

Internet Based Kids™
6 Easy Website Traffic Generators
Easy and highly effective ways to increase website traffic

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6 Easy and Effective Ways to Drive Targeted Traffic to Your Website

If your child has built their first website but is not getting the expected amount of traffic, I have good news for you. There are several easy and inexpensive ways to start receiving highly targeted traffic to your website.

The first thing you should do is make sure the website pages are optimized to help the search engines find you. This really isn't as difficult as it sounds and by spending a little time optimizing your pages you'll soon start to see a difference in the amount of traffic you get.

I have a free eBook for you which makes search engine optimization very easy to understand.

[Download Your Free SEO eBook Here.](#)

Once you've optimized all your pages then it's time to start promoting that website and really bring the traffic in.

Here are some easy to do this.

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Traffic Generator 1 - Provide Highly Targeted & Up To Date Content

One of the best ways to rank well with the search engines is by providing useful and up to date information to your visitors.

Search engines are in business just like you and their job is to provide their customers with the most accurate search results possible. If you make their job easier they'll reward you with higher rankings.

You can do this by making sure the information on your child's website is highly relevant to their target market.

So for example, if your child's site is about puppy care then all the information on the website should be related to puppies and caring for puppies.

The content should also be updated regularly. This will help keep the search engines coming back to your website. This also keeps your visitors coming back.

By providing a highly informative website with regularly updated content your child's website will stand out and keep attracting repeat visitors.

Also, if visitors find your website informative they'll link to you in order to provide more valuable content to their visitors. This will help increase your incoming links and search engine rankings.

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Traffic Generator 2 - Help Your Child Write a Press Release About Their Website

Writing a press release is a simple and highly effective way to attract traffic to your site. The media is always looking for newsworthy stories, by regularly writing press releases you can stay in the public eye and attract traffic to your website in the process.

The fact that your child has started their first website and is trying his hand at business definitely makes for a newsworthy story. Start by writing a simple press release about the launch of the new website, an upcoming event, your child's business goals, etc.

Once the press release is written you can distribute it to the online newswires. Some are free and some will charge a small fee to advertise your press release.

Here's a free press release writing tutorial to help you get started:
[Download your FREE Press Release Tutorial here](#)

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Traffic Generator 3 - Write & Distribute Articles

Writing articles will help establish your child as an “expert” in their chosen field while attracting free traffic to their website.

Don't worry writing articles on the net is not difficult. Internet writing is very informal and with a little practice your child will be able to easily put together articles.

You can start with top 7 or top 10 lists, where you write a brief introduction and then state 10 or 7 points about your chosen subject and end it with a brief closing.

For example “Seven Tips For Planning The Perfect Birthday Party”

Another birthday party coming up? Birthday parties are definitely fun but the preparation can sometimes leave you burned out and tired. Here are seven tips to help you plan the perfect birthday party.

“insert 7 tips here”

You get the idea. It's not all that different to adding content on your site but the best part is once your child writes their articles they can then distribute them to a number of online article directories for free.

Website owners looking for fresh content will publish the articles on their websites with a link back to your child's website. This will help establish your child as an expert while driving traffic to their website.

Here's an [Easy Article Marketing](#) course to help you quickly write and distribute articles.

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Traffic Generator 4 - Submit The Website to the Open Directory and Other Online Directories

By submitting your child's website to a number of online directories you'll create incoming links and also attract traffic.

Sometimes your site may not show up on search results but the directories featuring your site will. And by submitting to a number of different directories you'll also create incoming links which are very important.

Search engines judge the quality and usefulness of a site by the number of incoming links. In other words, if a site has many other relevant websites linking to it then that's a sure sign the site is important and search engines will give it a higher ranking.

Here are a few directories which take website submissions:

<http://www.dmoz.org> - The Open Directory Project – One of the biggest and best directories to submit your website.

<http://www.MostPopularSites.net>

<http://www.SiteInclusion.com>

<http://www.SiteRanking.com>

<http://www.BigAll.com>

<http://www.01WebDirectory.com>

<http://www.FamilyFriendlySites.com>

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Traffic Generator 5 - Purchase Ads on Related Websites

More important than the number of ads you purchase is the quality of the website you purchase it from. You should only purchase ad space from websites which are highly related to your child's websites.

So for example if your child's website is about puppy care then purchasing an ad from a toy supplier obviously wouldn't help, but purchasing an ad from a pet care information website or a puppy training website is highly related to your child's website, which means you'll receive highly targeted traffic.

Traffic Generator 6 - Create a Link To Us Page

As mentioned above by having an informative website people will want to link to you. So make it easy for them by having a "link to us" page which makes it easy for people to link back to your child's website.

Provide a few graphics and text links and the code for them to place on their website. Make it as easy as possible for them to link to you.

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There you have it. 6 easy and effective ways to drive traffic to your child's website. And don't worry, you don't have to implement all these things at once. Start slowly doing one new thing at a time and you'll soon start to see results.

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To Your Child's Success,
Mila Sidman
www.InternetBasedKids.com

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