FREE WEB TRAFFICMADE SIMPLE!

GENERATE MASSIVE WEB TRAFFIC USING FREE METHODS

Contents

Introduction

Internet marketing has become the norm today for businesses that market and sell their products through online platforms. Such businesses have websites and blogs onto which they embed relevant contents and information regarding the various products and services they offer. Potential and return customers visit these sites for the purpose of retrieving helpful information regarding the products or services they seek. It is therefore imperative form online marketers and business to put in place effective marketing strategies to ensure that they attract the most number of visitors to these sites. This is what internet marketers refer to as traffic.

The more traffic a blog or website has the more likely the site will sell more products and services. This is because information about the services and products offered by the site will have reached many potential buyers. The trick is always to try as much as possible to promote products and services to the most number of internet users possible. It is important to note that there are paid and free methods of promoting websites and blogs. On most occasions, the fees required by paid methods are affordable if singled out but it becomes relatively expensive to pay for every method of website promotion one uses. Therefore, the free methods of promoting websites and blogs are used more often compare to the paid methods. There are a number of free methods and techniques that internet marketers can apply with the aim of generating massive traffic to their respective sites or blog pages.

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Make Your Website Worth Visiting

One should be cognizant of the fact that one can either attract traffic directly or use previous visitors to bring more visitors to the website or blog. This therefore brings about two broad aspects of attracting traffic. First, it is important for one to make his or her website worth visiting. This can be done through quite a number of proven ways. Secondly, it is important to employ measures that will bring internet users to a specific website or blog as opposed to other websites that might offer the same products or services. This too can be achieved through a number of ways.

People visiting a website for the first time can be lured into visiting the site again. Additionally, they can be encouraged to recommend the sites to fellow friends through shares on social median and other related platforms. There are mechanisms through which a website can be made worth visiting especially for first time visitors. A website that is worth visiting can attract a lot of traffic. One ought to note that there are a number of ways through which a website can be made worth visiting by either new of return visitors. These include:

Make attractive websites

Internet users are very choosy and are highly likely to be associated with attractive websites. Traditionally, web developers were charged with the responsibility of making websites attractive. Any changes that were required were made by the developers alone. However, the introduction of Blogger blogs and WordPress has made it possible to for website owners to design their websites and edit them accordingly.

The attractiveness of a website is determined by whether the theme colors an eye-friendly ad on some occasions the fonts of the writings on the website. Therefore, it is important to choose the right theme colors when developing a website. One should note that theme colors also depend on the expected audience or visitors of the site. Age, gender, race of prospected visitors of the site amongst other factors must be taken into close consideration while developing a website.

The font size and type used on writings are important aspects that must be looked at keenly while developing a site. Depending on the expected visitors, one must choose the best and most favorable font size and type used on writings of a website. When a website is attractive, internet users are more likely to continue using it and avoid other related websites that might not be attractive.

Make easily navigable websites

On most occasions, internet users tend to be attracted to websites that are easy to navigate. Easily navigable websites simply refer to websites that people find user-friendly and easy to handle. Internet users always want to get the information they are searching for with little or no struggles at all. Additionally, they always want to spend the least amount of time possible to get whatever information they seek from such websites. Therefore, it is imperative to ensure that websites are user-friendly in order to attract more traffic.

Web designers make websites user-friendly by including descriptive icons alongside written instructions to help users navigate through the sites. Additionally, pop-up windows can be used to achieve easy navigation in websites. Pop-ups always act as reminders and remind

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users of certain aspects of the websites that might have slipped their minds. It is therefore important to make websites as navigable as possible in order to attract more traffic.

Use clear language and legible fonts while developing websites

Legibility of website contents is an important aspect that determines the amount of traffic attracted by a particular website. Internet users have the tendency of appreciating websites whose writings are legible and language easy to understand. Whilst professionalism ought to be exhibited while developing the wordings of a website, the use of complex languages an terms might not be very friendly to most internet users. Therefore, web developers must always ensure that the language used on websites are easily understood by users of different calibers.

Grammar errors must be avoided by all means while trying to explain products and services on a website. Internet users always make first impression from merely reading the words on a website and any errors in grammar might make them have a negative opinion regarding the legitimacy of products or services being marketed. If any errors are detected, users may shun such websites and are less likely to recommend the sites to other users. Therefore, it is always important to proofread website contents before publicizing them.

