

## Generating Traffic On A Budget

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I have several websites and in the past ten years I have worked with gurus that promised to deliver traffic to my sites. In fact I have paid from \$200 to over \$2,000 for traffic to my sites. I had one person that charged a reasonable fee and my traffic went from 500 visitors to 8,000 visitors. Three years later his fee wasn't that reasonable, but I decided to go ahead and try another website. After three months and two thousand dollars I saw no results.

As many people know the search engines create algorithms so nobody can beat the system. The gurus figure a way around this and charge lots of money to drive traffic to your site. Then the dance continues and the search engines create new algorithms. Next thing you know you are going back to the guru or searching for someone new.

Many of us have been sold a bill of goods about generating traffic to our websites and the lure of getting on the top ten. I can tell you from personal experience that I have been in the top ten and it wasn't that big of an impact. The hook the gurus use to charge a higher fee is the number of keywords you need to get in the top ten. After a while you'll realize that ONE keyword may have over one hundred variations.

Working with gurus creates a roller coaster of traffic to your website. Your traffic and sales are dependent on the gurus and the search engines algorithms. When you stop working with the gurus, or their magic isn't working, your website traffic and sales hit bottom.

Yes there are rewards working with gurus, but you better have a hot site that sells. Start with methods that cost less and allow your traffic to build. Check your status reports to learn more about your visitors and the keywords they used to find you. A good hosting provider will offer this with your hosting package.

A wise marketer once told me that it was best to get off the roller coaster and put my money into methods that build steady website traffic. As an owner of a website, you learn how to update your own pages so you are not dependent on someone to update your website. The same goes for generating website traffic. When you take the time and invest in building traffic on a regular basis, then you will be free from the gurus and the search engines algorithms.

The simplest and time proven techniques that take very little time are your best answers. One method I know you have heard over and over is submitting articles. Let me give you the WHY submitting articles is important. When you are found in the search engines you are just another listing on all those pages. When submitting articles, I get a loyal audience that reads my articles each week. In fact, when they visit another website and see other articles I have written on other topics, it builds more credibility, rapport, link popularity and traffic.

Generating website traffic is using a combination of methods. Submitting to the search engines is still important, but it is only a part of your overall traffic building strategy. With most search engines it may take one to three months to see results.

Now here is the INSIDE INFORMATION most gurus won't tell you. I am using a traffic generating system that is available to anyone at no cost. In fact it is simple to implement and takes only ten minutes of your time to set-up. This system is instant and you will see an immediate increase in your traffic and it you can verify your results with your own status reports.

