

How to vastly improve traffic to your website and increase hits

A 'how-to' guide by S8 Design

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Recommendations on how to increase traffic to your website and improve your website's Page Rank in the eyes of the main search engines Google, Yahoo! and Bing



Google

- Setup Google Webmaster Tools
- Add your business to Google's business listings
- Setup Google Analytics to track and report on where visitors are coming from and how they're finding you in terms of keywords and referrals
- Submit your website to Google's spider index

Directories (the list goes on!)

Add your website to relevant directory sites such as:

- hotfrog.com
- ufindus.com
- qype.com
- shop-sheffield.com (for our Sheffield clients only)
- discoverecclesall.co.uk (for our Sheffield clients only)
- uksmallbusinessdirectory.co.uk
- yell.com
- upmystreet.com
- swelldweller-sheffield.com (for our Sheffield clients only)

Link Exchanging

1. Search for your website by keywords on your page and find similar sites which offer the same products, information, services, facilities and features.
2. Contact the website owners or webmasters and request a link exchange;
 - a. Try and get a link on their homepage and offer a reciprocal link from your homepage.
 - b. Failing the above, exchange links with placement in an "Our Friends" or "Links" section.
 - c. Supply a photo, the link and site blurb. The link's text **should be the name of your website** as opposed to [click here](#) for our website.

Alexa

- Register with Alexa and fill out a full profile

Social Networking

Create a profile about your website on the relevant social networking sites, such as:

- Facebook
- Bebo
- Twitter
- LinkedIn
- StumbleUpon
- Digg
- Yahoo!Answers
- Google Groups

Website Validation

- Validate your website's HTML using the W3C webpage validation service (<http://validator.w3.org/>)
- Validate your website's CSS using the W3C webpage validation service (<http://jigsaw.w3.org/css-validator/>)
- Ensure all (if possible) pages are valid for their XHTML & CSS, especially the key pages.

Toplisting

Buy a keyword orientated domain to host a toplist which will catch visitors searching for a specific keyword, but not necessarily searching for your business or website by name. Host a 1 page toplist site (there's loads of toplist scripts available on the Internet) and this will act as a portal to the featured websites which fit into the toplist's category. The toplist will literally be a list of the most popular websites (judged by click-throughs) whose top-10 table will change based on users clicking through to the site they are most interested in, sold to users purely on the website blurb, image, popularity (as In/Out click-throughs) and description.

Forum Contribution

Post articles, discussions and feedback to questions on forums related to your business ensuring to leave a link to your website in the signature of your post. On the strength of your reply/comment, people will naturally click through to see your business' website.

Google AdWords

Purchase Google AdWords for your website and use Google Analytics to analyse the success of your online AdWords campaign. You may need to purchase a substantial amount in order to see a notable difference.

Mailouts/E-Shots and Newsletters

Regular newsletters to your website users and/or customers can supply high volume hits almost immediately, although the effects will tail-off in literally 2-3 days. Ensure the subject of your newsletter is catchy and depicts the customer benefits (not product features!). Ensure the newsletter can be viewed correctly in all major email and webmail clients. For HTML e-mails, ensure the code is valid for its HTML and CSS -- see website validation above. Include a link to an online version to ensure recipients can view it in the event their mail exchanger blocks image/HTML content.

Search Engine Business Directories

Register your business with the Google, Yahoo! and Bing business directories (including all other search engine business directories as applicable). Your business will appear in the featured results (above normal results) and will be higher up in the pagefold as a result.