Offer something worthwhile that people might actually want to purchase

It is always important to carry out a comprehensive research in order to determine what internet users might actually want to purchase from the internet. This is always accompanied by wide research on buyer behavior, pull factors and customer decision making process. Additionally, being updated on the trending goods and services is an impeccable move of

ensuring the one always offers what people really want to purchase. On most occasions, internet marketers fail to align their products or services to the market niche. Before launching products and services online, internet markets must ensure that they carry out extensive research in order to ascertain the demand for such goods and service over the internet.

When products and services offered on the internet have a high demand amongst internet users, the sites that promote such products are likely to have high traffic. This is because the only way internet users will access and purchase these products and services is by opening the sites and this alone amounts to traffic on the site. Internet users have the tendency to visit sites that are mostly visited by other users. People do not always want to associate themselves with sites that have nothing substantive to offer and hence has almost zero visitors coming to the site. The feeling is just like shopping from a supermarket. Shoppers will always prefer waiting in long queues in crowded supermarkets to shopping in less crowded supermarkets where they will not be required to queue before they are served. It is for this reason that it is important to ensure that products and services promoted on a site have a high demand amongst internet users.

Techniques Used to Attract First Time Visitors

Repeat and first time visitors of a website are both important as they all amount to the much desired traffic. Aside from ensuring that repeat visitors visit a website or blog page again and recommend the pages to other friend, making sure that a website is visited for the first time by an internet user is important. One ought to note that people are made aware of the existence of certain sites that might meet their varied expectations through a number of ways. The process of making a web page known to potential visitors is rigorous and requires patience and commitment. On most occasions, it is a gradual process whose fruits are not immediately seen. It is for this reason that most internet marketers terms internet marketing as a slow but sure process.

Internet marketers have since devised ingenious strategies of attracting massive traffic to their websites. As already noted here before, some of these are paid while others are not paid. It is noteworthy that the paid techniques of promoting a website with the intention of getting massive traffic on it are fruitful but quite expensive for most internet marketers. This is because of the fact that once the payments are made there is always little guarantee that the traffic that will be attracted will actually see the products and services on promotion as relevant to their varied needs and wants. It is for this reason that most internet marketers prefer the free techniques of promoting a website.

Quite a number of website promotion techniques have been tested over the years to ascertain their workability. According to internet marketers, some of these techniques have failed to yield the desired results while others have been successful in attracting massive traffic to websites. However, not every promotion technique works best for any internet markets who

seeks to increase traffic to his or her website. Therefore, marketers always test different marketing strategies in order to identify the best strategy that yields maximum results depending on the intention of the marketing process and the target market. Some of the proven techniques used by internet marketers to make their web pages known to potential visitors are discussed below.

Optimize your website on Google

It is important to note that Google holds over 70 percent of the search engine market share as compared to other search engines like Bing and Yahoo. A greater percentage of internet users use Google as their primary search engine option. As a matter of fact, the terms search engine is used interchangeably with Google. This is an indication that most people perceive Google as the only search engine.

Optimizing a website in Google is a key strategy of ensuring that a website receives enormous traffic. When information is sought from Google using key words, list of results is displayed on the screen of either the computer or smart phone. These are always lists of websites that provide the information that is sought. One ought to note that there are thousands of sites that contain contents that are relevant to the key words used during searching. The ones that are commonly used are those that appear on the first page.

In this context, website optimization means making a website appear on the first page o Google. This is a great step in ensuring that internet users visit a specific site when they type its related key words. Nonetheless, competition is usually very high when it comes to website optimization on Google. Therefore, internet marketers must always ensure that they have great

content in terms of products and services promoters and relevance. It is only through this that one can achieve to have his or her webpage appear on the first page of Google.

Webpage optimization on Bing and yahoo

Despite the fact that Bing and yahoo might not have as much market share as compared to Google, optimizing a webpage on these search engines can also contribute significantly in brining massive traffic. In order to do this, there are a number of steps that web promoters ought to take. First, the webpage must be registered with Bing Webmaster tools before submitting the website. It is important to note that this process is always similar to the Google webmaster. This always followed by being active on both Twitter and Facebook. It is noteworthy that Bing and yahoo always take into close consideration the number of Facebook likes and Tweets to a page. Therefore, it is important to ensure that a website has as many likes as possible on Facebook and that it receives numerous tweets on Twitter for it to stand a chance of ranking higher on yahoo and Bing.

A website is expected to receive massive traffic in the event that it is optimized on Google, Bing and yahoo. The relatively few Bing and yahoo users should not be a cause of alarm because even the few matter. When optimization is done on only one search engine the traffic generated will not be as great as when all the search engines are included. A combination of traffic from these three major search engines should not, therefore, be taken for granted. They can result into a large number of internet users who visit a website on a daily basis. It is for this reason that internet marketers are advised not to ignore other minor search engines like yahoo and Bing because they have traffic as well; however insignificant the traffic might be as compared to Google.

