

[Discover how to make your Home-Based Business work](#)

To succeed, all online home businesses need the same thing it traffic - and lots of it. After all, what good is a website without any traffic? So, here are some tips on how to build and maintain it:

Step #1: Optimize Your Site

What if you could get your site in the top ten of Google rankings! Your profits would go through the roof! Well you can, by using a little technique known as SEO.

SEO (Search Engine Optimization) is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results for targeted keywords. Using these same keywords throughout the body of your pages' content will help search engines pick up your site.

Google provides information and guidelines to help you through the process of SEO. You should also use keyword tools. Some are free, such as Google's own <http://www.goodkeywords.com>. Others, such as Keywords Analyzer or Wordtracker will tell you how competitive your keyword phrase is. Use phrases relevant to your online home business - the more specific, the better.

Don't overdo it though you could get penalized for trying to spam the search engines! The most efficient way is actually to group 'like/related' keywords together and target these phrases across one optimized page.

In addition to keywords optimization, SEO can also involve tweaking a site's coding, presentation, and structure, as well as fixing problems that can prevent 'spidering' from search engine indexing programs.

Step # 2: Back-Link Your Website

Increasing the number of backlinks to your site is essential to developing a good relationship with the major search engines. This involves establishing as many inbound links as possible, preferably from highly respected websites and directories related to your niche.

Many webmasters establish links by emailing other webmasters with websites of a similar theme to ask for a link exchange. Some websites will do this job for you. A word of caution: search engines regard two-way links less favorably and do not treat them as positively as one-way links.

Step # 3: Become an Article Marketer

Search engines favour sites with relevant content and rich information relating to targeted keywords. An excellent way of adding content to your website to include an article section. You could write your own articles, or post those written by others. You could even add an article directory to your site - you will have to maintain it of course. Linking your site to your own blog is another way to add content (Google's Blogger is excellent and easy to set up and use).

Becoming an article marketer is one of the best ways of getting traffic to your website, provide you with literally hundreds of backlinks. If you don't fancy writing your own articles, you can always pay someone else to do it for you. Most writers charge between \$5 - \$10 dollars per article.

Once your article is ready add a "resource box" to the end of your article. The resource box is your opportunity to advertise your website, so in this box you need to include at least one URL to your site. Then submit your article to a number of high quality article directories.

Remember quality articles will drive the curious to find out more at your website.

Step # 4: Start an Email Campaign

A vital element of any home-based online business is setting up an Opt-in email campaign.

Opt-in email involves setting up an landing page where customers sign their name and email address in a prescribed box in exchange for information about a product or service they are interested in. This is done through the use squeeze page designed expressly for the purpose of harvesting email addresses of interested prospects.

An autoresponder is a program designed to send emails out automatically to these customers. It will send out a series of follow up emails that you have created, at pre-programmed intervals. Customers in your list are your lifeline to referrals and future sales. Your ongoing relationship with them via your email campaign builds TRUST.

Entrepreneurship and succeeding your own home based online business do not come easy. To achieve success, all home-based online businesses need one thing: traffic. And that comes with hard work, coupled with expertise. However, if you are willing to use these techniques, preferably focussing one at a time, you really can make your dreams come true.

About the Author

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