

How to begin increasing traffic to your website

(Quick Start)



Quick Start

Having a website doesn't necessarily mean that millions of people will see it. If you are seeking to promote your site, or something else using your site, you will want to take the next 15 to 20 minutes and follow along with this tutorial. This quick start will alert the big search engines, like Google, that you exist and also add some keywords, so that the search engines will also have a little more information about your site, to go on.

Keep in mind that website promotion can be quite a long process. This document is designed to help you get your foot in the door, but will by no means have people trying to knock it down. For people looking to have a reference and more information about their business, or just for friends and fun, this document is likely all you'll ever need.

However, there is another follow-up document which contains much more very valuable information to really put your website on the map. If you're serious about generating traffic and increasing the number of people who see your site, read that document and really spend the time to generate those numbers.

What you put into it, is what you'll get back out.



Search Engines are where you need to begin promoting your site.

Google.com, for example, is a search engine. A search engine is an online tool that helps you, or anyone, find what they're looking for, online. If someone is searching for information on Italian food, they're likely to use a search engine to look for it.

The ultimate goal for these "engines" is to find the absolute best, more accurate, relevant and high quality results to anything anyone is searching for, faster than the "other brand" of search engine. As someone seeking information on Italian food, what you type will change the outcome of the results given. For example, if you search for "Italian Food", you will receive over 16 million results from Google! To narrow those results down, you want to "ask a better question".

You could try "Fresh Italian Pasta Recipes". That will return less than 400 thousand results. That's a significant drop off in the results and you are that much closer to finding the information you are seeking.

The big 3 search engines are **Google.com, Yahoo.com and MSN.com.**

If you were selling homemade dried packaged pasta (family recipe!), you would want to let these 3 search engines know you exist, as soon as possible, otherwise they won't know to offer a link to your website, even though there are people out there looking for pasta and pasta recipes.

The first step is to let the search engines know that you exist.

You do not need to be a website about pasta for this to work. Any topic will do. All you need to know is your website's address or location, also known as an URL. An "URL" is your website address. It stands for "Uniform Resource Locator". That's just a fancy way of saying "Home Sweet Home". It's an address, like a "Street Address" is where you live, or your office is located. An URL is the location of your website, online.


Before you attempt to tell these search engines where you can be found, **make sure you know what your URL is.** It is very likely to be. "http://YourKeyword.TalkSpot.com", but it is also possible you have your own unique domain name. If you do, it's likely you'll know what it is, but it will look something like this, "http://www.YourDomainName.com". In both cases, you can add the "www" at the beginning, or remove it. Either way will work.

In a moment, we'll give you links to 4 places you should tell about your website. The first 3 "links" will take you to forms resembling Google's, show here:

URL:

Comments:

Optional: To help us distinguish between sites submitted by individuals and those automatically entered by software robots, please type the squiggly letters shown here into the box below.



In each instance, you want to follow the instructions given, but they will all generally want to know your website address and "maybe" a little more. In this case, just put your URL, a few comments about your website and the squiggly letters. Make sure your comments are short, to the point and define your website.

Submit your site to these search engines, at these locations:

Google.com:

<http://www.google.com/addurl/>

Yahoo.com:

<https://siteexplorer.search.yahoo.com/submit>

MSN.com and Live.com:

<http://search.msn.com/docs/submit.aspx>

DMOZ.org:

DMOZ is a little different, in that it's run by humans, more than the others. While it's a little more complicated, follow their well written instructions and you will be listed within their directories.


<http://www.dmoz.org/add.html>


If you submit your site, directly to these search engines and directories, you will really only be speeding up the process. If you're online, they will find, eventually, but it could take months. They will, however, find you. Doing this just lets them know to go find you, immediately, instead of waiting for them to seek you out.


Add Keywords, Phrases, a Clear Site Name and Description.


To add or change your website's name, keywords and phrases, and a description of your site, log into your site, and select "Increase My Exposure!" from your tool kit, in the top-right of the screen.

Once there, add or change the following sections:


Site Preferences 

Website Name: 

Website Description: 

Keywords: 

[To learn more about generating traffic to your site and increasing your exposure, click HERE](#)

Do not allow search engines to index me 

All search engines to index me

Site Name:

Name your site something relevant and descriptive to human eyes. This is commonly a company name and a “catch phrase”. It is important to be human readable and not contain a lot of special characters or “funny stuff”, which some use to be clever and/or to stand out. This does not go over well with search engines.

Site Name Example:

“Federal Express - When it absolutely, positively has to be there overnight.”

Site Description:

The name of the site is the header/title by which your listing will be listed in the search engines. It is what people will see when they see the results of a search. On occasion, the name of the home page is used, instead. When this is the case, the description is used as the supporting information to the name of the home page and indicates the website’s contents. It can help to have a few keywords sprinkled through the description, but it is not vital.

Site Keywords:

A keyword is a list of comma delimited words that capture the “essence” of a site’s contents, but isn’t very human readable. A list of keywords does not need to contain articles or conjunctions, such as “an”, “the” or “but”. Search engines use these keywords to determine if people’s search terms match the keywords on your site (along with other criteria). The more relevant the match of the searched term and the keywords on a site, the higher the site ranks in the search results.

It is important to find a balance between relevant words and terms or phrases that showcase the meaning and contents of the site, without using only common words, as there is an immense level of competition for common words. While it is important to use the words that describe your site, it is just as, if not more important to find relevant supporting terms and words that also support your meaning, without being terribly common in the keyword lists of your competitors.

Taking the time to do some research in attaining this balance is a worthwhile effort, if you are seeking greater traffic to your site.

3 useful keyword research tools:

[Google Keywords Tool](#)

[KeywordDiscovery.com](#)

[WordTracker.com](#)

Once you have created your list of site specific keywords, add them to your site preferences, and over time the various search engines will begin to give your site a higher and higher rank in search results, over time.

Continue to promote, promote and promote!

There are as many ways to promote your site as there are sites and there is no single “right way”. If you’re truly seeking to increase traffic, we suggest you enter your TalkSpot toolkit and look for the thorough version of the website promotion document, on the “Increase My Exposure!” page.

You can also find the full document at this link:

<http://www.talkspot.com/asp/blob2/templates/help/acctinfo/SEOSuggestions.pdf>

Some of the topics that it covers:

- Web Crawlers, Web Robots and Spiders
- How to keep the site fresh and alive and why
- Get OTHER people and sites to link to you!
- Key words and phrases and why they’re good for you
- The importance of proper internal linking
- Google Webmaster Tools
- Google Analytics
- Start a Pay-Per-Click campaign
- Performance based SEO
- If you’re an online store, use Shopping Portals