



## [Get indexed, get ranked, get traffic](#)

No one can deny that you need traffic to your website in order to succeed online. And free traffic beats everything else. So where do we get free traffic? Google and other search engines.

### **How does Google give out free traffic?**

You've experienced this process a lot of times. You load up Google or another search engine. Enter in a word or phrase you want to research. Then you click on one of the pages that is displayed. Well, the link you clicked on just send free traffic to that website owner. We will be discussing here how to get website traffic to you for free.

You probably only visit a link or two from the first page of results. The truth is that this first page of results receives nearly all the clicks. And what's more, the first 3 get over 70% of the clicks.

This means that to get any real traffic you need to be on the first page in Google. And this means Google needs to "rank" you as a top 10 result. And this bring us to...

### **What is SEO?**

[SEO](#) means that your website is clearly about something specific, Google knows that that is and thinks others will agree and find your site useful. The formula Google uses to determine this is known only by Google. There are several factors that we do know.

### **Getting indexed**

Before your website can begin gaining ranking, you have to alert Google to it's existence. This is called getting "indexed." When your website gets indexed,

Google stores information about it in their massive database.

In order to get indexed, Google has to be able to find you. Links from other sites are the easiest way to accomplish this. Since some of these site will already be indexed, Google will follow the links on their pages and find you.

Twitter and Facebook updates are great places to put links to your site. These sites are very popular so Google indexes them multiple times a day. And follows new links it finds immediately.

## Gaining ranking

After this first hurdle, you need to start gaining ranking. Due to the massive size of the Google database – literally billions of pages – just getting indexed doesn't do much for you.

The 3 factors in getting ranked:

- **Content**
- **Links**
- **Activity**

## Content strategies

This is the SEO you do on your site itself. You need to make sure your content matches the search terms you're going after. Clearly this article is about search engine optimization. One reason Google knows this is because the words search engine optimization appear inside it. And another way this is determined is by the other related phrases like [traffic generation](#) that are also in the article.

In addition to the content on the page, other things to keep in mind are the title tags on the page, and the domain name itself. Google uses all of this content to figure out what your site is really about.

## Link juice

Next, you need to pay attention to the links to and from your site. This includes both the inbound and outbound links. You want to make sure you have more inbound links than outbound links. And the more inbound links the better.

A very easy way to get a lot of links to your site is through [article marketing](#). With this strategy what you do is write an article about the topic you're targeting. Then create a bunch of different versions of it. And post unique versions to lots of websites that accept articles. And the more you do the better.

## Getting activity

And lastly, it's seems clear that Google expects important pages to be actively updated. Static pages that just sit may rank at first, but will fall off over time. So you need to update your pages often. One way to keep adding new content it through RSS feeds.

But the best way is with active discussions on your page itself. So, obviously, you need to get people to visit your site on your own, too. An easy way to do this is from forums.

Set up forum profiles with the ones related to your website. And post their often. Then put a link to your site in your profile. This will get your more inbound links. And it will also get real visitors to your site.

## Conclusion

All of the above is important. However, writing a bunch of different articles on the same topic. And creating a bunch of forum profiles. And posting your articles and comments takes a lot of time. And you're already too busy, so you mostly likely will never do any of it.

However, [rank builder](#) software exists. And it automates everything we've just talked about. So the best thing you can do is to automate this process. And then you're sure to get it done. And not doing it means you will never get free traffic from Google.

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