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Two Methods To Grow Online Traffic

Of the various SEO techniques, I have learned that two are the most prominent. So what have I learned? Perhaps too much to tell, but to condense what I have learned, there are two basic techniques to growing back links to your website to increase the site's rank on the primary search engines. The first phase is to find and secure organic back links with anchor text from the billions of sites that are in the world. The second method is to create your very own sites that you control and place your back links onto those sites that link back to your own. Both methods can be performed legitimately, or through less scrupulous methods, but combining both methods together is a great way to propel your site's ranking to the top.

I think most web savvy individuals are aware of the first method, so I will invest most of this article discussing the second. The second method is what I want to talk about because we are talking about developing good page rank links back to your website from other websites that you have control over. What are the steps to get started? I have developed the list below to help get you started:

- 1) First stop is the social networks. Strangely enough, pageflakes and not so weirdly facebook rank very well on search engines as does Linked In links. Use online social networks to establish some authoritative links back to your site as well as increase your online footprint.
- 2) Take a look at Hub Pages, Squidoo, and even Tumblr: Use these sites to get some basic and relative back links. These sites rank relatively well and by using them, you can get a great deal of authority with very little effort.
- 3) For more advanced web surfers, there is always the option of creating a directory or forum. There is a lot of software available in the open source area that you may use to develop unique websites that focus to your area of specialization or your region. Create them and sponsor them from your home page with anchor links.
- 4) Free blog sites. I realize that maintaining a blog is a big investment in time, but as a Google product, Blogger has a very high page rank; which means any links from a blogger site will have a high weight. Develop multiple blogs, (don't link them together) and add backlinks with anchor text to your focus website. Recruit guest bloggers or pay per article ghost writers to create content. There are software programs out there that will actually scrape content from other sites, but these will get you banned from blogger. Unique original and legitimate content is best.

By taking this approach, you can increase your online presence and increase traffic to your site. Use the free blogging and website tools that are available online to create links and drive traffic to your website. I know that time is valuable and what I have reviewed above may initially take a lot of time, but the real estate market is becoming extremely cutthroat and your success may ultimately rely on how many people can find you online.

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