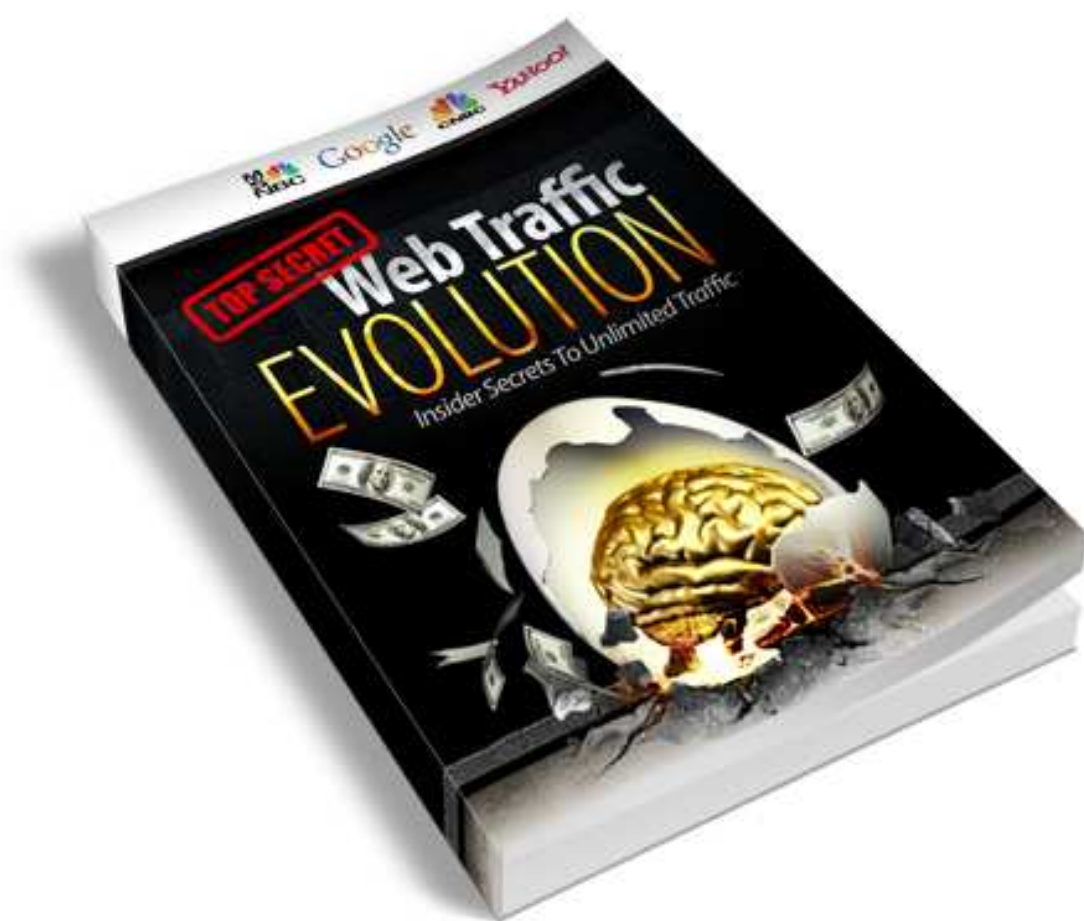


# WEB TRAFFIC EVOLUTION

[eBooks-N-Software](#)

*Bring Your Server To Its Knees*



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## Introduction to Web Traffic Evolution

There is one essential component in the success of every online website, or marketing campaign regardless of niche or industry.

### **The need for targeted, relevant and consistent traffic.**

Without a steady stream of quality traffic, there is little chance of successfully launching a campaign, selling products or services or in building brand awareness.

In fact, without traffic your website serves no real purpose, aside from personal interest or in being able to showcase your work to family and friends.

When it comes to making money online with your own site however, you need to give your product or service an audience, a purpose, and maximum exposure so that you are able to build a profitable business by successfully penetrating your niche market and directly tapping into your target audience base.

