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# **6 Biggest Mistakes That Will Drive Traffic Away From Your Site**

If you are looking to set up a site with the idea of driving as much web traffic to it as possible, here are six top tips to help you along the way.

1 - Research your keywords. Use Google's web-master tools to find out which words are right for your niche. This will also give you an idea of how you should set up your site and what topics you should cover.

2 - Repeating keywords over and over again will not work. A typical paragraph should only contain a particular word or phrase once. Think in terms of one percent. Use all the words recommended as well, not just the top two or three. Go down the list to ten or even twenty.

3 - Be a part of the wider community in your niche. Join in discussions, add value. This may lead to the opportunity to add a link back to your site, and even better you might be recommended through "word of mouth" as a great site to go to for information in your field.

4 - Optimize your headers and meta headers. Search engines give a value weighting to items at the top of a page, another for items in bold, more still for larger fonts and the use of "header" text. If you try and be too clever up here you risk losing credibility. Every one of these issues you get right adds to your chances of success.

5 - Adapt and survive. If a landing page is not getting enough unique visitors, or, if those visitors that do come "bounce" straight back out again. Change it. Look carefully at it and be honest with yourself. Don't let a bad page fester, it can bring your site rankings down all on its own.

6 - Be patient. If you have a new domain name it simply will not rank that highly for a while. This is especially true if you are competing for keywords with well established sites. Stay focussed. If you are looking to build an internet business consider this time a "seasoning" experience for both you and your website.

Your site should be a long term plan. Thinking in terms of months or years rather than days or weeks/ Give it the attention it needs, learn as you go, and you will be a success.

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