

Fast & Easy Ways to Draw Traffic to Your Website

By [Deborah Taylor](#)

Plain and simple, website traffic is the key to profits for many businesses. And this is especially true if your business primarily operates on-line. The more traffic you have to your site, the higher your sales volumes, and the greater effect on your bottom line.

We all know that there are times in any business when there is a need to have that traffic, and lots of it, right now!! Perhaps you are just launching your business, or have a new product or service to promote, or just need a quick influx of cash. Whatever the reason, you need to be able to draw that traffic fast and easy. Here are 5 ways to get you started:

#1 Social media

Social media sites can help you generate a ton of traffic quickly, especially if you have a large following.

Give thought to what you want to say and create posts that really grab attention. Don't be afraid to add a little humour (as long as it is in good taste) or stir up some controversy. The point is to arouse your reader's curiosity in you and what you have to offer so they click through to your website.

Make the most of the technology available with your social media sites as well. Look for solutions such as TweetDeck which allow you to update a few of your social network profiles all at once. And link your blog posts to them too.

#2 Article marketing

Article marketing works well, however it is important to concentrate your efforts on quality article marketing sites with large audiences to have the greatest impact.

Your article should be well written and informative, free of mistakes, and with a catchy (not gimmicky) headline. Rewrite it a few times with some variations and submit to a handful of directories. Be sure to include a bio box that contains a call to action and a link to your website.

Keep a record of where and when you sent your articles, and which version you submitted, so you can track which attract the most attention. Post the article to your website too.

#3 Blogging

Blog often, offering informative, controversial, and/or entertaining posts that attract visitors and keep their attention. Leave your readers wanting more so they keep coming back.

Be a guest blogger on someone else's blog. Again by offering great posts you will gain a new following and traffic to your site.

And don't forget to link your blog posts to your social media profiles for even bigger results.

#4 Video content

Videos tend to go viral very quickly, as they are shared, talked about, forwarded, and downloaded all over the world.

A good video that is entertaining, a touch controversial, or offers value in some way (like a lesson for example), can attract all kinds of attention to you and your site.

Be sure to integrate your videos in to your social media, as well as in your blog, to multiply the traffic you receive.

#5 Partnerships

Partnering with other compatible business persons in similar or relevant industries can help generate traffic fast.

The partnership may include guest blogging on each other's sites, sharing or swapping advertisement ideas, or promoting the other in a newsletter or e-zine.

Search for people who are willing to work with you as a team to help each other drive traffic, and ensure you have a mutually beneficial agreement in place.

Remember that it is possible to drive a ton of traffic to your website fast. The trick is to have a plan in place, know your audience and your goals, and take action.

Here's to your success!!

About the Author:

Deborah Taylor is a diversified administrative professional with more than 25 years of varied and progressive experience in all areas of office management and administration. President of [AVA Business Services](#), Deborah and her team provide Virtual Assistance and local Freelance support for today's global marketplace.