

Increase Website Traffic - The Power of Inbound Links

Do you want to increase traffic to your website? Do you run a personal information site, or a small business website. Either way, you need to have more visitors, so you can meet the traffic and marketing goals you set out for your website. There are many methods to generating traffic. Some of them involve offline efforts, using traditional marketing methods, such as distributing business cards, posting flyers and spreading the word to family and friends. These efforts are commendable and will achieve some results. But they will never become the primary means of getting consistent traffic coming to your website.

In order to get your website receiving a continuous stream of traffic and have that traffic increase over time, you need to use another method. That method consists of gaining inbound links to your website from other authority sites. There are several ways you can achieve this goal, but first let's explain how inbound links work.

When you have a website that has just launched, it exists in the universe of the world wide web. The problem is, it has no way of being found at the start. Only someone who knows your URL address can type it in and view your website. Otherwise, surfers on the internet have no means of finding your site. This problem can be quickly solved by obtaining links from other sites that point directly back to your website.

When a link from another website, especially a site that is full of original and informative content points back to your website, this gives your website credibility that it did not previously have. The more of these quality links you can obtain, the more authority and credibility your site will receive. In turn, your positioning in search engine results will continue to rise.

The types of links that you want to obtain for your website are one-way inbound links. One-way links point back to your website from another website. They are much better to have than other types of links called reciprocal links.

Reciprocal links can be obtained by exchanging links online with other webmasters - they offer to post your link on their site, if you post their link on your website. This may provide you with some benefit, but reciprocal links will not provide nearly the marketing power as one-way links will. When other sites point to you in exchange for nothing in return it gives your site much more authority, and thus draws much more free traffic to your website.

You can obtain one-way links in several different ways:

- (i.) You can write search engine optimized articles and distribute them to popular article directories all over the internet. At the end of your articles your website link can be posted which serves as your one-way link. Multiplying this effort with many articles submitted to many directories can provide excellent results.
- (ii.) You can also offer to write articles for someone else's blog or website. You need to get permission from the webmaster to have your articles include your website link.
- (iii.) You can post on forums that relate to your website's subject area and include your website link within your forum post signature. Many search engines scan forum sites so they will detect these one-way links and count them toward your website's ranking.
- (iv.) You can start a Squidoo or Hub Page and take advantage of the link power contained within these sites to post links that point directly back to your website or blog.

As you can see, there is a lot of web marketing power available through obtaining one-way links to your website. So start getting those links and begin increasing your web traffic as soon as possible.