Use of the find and pull tactic

Critics have noted that this is perhaps the easiest mechanism of drawing massive traffic to a webpage or blog. This tactic is always concerned with finding popular blogs in a specific niche and drawing the existing traffic on these blogs back to a blog or webpage. In order to do this, one must first of all research on relevant posts appearing on high traffic blogs in a specific niche. This can easily be done with the help of Google Alerts which is a free service offered by Google and enables users to receive free alerts on email regarding the new content posted on the internet that might interest someone.

A Google Alert makes it possible for its subscribers to receive email alerts when a popular blogger writes about something that is closely related to an article recently published by its subscribers. Once the alerts have been received, it is important to immediately go to the post and actually read it carefully in order to ascertain that its contents are relevant. The blogger should then write a comprehensive and helpful comment while making sure to link his or her related post instead of name or blog homepage. The reason for linking the comment to a recent post and not blog homepage is because other visitors of the same page will require links that lead them directly to the desired articles and not other blog pages.

Use of Viral Content Buzz

The advent of internet technology has made it possible for people from different niches to connect and share vital information. One fruits of such technologies is the Viral Content Buzz which is a platform where competent bloggers and people from varied niches come together and share quality content that might be of significant help to other users. This option of bringing massive traffic to a website is quite simple. Most people have social media accounts and they use

them to like and subsequently promote contents written by other. The more a person likes other people contents on Facebook and Tweet about them on Twitter, the more exposure they get for their own contents. Therefore, Viral Content Buzz is a community that monitors the participation of a person on social media platforms like Twitter and Facebook in order to assist with exposing their own contents.

The worldwide existence of Facebook and Twitter scams has however posed a serious danger to the users of Viral Content Buzz. Today there are social media platforms that are not genuine and may fool internet marketers for genuine profiles. Despite this setback, Viral Content Buzz has a mechanism of thoroughly checking every social media profile in order to ascertain their authenticity. This is because people that subscribe to this service have real profiles with genuine followers that genuinely share other people's contents and they therefore expect other real profiles to join the community for a mutually beneficial association.

When subscribers join Viral Content Buzz and share their best contents on the platform, they are likely to get enormous traffic to their webpage. This is because their content will be shared widely by existing members of the community. What happens in this platform is synonymous to its name. The platform makes information go viral and thus its name 'Viral Content Buzz '. As a result of this, people that are genuinely interested in reading certain contents and responding accordingly will have the opportunity of seeing these shared contents.

Write and submit Ezine articles on one or all of the numerous Ezine article websites

Ezine articles have also proven to be quite helpful when it comes to attracting massive traffic to a website. There are a number of Ezine article websites that are recommended for the

purposes of helping internet marketers draw traffic to their websites. For example, websites like Ezzinearticle.com, GoArticles.com, SubitYOURarticle.com and ArticleDashboard.com have for a long time been quite helpful for internet marketers who seek to attract traffic. Such marketers are always advised to write and submit quality articles about products or services being offered.

Writing and submitting Ezine articles required proficient knowledge about the products or services being offered. In addition to that, it is always important to write the articles in proper English and perfect grammar. This is because many readers are choosy and may not like to read articles that are written in broken English and poor grammar. Aside from that, internet users that seek to draw traffic to their websites through this process should ensure that their articles are short and precise. Long articles are boring and readers may not read them to the last word where writers' URLs are always embedded to redirect readers to the original sites or web pages of their authors. It is always recommended to write a 300 or maximum 500 word article that provides accurate and conclusive information about the products or services under promotion.

In order to successfully get the mush desired traffic from posting Ezine articles, it is imperative to provide unique contents. This is an implication that all the articles submitted to Ezine websites ought to be free from plagiarism and must hence contain original content. One ought to note that all Ezine websites have plagiarism checker software that identifies plagiarized contents. Even if existing materisl is included in an article, writers are advised to change the content in a manner that retains its original meaning but changes its writing style and format. In case any unoriginal content is detected, the articles are rejected by the systems. It is therefore required that all articles submitted to Ezine websites are screened of plagiarism before posting.

Ezine websites have a lot of traffic. This implies that articles that appear on these websites are more likely to be read by a large number of audiences. Since URLs and links are always provided at the end of every article, it is easy for readers to be directed instantly to these URLs that automatically links readers to the original writers of the articles. As such, internet marketers are able to generate traffic from merely writing good quality articles and posting them on Ezine websites.

