

Website Traffic Generation – Controversial Techniques Used By the Pros

Every website owner wants their website to be popular. When a visitor lands on your page, their visit is considered traffic. Genuine traffic can lead to sales. Creative techniques have been developed by businesses looking to draw web traffic. Some of these techniques are ethically questionable because they involve manipulation.

Traffic Generation Methods

Once a new technique to draw website traffic is discovered, word quickly spreads, and it's only a matter of time before software is created to automate manual processes. Minute and tedious manual tasks can easily be automatically taken care of with an easy-to-use program. The benefit of these programs is that precious time is saved, allowing you to redirect your marketing efforts. The downside can be poor quality and lack of customization.

Article Spinning Programs

This software takes an existing article and creates a new version that is unrecognizable from the original. This is hopefully viewed as fresh content by the search engines, and it will attract visitors to your webpage. This can help you built up the quantity of content on your site. One of the drawbacks to this method of generating new content is that there are often issues with the readability and general quality of the information presented. Article spinning software saves hours of your own writing time, or if you outsource writing, hundreds of dollars spent hiring writers to produce original content.

Automated Blog Posting Software

Businesses are increasingly involved in blogs and forums as a method of communicating with their target market and existing customers. Actively posting on blogs and forums helps your website search engine ratings because consistent activity is looked upon favorably by the major search engines. But posting and actively participating in online discussion takes substantial time and energy.

Enter blog posting software that posts to blogs for you, automatically. You spend a few minutes creating a standard message along with your business' contact information, then with a click of a button, post your comments on hundreds of blogs frequented by your target market. The drawback to automated blog posting software is that your generic comments might be looked at as spam by readers, and may be ignored.

Back links & Text Linking Software

Backlinks, or "back links", link to your site from other websites. More backlinks to your site means a higher importance rating with Google. The higher the Google ranking, the better the chance that traffic will come to your site. Text linking software creates back links through directory submissions and posts.

Traffic Exchanges

You click on other web pages in exchange for other site owner's solicited clicks on your site. This way, both parties get more traffic. You can either pay to join a traffic exchange program, or participate in a free program with other webmasters who need traffic. One disadvantage to traffic exchanges is that your website statistics are no longer real because you cannot decipher the visitors that were part of the exchange and those that were genuine.