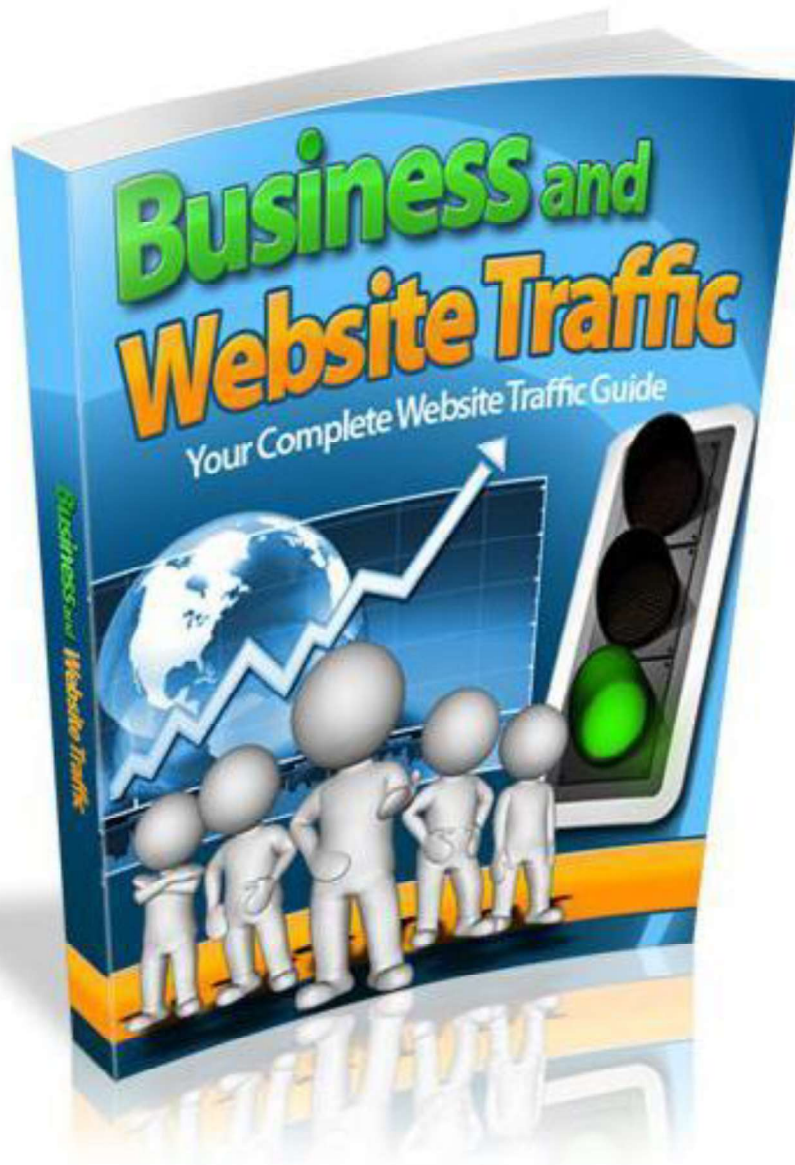


# Business and Website Traffic

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How to Increase Yours



Website traffic is essential to your business success and one of the key elements to creating online revenue streams. Without traffic your business is destined to fail from day 1. Website traffic will show you how to increase your traffic to build a better business from day 1.

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## Increasing Traffic to your website

The World Wide Web has truly pervaded all aspects of human existence. Everything and everyone is going online now, and the move towards a totally connected world is not “if” anymore, it’s “when”.

Statistics show that up to 85% of the people who spend time online also purchase online. If you take the North American continent alone where more than 75% of the population have a broadband Internet connection at home, even if a fraction of these people buy online, it is still a huge market.

Online purchasing is also seeing tremendous growth and many companies are projecting a doubling of volume in just three years. If you take PayPal as a case in point, they have gone from \$2 billion in payment volumes in 2002 to \$16 billion in 2009 with revenues crossing \$2.4 billion.

Amazon is another case that you can take as an example. Considering that Amazon is one of the largest online retailers, if not the largest, just looking at their total sales volume will show you that the trend in terms of online purchasing is only going up.

While just a few years ago, in 2006, Amazon was about par with retail sales, since then they have posted higher growth rates, including during the recession years while retail sales has seen a steady decline in sales. Amazon has posted a 16% growth since the last one year alone while retail sales have grown only by 2.5%.

Online is where you will have to be in the future and whether you are selling something or just blogging about your thoughts, if you are serious about it you will have to do something to increase web traffic to your site.

There are a number of ways in which you can do this and there are a number of people who give free advice on what you need to do to increase web traffic. One of the most common things you hear is SEO or Search Engine Optimization, and while this is something that you have to keep in mind, there are a number of other things that you can also think about.

This guide is meant to be informative to help beginners who want to set up their own websites on the salient points that they will have to keep in mind while they do this. Some of the tips may be a little complicated, but most of them are very simple and