

## INCREASING WEBSITE TRAFFIC, HITS AND ULTIMATELY BUSINESS

Since the inception of websites and the internet I have been using and studying business computer applications. In the 90's, through much study, courses, time, effort and testing, I became certified as both an Internet Business Strategist and a Web Designer. Since then so much has changed in the industry, in the world and in the way we do things. I am constantly studying, reading and learning what works best. To give you a short version of this I thought I would send out a listing of the areas that are at this moment most likely to drive traffic to your websites, increasing hits and visitors, and ultimately and positively affect your bottom line, if that is your purpose. Some sites are mainly to provide information, but most are to drive traffic to drive business, and thus to keep us in business.

I hope you'll find this information helpful, but above all, we must always remember, it is us that drives traffic to our sites, usually not outside forces.

- 1) A well designed website- Using pure CSS coding, graphics, color and layout that mesh well and make your site not only easy to use, but aesthetically remarkable will make you desirable to other linking sites and bloggers. This coverage increases your "algorithmic score" to bring your site higher up on search engines.
- 2) Leveraging Social Networks- This is the big, hot area right now. Socially sharing sites are good for driving people and business to and from your site. Right now Facebook is the 'hottest' deal but watch soon for some changes with that as Facebook is becoming secondary to some newcomers, specifically, I'll predict Google's social networking site, recently unveiled.
- 3) Personal marketing- Getting out and about all you can, passing out your business card with your website listed, talking with people, sending people to your site for information or encouraging them to 'opted-in' to your mail list, are all very important ways to increase website traffic.
- 4) Exchanging links is of utmost importance these days to again, increasing your "algorithmic score", which all the big search engines are using to calculate 'who makes it to the top.'
- 5) Having a regular newsletter that sends people to your site with offers, more information, ways to purchase easily online- have all been shown worthwhile to driving traffic and business to websites.

These are the biggest efforts that will help you right now. Remember, anything internet related is a moving target. So just because some tactics are working right now doesn't mean they'll work a year from now, or even six months from now.

What doesn't work anymore, but you probably still hear rumblings about are:

- 1) Metatags – Are now overlooked by all the major search engines these days due to all the 'stacked' words that people were filling up their metatag space with.
- 2) Blogging - Statistically shown to be more time and effort than results.
- 3) Flash graphics - Statistically shown to be more annoying than attractive.
- 4) Doing no personal marketing- No matter what business you have there are likely thousands of others doing the same thing. Ten years ago, for example, someone might have been able to easily find you with entering into a search engine "dry cleaners cottonwood Arizona."

Now with literally millions of sites containing those three words somewhere in its page, it is somewhat unlikely that a searcher will find exactly what they want and immediately.

- 5) Frequent newsletter and emails- Too much is too much, causing readers to 'delete' rather than read. Being very careful with emails, newsletter and even Facebook posting is of utmost importance these days.

If you have any general questions on website design or development, or specific questions to your website, let me know.

Blessings to you all and your efforts,

Bella

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