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# Using 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 represents the normal result of good web page indexation, optimization and maintenance. The popularity of a website should always be on the rise, provided that it addresses a niche market, and it promotes a quality product. Not all free traffic is good for business. That is an entirely different matter if we consider web surfers' and there business relevance.

You can get more traffic if you implement professional strategies to get the users' attention and make the pages really competitive. The higher the level of free traffic, the better the chances to make sales. At least, that's the first impression under the circumstances. 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? A lot of this comes from the keywords you choose for your website. And I will show you how it works.

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. A good solution for making the right keyword choices from the very beginning is to use some keyword selecting tools that identify the highest in demand keywords and provide you with full listings of terms. Some of these will be used for article marketing, others for search engine optimization, but they all aim at increasing the level of free traffic and sales.

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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