Add website to Chrome web store

Adding a website to the Chrome web store is perhaps the easiest source of massive traffic that has not been exploited to its fill potential. It is a fantastic method of drawing traffic to a website that webmasters have not taken full advantage of because of the fact that many see it as a slow process whose results are not guaranteed. However, this is in fact false because many webmasters have confessed to have gained a lot in terms of traffic with the use of the Chrome web store.

The Chrome web store lists registered websites on the homepage of Chrome. When a website is added to the Chrome web store, internet users that launch Chrome as their primary application of accessing the internet are able to view the sited added to the Chrome store. On most occasions, internet users have preferred Chrome to other applications like Mozilla and Internet Explorer. There are also mobile versions of Chrome for windows and android phones that makes Chrome the most preferable option when seeking to access the internet. This is an implication that Chrome in itself has massive traffic and having a website registered with its web store automatically brings traffic to that website. It should be noted that registering a website

with the Chrome Web Store is free and returns are immediate because internet users access Chrome every time.

Come up with a mobile phone version of the website

The world has been overwhelmed with mobile phones today. Technological advancement has made access to the internet easy and cheap because of the introduction of android and windows phones that people use to access the internet. Unlike the traditional time when people had to sit in front of a computer and plug data cables before accessing anything in the internet, phones have made it easy to access the internet remotely without any data cables. This has thus become very helpful to constant users of the internet because they can now gain access to the internet through phones that easily fit into their pockets.

Phones have a wide range of applications that users can download directly through their Play Store (for android users) and App Store (for windows users) and make use of them instantly. Many businesses and online marketers have taken advantage of this technological advancement to develop their own company websites that can be run by mobile phone operating systems. This therefore enables phone users to access the sites from their mobile phones.

Creating a mobile phone version of a website is an incredible mechanism of drawing traffic while targeting specifically the mobile phone users. As more people search the web through their mobile phones daily, it is important to tap into this seemingly lucrative avenue for creating traffic. Recent studies have shown that people access the internet more times through their mobile phones than they do through any other platform like computers, laptops and tablets.

Providing a mobile optimized version of an application linking users to a website is therefore a sure way of drawing traffic to a website.

Webmasters ought not to be concerned about the technicality of creating a mobile version of a website. For those that use WordPress, the best procedure to create a mobile version of their websites is through the use of a plugin. However, a dedicated service has also been fruitful when it comes to creating mobile versions of websites for those using the Word Press. There are also numerous internet tutorials that offer valuable guides on how to create mobile versions of websites. Additionally, these tutorials also recommend useful options for creating such applications depending on the types of websites being used.

Create a Windows or Android app for the website and publish it on Google Play Store

Windows and android phone have flocked the phone markets today thus taking the place of traditional phones that were not run by operating systems. As a matter of fact, recent statistics have indicated that there are over 1300000 new mobile subscribers that use android or windows phones on a daily basis. This is a huge number in terms of traffic because all these users can be reached by creating windows or android apps and publishing them on Google Play store.

One ought to note that both windows and android phones use different kinds of applications downloaded from the Google Play Store buy users across the globe. Quite a number of businesses have taken advantage of this and have therefore come up with windows or android applications and made them part of the Google Play Store. Mobile phone users download different applications for different purposes each day from the Google Play Store. Additionally, these users rate these applications depending on their user-friendliness and competitive

advantage over other related apps. Therefore, creating a windows or android application and publishing it to the Google Plays Store is a fruitful mechanism of attracting massive traffic to a website or online based business.

By creating a windows or android app, you are making products or services under promotion available to phone users. In fact, phone users who download these apps are able to receive automated notifications regarding the new products or services in offer. This is an important platform of maintaining constant communication with customers thereby creating loyalty amongst these customers. It is therefore important for internet marketers to explore this initiative as a strategy for attracting massive traffic to their websites of blogs.

Create a Windows or Android app for the website and publish it on Amazon Store

Just like Google, Amazon decided to come up with its own application store after it had a great success with Kindle. Despite the fact that the traffic in Amazon is not mush as compared to Google app store, on should not take it for granted. So long as there are users who subscribe to Amazon it can play an imperative role n drawing traffic to a website.

The process of creating a windows or android app for Amazon is not any different from the process described above for Google. On most occasions, internet marketers can publish their apps either on Amazon or Google once they have a windows or android app. Most internet marketers explore options that seem less significant and turn things around by making them significantly beneficial when it comes to drawing enormous traffic. This mechanism has worked for internet marketers before and it can surely work for anyone else who tries it and applies efforts to develop it.

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