

Twelve Simple Ideas to Instantly Attract More Traffic to Your Website

It doesn't really matter if your website looks cool, the question is, does it attract your ideal prospect? Here are twelve simple things you can do to instantly attract more traffic to your website.

1. Don't let another email go out without adding your personalized signature along with your tagline and your web or blog url. That email can be like a traveling marquee for your company.
Quick tip - instead of writing
web: www.yourcompanyname.com, try an **action** verb, i.e.
visit: www.yourcompanyname.com.
2. Substitute the expected voicemail message with an unexpected customized voice signature including your web address and something about your latest offer.
3. This is a no brainer, but be sure you include your url on your business card, e-stationery, printed stationery, or anything you send in the mail. Check out cardstore.com for a nifty set of tools to keep in touch with your prospects and customers.
4. Be a giver. Participate in online industry groups and forums. Customize your posts with your web url and tagline.
5. Make link friends. Choose companies who share your target market but offer a non-competing product. Ask for a link exchange. For example, I serve creative business women. Other companies who also serve this market are financial planners, accountants, clothing companies, cosmetics companies, etc. These types of businesses

are good candidates for a link exchange with my company. Don't be afraid to make a new link friend. It's a win-win proposition.

6. Speak up. If you are a consultant, trainer, writer or entrepreneur, chances are you have something to say. Offer to speak to groups in your local area as a start. Branch out to larger audiences as you become more experienced. Be sure to include a web-based offer in every speech, for example, "visit my website at www.yourcompanyname.com and receive my FREE report when you join my mailing list."
7. Article marketing. Maybe instead of speaking you'd rather write your way to into your prospect's heart. There are a ton of article marketing and submission websites. Two of the more popular are www.ezinearticles.com, and www.goarticles.com. Keep your articles short and meaty, and of course, include your web url and tagline at the end of every article.
8. Organic SEO (search engine optimization). Web optimization in the form of keyword placement in titles, headings, links, content, and meta tags is critical to attracting your ideal clients through search engines. This whole SEO thing is an art and a science. I recommend Jill Whalen at www.highrankings.com to learn more.
9. Pay-per-click. If you don't want to wait for organic search to kick in, you can always take the fast track with pay-per-click from Google Adwords, MSN Adcenter, or Yahoo Search Marketing. These services allow you to be found at the top or side of the search page for your chosen keywords. You set your daily budget so you can't overspend. It works!
10. Web badges. Take your clever concept and a great graphic designer and create a neat looking web badge for your site. Your

visitors can then copy and paste the html code (which you supply) to place the badge on their own websites. This will create a natural link to your site.

11. Affiliate offers. You can take the web badge idea one step further by creating an affiliate program for one of your offers. As readers sign up they are paid a set commission for promoting your product or service on their website or in emails. You can build an army this way. :)
12. Make friends with an A-List blogger. A link from this highly-traffic area will surely drive traffic (and lots of it) to your site.

That's it for now. Promise me this - that you'll take at least one of these ideas and put it to the test. Let me know how it's going by visiting my site at www.thewebservant.com/contact.html.

Beth Cole owns The WebServant, www.thewebservant.com, where she helps coaches and consultants prosper online.

You're invited to our FREE 20 minute consultation with no obligation.

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