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# How To Use Free Traffic Suggestions To Improve Sales

By free traffic, we generally refer to the number of web visitors that access a certain web page without the website owner paying for them. Free traffic is the basic effect of good web page indexation, optimization and maintenance. If you have a high quality which targets a specific group of people, the popularity of your website will continue to grow every day, even more so if you have a unique product. How advantageous is free traffic? That is an entirely different question if we analyze the relevance of web surfers for a business.

You can get more traffic if you implement professional strategies to get the users' attention and make the pages really competitive. And of course the more people you get to visit your website, the greater the chances are that you will make a sale. At least, this is what most people think when they are trying to boost the sales on their site. The truth is that you can get a thousand visitors every day and make no sales, on the contrary you could lose money if you are using Google Adwords. How is this possible? Such a situation takes us back to the choice of keywords. I'll tell you why.

Let's say you promote pet food. The keywords you choose for your website should be targeted for people looking to buy pet food not for people who are just surfing the web looking for information on the different types of pet food. Thus, using too general or broad terms like 'cat', 'cat food', 'cat nutrition' could be disadvantageous, try to use longer keyword phrases like 'best cat food', 'what cats like to eat' and the like. Carefully look into the keywords status in case you have high free traffic but a low conversion rate.

If this is one of your issues you may need to start from the beginning and start your search engine optimization all over again. Use keyword tracking tools to find the keywords that are most high in demand, and then select from the software-generated lists, the terms that you consider appropriate. Once you choose your keywords, you need to decide which keywords will be used for on site optimization and which keywords will be used for your article marketing.

By doing a little research online you can find out more about how important free traffic is and you can also find some great tips and tools about choosing the right keywords. You will inevitably find tips and suggestions from marketing experts and more experienced marketers. Take whatever you consider useful and relevant in such materials and implement the information in your business strategies. Good luck!

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