

Published based on [How To Attract Traffic To Your Site](#)

# How To Attract Traffic To Your Site

Let's cut straight to the chase. Internet traffic is the lifeblood of a website. No matter what the purpose is of any web-site, you are going to need visitors. Whether it's getting a message across, selling a product, or providing a service, you need visitors.

While it might be OK just to open a shop on the high street in the real world, simply setting up a website and sitting back will not necessarily attract any traffic at all.

Finding an un-marketed site by luck is like panning for gold in a village pond. You're not likely to have a great deal of success.

If this seems depressing, then you are starting to appreciate the scale of the internet. It is no exaggeration to say that finding a new site by accident is literally many millions to one.

But new websites do succeed. In fact many thrive and grow, spreading their message or selling the products they were built to. There are ways of marketing your message that really work.

The trick is to find fast and inexpensive ways to get your message out there. If you like, putting up signposts to your site around the internet.

Amongst all this though, there are some great ideas and methods. Many free and ideal for beginners. Many costing a small amount and ideal for those who are looking to increase the traffic flow to a site.

In the last ten years there has been a growing market in ideas and systems that allow the lone web developer to benefit from increased market visibility. Systems that automate much of the SEO (search engine optimization) and allow promotion of a site without consuming too much time or money.

As I mentioned, at a very basic level many of these methods can be done for free. This is a great way to get a trickle of traffic to your site to see whether your basic idea is feasible or not.

An equation would have "time spent" on one side of the scales and "money spent" on the other. It is up to you which side you leverage.

It is worth looking at both side of this equation though. Some very effective methods of automation are also very cost effective.

Every business needs to invest. The secret is to invest as little as possible and as carefully and wisely as you can.

Does your website need to [generate internet traffic](#). [Attract web visitors](#) now.

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