - Provide Free Services

- We all love free stuff. Providing quality freebies is a way of increasing traffic
- Some suggestions are free music download, free consultation, free download of an image, or a white paper.
  - Make sure your freebie is useful and will bring a customer back for more!
- Lastly make sure you can provide the freebie without it becoming too time intensive or depleting resources.

- **SEO - Search Engine Optimization:**

SEO stand for Search Engine Optimization. It's purpose is to get your web site to appear prominently in a search engine when a search is submitted via Google, Yahoo, Bing or any other search engine. SEO can help your web site listing to appear on the first or second page of a search. Some of the items we discussed earlier will help your rank in search engines, but here are a few more:

Name	Last modified	Size	Description
Parent Directory	01-May-2007 18:32	-	
siteindex.xml	03-Jun-2009 02:48	2k	
sitemap.xml	03-Jun-2009 02:48	4k	

- **Site map your site:** A Site map is a directory of all the pages within your site. Site maps can make it easier for search engines to find links and content in your site. More unique links and content that you have in your site increases the chance for higher ranking in the search engine.
- Site maps work for large and small sites. Site maps look like the example above, but are usually added to each of your web pages via code. There are some online tools to help you develop a site map. Learn more at: <http://www.xml-sitemaps.com/>

- **User friendly URL:** Search engines look for simple combination of words when
  - Example user-friendly URL: <http://myperfectlibrary.com/free-downloads/>
  - Example of and unfriendly URL: <http://myperfectlibrary.com/2185-bXXX/=????22>

- **Keywords:** There are several places, especially in blog software, that you can add keywords or descriptions to pages, links and categories within your blog/web site. Filling out this information will make it easier for search engines to find your pages, links, and other information on your site.

SEO is a very detailed process worth learning about. To learn more about SEO read the *Google SEO Starter Guide*: <http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=35291>



For more information on increasing web traffic:

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<http://twitter.com/dmjstudio>



<http://www.linkedin.com/in/dmjstudio>