

# Increasing Website Traffic

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Search engines are a great way to get people to your site. The problem is no matter what you sell, search engine rankings for your keywords are most likely competitive. What makes it worse is, people usually don't bother looking for listings beyond the first few pages of the search results. The good news is, on the Internet a small company can effectively compete with companies that are willing to spend thousands of dollars for search engine optimization.

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This is what makes it fun. When it comes to competing for keyword position in the major search engines you can stomp large companies in the ground. You will not be able to do it for all keywords, but you will be able to beat them consistently for many keywords. That is if you have a well thought out, persistent linking campaign.

Used effectively, link building can be one of the single best techniques you can use for getting your web site listed in the first few pages of a keyword search. Link quantity and quality are an important element of every search engine's ranking algorithms. If your site doesn't have links, it will not rank well for competitive keywords.

Places to submit your link:

## Link Directories

There are hundreds of free link directories where you can submit your link. Search Google for, "link directory". Submit your site to a few new link directories every day. You will soon get link requests from members of these directories. Be picky, only exchange links with sites that are in some way related to, but do not compete with your site.

## Article Directories

Good articles will bring one way, related links to your site. Write articles which are related to the subject of your site and submit them to free article directories. At the bottom of each article you can put a link back to your site. Don't just link to your home page, link to pages deep within your site. If your articles are worth reading, there is a good chance that web masters looking for content will use them on their site. There are no better links than one way links that point to pages deep within your site.

## Blogs

Search for sites with blogs that relate to your site. If your site is about gardening search Google for, "blog gardening". This will pull up gardenings sites with blogs where you can leave your comments and a link to your site under your name. It is important that your blog comments are genuine and not spam.

## Forums

Search for forums with the same niche as your site. Leave your link in forums signature. Again, it is important that your comments are genuine and not spam.

## Web Directories

There are thousands of free web directories where you can submit your link. Always submit your site to the major search engines like Google and Yahoo by hand. This means going to their site and filling out the information they ask of you. Doing this to all the thousands of web directories is not possible. I recommend using an automated submission program like AddWeb.

## Press Releases

Write press releases about your site and submit them to press release distribution services. Search Google for, "press release distribution service".

## Social Networking

Social network services like MySpace and Facebook provide ways for people with the same interests to interact, such as chat, messaging, email, video, file sharing and blogging. Search engines and people love social networking sites, participate in them and leave a link to your site under your name.

## Social Bookmarking

Social bookmarking is a way for people to remember, organize and share bookmarks of web pages and see what others have bookmarked. As people bookmark sites, sites that are of more use are bookmarked by more users. Thus, sites are ranked based on their usefulness.

Links are one of the most important ways for visitors to find your site. It's all about getting people to your web site. With persistent link building the search engines can find your site faster and will rank you higher on their search results.

## About the Author:

Lean simple, step by step methods to get your business online and making money, the easy way by Harvey Lew Robinson