If you are relatively new to online business, launching your website may seem like a daunting task, if not exceptionally intimidating. With so many

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traffic generation strategies, techniques, programs, and options available to you, it can be overwhelming when deciding what approach to take, or what method is likely to yield the best results.

The Web Traffic Evolution guide was written exclusively for the online marketer who is interested in maximizing their websites exposure with proven techniques that will jump-start your launch with less costs and time involved.

Every method taught within this guide is **easy to implement**, regardless of your experience in online marketing.

In fact, all you need to do is follow along, taking action along the way, as we cover the proven strategies used by the most successful marketers in every niche market online.

Within just a few minutes, you will know exactly what you need to do in order to drive consistent, high quality, targeted and unstoppable traffic to your website, quickly and easily.

*So without further delay, let's get right to it.*

## Quick Start Guide to Optimizing Your Website

Before you begin building your traffic generation campaigns and actively recruiting traffic from both the major search engines as well as through various other traffic siphons featured within this guide, we need to first prepare our websites for optimum results.

We do this by optimizing our entire website so that we are able to position ourselves within the search engines for relevant and targeted keyword phrases.

Not only will optimizing your website help you solidify your position within major search engines like [www.Google.com](http://www.Google.com) but it will also help you retain visitors who are directed to your site from other traffic sources, including article marketing and feeder site campaigns (more on this in an upcoming chapter).

Optimizing your website doesn't have to be a time consuming process, either. Even if you are brand new to the idea of website optimization, you can effectively optimize your entire website quickly and easily just by following this simple guide to SEO.

## Quick & Easy On-Site SEO

You want your website to solidify its place within the top search engine rankings of all of the major search engines, including [www.Google.com](http://www.Google.com) and [www.Yahoo.com](http://www.Yahoo.com)

In order to do that, you need to first focus on “on-site” SEO, which consists of a series of simple “tweaks” made to the pages and overall structure of your website itself.

One thing to keep in mind however is that on-site SEO requires optimizing EVERY page on your website, not just your landing page or homepage, which is why it’s always easier to optimize your website successfully during the initial development phase, rather than having to go through each page after it’s been created.

These simple improvements will directly influence your overall ranking within the search engines and help your website appear more frequently whenever relevant keyword phrases are entered by people searching for information within the search engines directly.

To help you quickly optimize your website, we’ll break down the most important elements of every successful optimization strategy including:

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### **Title Tags**

Title tags are what appear at the top of your browser whenever you visit a website. Usually, title tags include a snippet of information about the website, including a description of each webpage on the site.

For maximum optimization however, you want to focus on integrating your PRIMARY keyword phrase into the title of your page, varying the keywords used on every page of your site.

For example, if your main page offers information on “how to train your dog”, your title tag should include the keywords “Train Your Dog”.

Make sure that you focus on incorporating different keyword phrases into every individual page on your website. You can edit the title tags from within your HTML editor. Look for the <title> bracket, and insert your keyword phrase within that area.

(Most HTML editors including Dreamweaver offer a simple method of adding in both title tags and keywords just by browsing the “Properties” tab in your editing program).

### **Header Tags**

Header tags are very simple to integrate into your pages, and whenever

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text is inserted within header tags, the font size is increased, and sometimes appearing in bold.

*Examples:* <h1> <h2> or <h3>

This does two different things; first it instructs search engine spiders or crawlers to identify the text as being more important than other text appearing on the page, and secondly, it also helps draw attention to specific text whenever a human visitor lands on your site as well.

By drawing search engine crawlers to the text featured within header tags, you are able to optimize your website for those specific keywords, so make sure you use header tags wisely, and include your primary keyword phrases or keywords within the <h1> tag.

### **Image Tags**

Search engine spiders that crawl your website are unable to identify text that is contained within images itself. Since you want to fully optimize your website, including images and graphics that are featured on your pages, you want to insert 'image tags' that provide a keyword based description of what the image actually is, as well as anchor text for every link included both internally and externally.

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