

How to boost traffic to your website

Welcome to Social Networking Ninja's Guide to boosting traffic to your website!

We are happy to present this guide for free to help you increase your website's exposure. We hope you will benefit from this information as much as we have.

Please note that some of this information requires a bit of technical knowledge to put into use. Some of it does not. Use what you are comfortable with and pass the word on!

1) Search Engine Optimization aka SEO

Here's a quick explanation as to how a Search Engine like Google works.

Basically, there are 3 different kinds of software that work together to create what we know as a "Search Engine"

The Spider Software –

Spider software crawls the web in search for different pages to collect and add to the engine's index. The Spider software is only interested in text, links and urls.

Spider software likes links the most because links lead it to other web pages with more information – text, links, etc...

Therefore, the more links you have going out from your site the better.

This way the Spider will find a link amidst your text and be brought to a new page with more information – just what the spider is looking for.

The Index Software –

The index software picks up everything that the Spider software reports to it. It is in place to make sense of the links, text and URLs that are submit to it by the spider. Think of it like a translator. Using a complicated algorithm, it takes the information and analyses it, looking for word combinations or "keywords". Then it stores the information it collected and makes it available to the masses who are searching for it.

The Query Software -

The Query software is the "front end" of the search engine. It's what you see when you enter a search in google. You enter a **keyword** in the box, click search and the search engine returns the websites that it deems most appropriate based on the data that the index and spider software have accumulated.

So what you need to do to make these programs recognize your site is use keyword rich content and links to other pages within your site as well as links to other sites of relevance. This is a key to boosting your "organic or "free" traffic from Bing, Yahoo, MSN & Google.

Before we get into keywords and links lets make sure that the big 3 search engines know your site exists!

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

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

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

Go to each link above and submit your web address to the search engine's index. This way, the spider software is guaranteed to visit your website.

Next up, understand "keywords".

Keyword Rich Content:

Go to <http://freekeywords.wordtracker.com/> and enter any term you'd like. Choose a filter if you'd like and click "hit me". This free tool will bring up keywords people have typed related to your term. For instance if my website is about Batman I'd enter "batman" and the following keywords come up:

batman

crank dat batman

batman begins

batman binoculars

batman and robin

crank that batman

batman movie

batman theme

new batman movie

batman logo

These are the top 10 Batman related keywords. If I sprinkle these keywords amidst the content in my Batman website, we have a greater chance of being noticed by search engines. In other words, these "keywords" are what the spider software will be looking for.

Be sure to use keywords in your page titles and filenames as well because google is much more likely to index pages with relevant keywords in the titles and file names. (when blogging, your "file name" will be the title of your article. You will see the file name under the title field in the back end of your blog preceded by "permalink:" You can change the file name of your blog post to whatever you'd like by clicking the "edit" button at the end of the file name.)

For instance a page named <http://findbatman.com/buy-batman-movie>

is likely to search better than default file names like <http://buybatman.com/storepage> or <http://findbatman.com/page1>

Use keywords in your meta tags, titles, file names and descriptions and you'll be well on your way to effective search engine optimization.

To read more about this topic click here -> <http://www.webconfs.com/seo-tutorial/>

1.a) The next step...

Do the following:

Sign up for [google analytics](#) and register your webpages . This will allow you to track the hits to your webpage, view popular keywords associated with your page and much more. To learn more, just explore.

Next sign up for [google webmaster tools](#) Add your website(s) and verify with whatever method you are comfortable. We like putting a meta tag in the header. Be sure to upload sitemaps to google webmaster tools for each site as well. This will aid your indexing. If sitemaps are a bit above your head, you can [contact us for help](#).

Now let's sign up for [MSN webmaster tools](#).

Again, add your site or sites and verify them with whatever method you are comfortable. Be sure to include the location for your site map (don't worry, this is all very user friendly and self explanatory)

Finally sign up for [yahoo webmaster tools](#). Add sites and verify!

2) Social Bookmarking

Start by installing a free [firefox browser](#) and get used to using it instead of internet explorer.

Next you'll need to install the following free toolbars. You'll have to register each one, it's a very simple process (see usage instructions below):

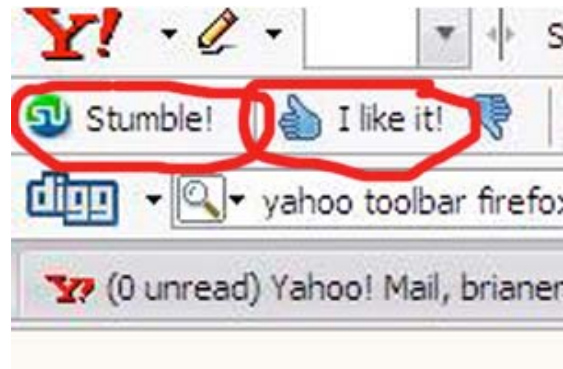
[StumbleUpon](#)

[Del.icio.us](#)

[Kaboodle](#)

StumbleUpon is a social bookmarking site that spider software absolutely loves.

How it works – After the toolbar has been installed it should look like this:



I circled the buttons that you will want to use in red. Social bookmarking is used by people who want to share websites that they like with others. Lets first look at the button on the right that

says “I like it!”. Go to <http://findbatman.com>, when you’re there click the “I like it!” button. A box will appear that asks for a Review and Topic:



The screenshot shows a web browser window titled "StumbleUpon" with a notification: "You've Discovered a New Site: http://juniorbooks.com/Childrens-Books/Genre Please let us know about it...". Below the notification is a form with the following fields:

- Title:** Search By Genre
- Review:** A large empty text area.
- Topic:** A list of categories including arts, bizarre, blogs, books, business, computers, design, food, games, health, history, home, humor, internet, linux, living, mac, movies, music, photos, politics, science, shopping, society, sports, technology, windows, and an "Other..." dropdown menu.
- Adult?:** Radio buttons for "no" and "yes - contains nudy or adult content".
- Language:** A dropdown menu set to "English".

