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# Generating Traffic

You finally decided to start your business online. Now what do you do? You need traffic, and there are many different ways to get it. Link exchanges, article marketing, forums, SEO and social media can all drive traffic to your site. The trick is finding which one is right for you.

### Link Exchanges

Link Exchanges can put a web page in front of a lot of people very quickly. This is great for "squeeze pages" which are simple pages with almost all the data on the screen in one shot. The problem is most people using a link exchange will only glance at what they see, so you have to catch their eye quickly. A full web page will often be ignored, and may see a lot of traffic, but no turnover.

### Article Marketing

This is perhaps the most pervasive method of generating traffic for your site. By writing articles and submitting them around the web, you can leave a great many links back to your site through your signature. Your article will catch the person's eye, and if it's something they like, you've started your sale. By spreading your links on your articles, you also help your search engine optimization by creating back links to your site.

### Forums

Many people use forums as a method of generating both backlinks and traffic. As with your articles, you add your web page to your signature, but with forums, you post what you wish. Your customers can get to know you, and from there know your business. This method works well with any Multi-Level Marketing model because you build a relationship with your downline before you approach them. If you know your customer, you are in the best position to help them.

### Social Media

Social mediums work much the same way as forums. Your advertising is done through your signature generating backlinks as you chat. Once again you are building trust and a relationship as you market yourself. At the risk of repeating myself, if you are working on an mom or any other business where you will have prolonged interaction with a customer you need these methods. The most important part of marketing may be having your customer see you, but the second is persuading them to buy. You can ONLY do this with a relationship.

### Search Engine Optimization (SEO)

Search Engine Optimization is the most certain method of building traffic. By increasing your page rank you can have Google promote your site for you. This "organic" traffic is targeted traffic made of people actively seeking your product or service. You should start your SEO the first day as you build your site. It takes time to research your keywords, and effort building your backlinks, but SEO can pay off for years to come.

There are many other methods to drive traffic to your website. You can pull people from outside the web with news services like the paper, tm, or Radio. These ideas will help you draw traffic and grow your business online.

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