

25 Ways to Drive Traffic to Your Web Site

1. Know your customer. Solve their problems.
2. Don't forget your URL & a call to action
3. Respect your clients' privacy & security
4. "What's New!" Keep your content fresh
5. Include your URL in your e-mail signature
6. Add a "Recommend this Site" button
7. Build community through bulletins or e-newsletters
8. Mention your web site when networking or presenting
9. Ask clients to bookmark your site
10. Write feature articles
11. Include keyword and title "meta tags" on every page
12. Submit your web site to search engines
13. Send permission-based e-mail
14. Sponsor an event
15. Create a digital business card
16. Post noteworthy press releases and good news stories on your site
17. Include your URL on unique promo items
18. Register a URL that's easy to spell
19. Provide valuable free offers
20. Get creative with your voice mail
21. Develop an attractive car decal
22. Check your links and make sure they work
23. Design some quizzes & games
24. Sign up some affiliate marketers
25. Don't forget about traditional media