

## Increasing Website Traffic

The internet has become a vital part of our everyday lives. The information that we have access to is at the tip of our fingertips due to the internet, but the internet is not only for retrieving information. You can make a great income from your home through the internet. When it comes to making money online, you need contacts or clients just as you do in many businesses. In the case of the internet, your clients will most likely derive from the viewers you get to your website. These will be the people that generate your income. Essentially, you want many highly-target viewers to your site, and there are many of places offering the service of **increasing** your **website traffic**. The questions at hand are: Which methods are important, and which method will actually produce the results you want?

### Web Content

When viewers visit your website, they are first presented with the overall look and feel of your website. After doing some looking around and they decide that the design is nice enough to stick around, they look at the content. Many people that do business online have content on their website that is a load of crap. They fill it up with keywords to impress search engines, but they don't keep the reader in mind. Search engines are not people; so therefore, they WILL NOT buy from you. You want to have a balance in your web content. You want the search engines as well as viewers to recognize that your content is quality content. This will allow your content to rank high on search engines, and give viewers a reason to stay, and deal with you. Providing such content will indeed **Increase** your **Website Traffic**, and in turn, you will generate more income.

### Backlinks

Backlinks are links that link from one site to another. This is important in regards to search engines. As any online business owner knows, backlinks are vital to the **increasing** your **website traffic**. Essentially, you want to have a good number of backlinks to show to search engines, but you must be aware that search engines, especially GOOGLE, are very strict about what websites you link to. Sites that you link to must have some relation to your site. Linking to a site about Dog-Walking will not prove to be beneficial if your site is about dating. Also be aware that there are sites that search engines DO NOT FOLLOW, so linking to these sites would be a waste of time. Building quality backlinks has become much harder in recent times, but if you can do it right, you will see that it is very beneficial to you, and will help in **increasing website traffic**.

### Sitemap

A sitemap is a page that you can create which provides details on all the web pages that are on a website. Creating a sitemap is useful because it allows search engines to see all the pages that are connected to your website. When search engines have a site map for your site, it allows them to recognize your site faster, and quickly rank your site. As you add more pages to your website, you want to resubmit your sitemap to the search engines, so they know that you have new content. The more quality content you submit, the better the chance you have of receiving a high page rank. Essentially, you want a higher page rank so more web surfers see your website and click on it.

**Increasing website traffic** can take time, but it is not a hard process at all. You have to be patient, and understand that traffic comes incrementally. If you take into consideration and apply the use of web content, back linking, and a sitemap, you will see that your **website traffic** will **increase** in no time.