At the bottom of the form are two buttons: "Submit This Site >>" and "Cancel Rating".

Simply write a brief comment in the review field and then select a Topic from the drop down.

For this site Toys or Comic Books would be the most appropriate topic.

Then click the “submit this site” button. Congrats, you have “Stumbled” FindBatman.com.

Now, the site that you submit will be added to StumbleUpon’s database. That means that a link has been generated from StumbleUpon’s database to FindBatman.com. Spider software will pick up on this because stumbleupon is a favorite of spider software. And what does Spider software love? Links of course!

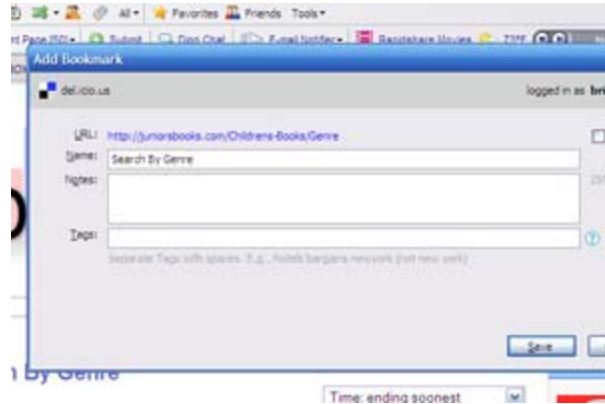
Next, let’s look at the “Stumble!” button. Click that button and you’ll be instantly directed to a website that someone else has “stumbled” by clicking the “I like it!” button.

Because you “stumbled” FindBatman.com, other people who click the “Stumble!” button will be directed to FindBatman.com! This is a way to drive relevant traffic to any webpage from all over the country or even the world! The more traffic that is directed to your webpage, and the more links that are created, the higher your site will index for Google, Yahoo and MSN search engines. The other social bookmarking toolbars you have installed work in a similar fashion.

To use the Del.icio.us bookmarker click the button on the toolbar that looks like this:



Then a box will appear similar to the StumbleUpon box:



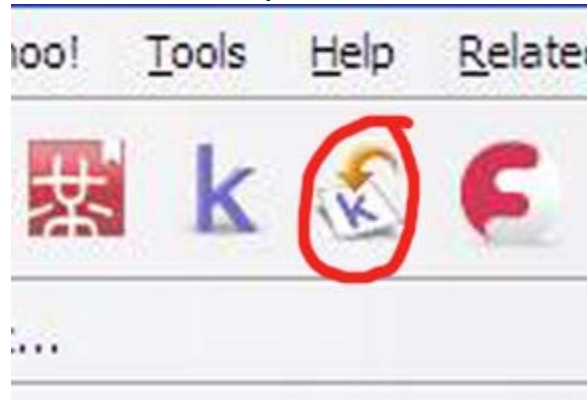
Here you'll write a comment like last time, but they also want "tags" to help others find what they are looking for. Separate tags with commas like this:

Batman, Batman Toys, Batman Comics, Batman Movies etc...

When you're done, click the save button and you're done!

Next do the same thing with your Kaboodle toolbar.

Click the button on your toolbar that I've circled in red in this image:



Add a comment and tags and then click the save button.

You've just bookmarked this website on 3 huge social bookmarking indexes.

IMPORTANT:

-Do not bookmark the same **page** on your website twice in one year.

-Do not bookmark more than one page on the same website more than once a week.

-Do bookmark pages near the end of the day, near the end of the week.

Now go and do this for your website!

3) Download rating toolbars.

Like the Neilson rating system, Rating toolbars report the web browsing habits of a small contingent back to their headquarters to generate lists of popular websites.

The beauty of these toolbars is that once it's installed you do no work. The software will automatically report what sites you view without any work on your part.

Start with the Yahoo toolbar by clicking this link: [Yahoo](#)

Once the setup process has begun follow along carefully and when it asks you if you want yahoo to monitor or collect data from your computer click yes.

Next download the Alexa Sparky toolbar

[Click here](#) to download the Alexa Sparky toolbar.

After it's been installed you will see a number in the bottom right-hand corner of your window:



The number you see represents Alexa's ranking of that particular website. The #1 site is Yahoo. #2 is Youtube etc...

These numbers are updated weekly. Installing this toolbar and visiting your page frequently will get it indexed quickly.

This in turn will:

- Improve search engine indexing
- allow you to monitor your website's popularity
- Increase Spider Software relevancy

Best of all – it's free and easy!

4) URL Blog comments

In an effort to create more links to your webpage throughout the internet, thus raising your indexing levels, relevancy and traffic, and making you friends with other bloggers (a must do) you can create links all over the internet on blogs by posting comments with your url imbed in your comment.

Use this free software to leave comments quickly and easily:

[Comment Kahuna](#)

Remember to leave relevant, respectful comments on other people's blogs so they will want to visit your blog and most importantly, tell others about it!

5) Lastly, Social Networking Ninjas offers a comprehensive traffic boosting service that incorporates all the methods you see above. It costs \$250 per month and includes:

-200 backlinks

-Daily website visitation to boost Alexa ranking

-20 monthly blog comments with embedded URLs

-1 weekly social bookmark on Stumble, Del.ici.ous & Kaboodle

We hope you enjoyed our Guide!

Visit <http://SocialNetworkingNinjas> often for more info on making your website a success!