

[4 Methods That Increase Website Traffic](#)

If you've purchased any "how to increase website traffic" ebooks lately, you may have been more than disappointed. Often, the techniques are either not feasible, or they fall under the "black hat" category. A number of marketers have also taken to hyping up their informational products to the point of combining unrealistic expectations with such a lack of detail that your money is probably better spent on the slot machines.

While the tricks might work for a while, I'd like to talk about some "white hat" methods that result in lasting traffic. They may not be sexy, and they aren't "secrets" or anything mysterious, but they work. In fact, these methods will work to produce free traffic for many months and years to come.

Article distribution -- As I'm sure you know, article directory sites provide an excellent backlink to your site. Article marketing is one of the primary website promotion techniques that I use to increase website traffic across all my sites. The benefits to writing articles are many. Your keyword rich articles will often rank high in the search results. These high ranking pages linking back to your site boost your site's listings, often giving you several entries in the top 20 on Google.

The article directories can send you direct traffic. This traffic is normally very targeted delivering visitors who already trust you and are often warm to becoming loyal visitors and customers. Once your article is published, other websites will republish your article with your backlink. Your job is done as soon as you publish, yet the viral effect created by republishing can live on for years. You can continue to get new backlinks without any further effort.

Bookmarking the social way -- By placing icons on your site with links to popular social bookmarking sites, you can encourage your visitors to social bookmark your pages. Try adding the code for [addthis.com](#) or [sharethis.com](#) to your site. With minimal effort, you can significantly increase your backlinks using [Getbookmark.com](#). Don't overlook the value of bookmarking your link partners. If you bookmark sites that link to yours, you can increase their exposure, and improve your search engine ranking at the same time.

Creating content -- The more pages you have on your site, the more PageRank your site can accumulate. A higher PageRank value for your site will get your site spidered more often, keeping more of your pages in Google's index. It also adds to your site's overall authority. More pages also equates to more value for your visitor, more keywords for the search engines to chew on, and additional internal linking opportunities. All of this results in an increase in website traffic. Building a large content site is not only a proven Web business model with staying power, but also adds real value.

Social media -- Digg and some of the other larger social sites are a difficult sell. It's great for a link or two, but your odds of getting large amounts of traffic from Digg are slim. While people are out there trying to game Digg, you should be out there rewriting your content and placing it on Vox, Squidoo, and other social sites. These sites offer excellent backlinks, as well as a way to reach audiences you might not otherwise reach.

Increasing website traffic with these methods will produce lasting results, as opposed to some of the risky, flash-in-the-pan methods that so many are suggesting these days. Start incorporating one or more of these techniques, and you're sure to see an increase in visitor count.

About the Author

Author Kurt Schmitt shows you more [ways to increase website traffic](#) using [article marketing](#) and social bookmarking techniques.

Source: <http://www.onlineearnings.net>