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# **Maximizing Website Visitors With Wordpress!**

Do you understand the power of Wordpress?

Basically, Wordpress is a free application designed to help with the publication of blogs. The use for Wordpress was originally news blogs and other informational formats, but now even business websites are using it. The functionality of Wordpress was expanded to include the creation of pages, like a conventional website, as opposed to posts!

Why Should I Install Wordpress on my Site?

It's use is as simple as creating your content on either a post or a page, then clicking on the "publish" button to post it to your website.

This is not the only functional feature of Wordpress as you can also use it's built in link management system to help establish a group of related blogs or affiliated networks you like. Wordpress's link manager allows you to find other websites to exchange links with and have even more time to post and put up pages, while they find you too. As you turn your website into a content rich resource, more and more of your articles will begin to find their way to the top of Google and Bing and Yahoo, bringing visitors.

With Wordpress's excellent ability to provide your website with free traffic, over time this will boost the bottom line of your business.

How Do You Increase Your Traffic With Wordpress?

Using today's Wordpress plug-ins, you can even have your pages and posts optimized for search engine appearance at the time they are published. Using these time saving plug-ins will do even more than mentioned here, given that they will also perform the difficult task of making your posts and pages as appealing to search engines as possible, increasing the likelihood of them being ranked higher.

Using the additional advantage that Wordpress offer of controlling the number of "pings" that are sent to Google and other search engines, this makes them visit you more once you do publish content because they know you are creating it. This will help to get your site to the top of the search engines and gives you the possibility of gaining more page rank.

Simply using the tools that come with a standard version of Wordpress will help you bring in new site traffic and generate leads for free, and take your business to the next level.

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