

# Is There a Wrong Way to Drive Traffic?

Contributed by Webmaster  
Monday, 23 November 2009  
Last Updated Monday, 23 November 2009

By Anderson Phillips

Starting and maintaining a website is not just about creating a homepage then some subpages then posting them in the internet. Especially if your planning on having an ecommerce site.

There tens of millions of websites in the internet and chances are high you are not alone with the site you have in mind. The competition can bury you if you don't do anything to promote your site and let the people know that you are out there. Without any web traffic, your site is as good as non-existent.

Web traffic is a vital component in generating profit and a successful website. It determines the ranking and the rate of websites. If the web designers cannot produce the targeted visitors for the websites, the sale will go down.

In normal ways, the owner and the webmasters of a certain site are the persons in charge to carry the web traffic to a definite search engine.

Search engines are the main ingredient in order for the website to produce traffic and visitors.

## Web traffic

can be very important as well in terms of advertising. The old way of advertising in the real world is very costly, well not in web traffic. It is also very significant in terms of publishing the products. By means of web traffic business the product can be publicized without spending a lot of money.

Another important matter is, web traffic can generate income to the web owner. The websites must have a high standing in ranking in search engines and reliable information for the visitors.

On the other hand, search engines can maximize the generated target for the web visitors. Unluckily, there are a lot of websites owners and webmasters who do not know the importance of search engine ranking.

Ranking in search engines is very important because it leads to web traffic. Most of the web owners want to have a good-looking website without taking the consideration of the ranking. Remember that belonging on the top rank can take you to the top.

The importance of web traffic must be given a huge concern and attention. Here are the lists of frequent error that the web owner usually committed.

Most of the web designers do not use the keywords efficiently. Keywords are very effective in terms of web traffic. It is the best way for the search engines to rank the websites. The keywords must be the key for the visitors to locate the site easily.

Replicating similar keywords. There are webmasters who keeps on repeating the same keywords over and over again. It is called keyword stocking. As a result, the search engine may skip the page or the entire website.

Raiding the pages and other websites. It is important for the web designer to know how important links are. Most of the time, there are web designers who rob icons from other websites and use it for their own purpose. The web designers should have a unique idea of their own. Search engines are very powerful in detecting the websites that have the same icon content. It is very important in order to prevent the sites from being out listed in the main search engines.

There are webmasters and designers who use the keywords that are not connected to their websites. One thing that they should do is to maintain websites that have protocol. The unconnected topics and keywords must be removed. Remember search engines are smart, it can consider the page as spam and be automatically eliminated from the list.

Having stuffed keywords. There are websites that have a multiple graphic description. Stuffed keywords can make the websites layered and appeared awkward to the search engines. If the search engines detected the website parameter that contains massive amount of keywords and graphics, the search engine can consider the site as spam.

There are websites that rely on the hidden text. The keywords should not be hidden or invisible. There are clever designers who hide keywords by making it appears as the same color with the site background.

False presumption about search engines. There are web designers who presume that all search engines has the same category that plays the same functions and roles. Make it a point to learn about the appropriate requirements of each search engine.

As much as possible don't use free web hosting. One of the basic significance of web hosting is to have a promising increase on search engine ranking.

Web designers must not commit those said mistakes in order to gain high-ranking sites. It will also keep the websites from being banned by the search engines. Keep in mind that if the websites has a lot of visitors it can also promise the web owner a soaring profit.

Article Source : Article King Pro - Free Reprints and Distribution

Information on praying mantis habitat can be found at the Interesting Animals site.

Computers And Technology

{mos\_sb\_discuss:2}