



Targeted Traffic for Your Website

Does this sound familiar; you've built a website that is professionally designed, easy to use and navigate, has great looking graphics but nobody is buying your product. Why isn't your website making any money for you? You probably are not getting targeted visitors who really want to buy the products you are offering.

Traffic is the back bone of any [Internet based business](#). If you don't have traffic on your website, you will never make a dollar, no matter how professional your website is, how easy to use and navigate or how great the product you are selling is.

One strategy to increase the traffic to your website is to exchange links with similar sites. You should select sites that complement your site and product and not compete with them. A good link exchange program can benefit both you and the website that you are exchanging links with. Don't even bother exchanging links with FFA (free-for-all) or link farms because your ranking in Google could actually be penalized for these types of links.

Writing articles and submitting them to different article directories is also an excellent way to increase your targeted traffic. Submitting articles will not only increase traffic to your website but could also increase your site's page rank in the search engine rankings. You can write articles yourself or hire a freelance writer to write them for you. Most articles will need to be a minimum of 300 words. Some article directories will allow you to use html in your article and some directories won't. Check the article requirements for each article directory before you submit your article. This will save you some time in reworking and/or resubmitting your articles.

Participating in forums and online communities can be a source of traffic for your website. Most forums and online community groups are free. You will want to participate in discussions, don't just use the forum as an advertising platform. Sharing your knowledge and expertise will build your reputation. If people start to view you as an expert in your field, traffic to your website will increase.

Viral marketing allows you to spread the word about your company and product without any or very little cost. You could create an ebook, some software, or a short report and allow others to give this information freely to their family and friends. You include your link in the information prior to handing out your product and before you know it other people are passing around your information, free of charge.