How to Increase Web Traffic (SEO)

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Although the content of this entry not directly related to the theme of this website, however, if you share a common goal, applied to all virtual members of the worldwide global network; "Improve the positioning of any Web page" to highlight its contents in all search engines.

For you enter for the first time in this Blog, announce that our main objective is to promote self-employment through occupations such as; Internetician, Digitalician, and Monetarist, where you dedicated only a couple of hours a day. If you would be interested, consult our "Practical Manual to earn money on the Internet" for free.

Regardless of the chosen area, all websites share a common goal; firsts **positions in the results of any search engine**. This technique is known as **SEO** (Search Engine Optimization), Engineering optimization for the search.

So that **SEO is a Virtual Marketing technique**, they understand better, and, for this reason, not all Web follow the same strategy, since every one of them directs its strategy of production and distribution of their products, services, and/or information with different methods of expansion. However, if you set a trend in all of them, "As increasing the number of visits to your Web site" by default.

Either you're a Blogger, and you use any system of content management (CMS), such as Wordpress, Blogger, Joomla, Elgg (Social Network), Osclass (classified ads), etc., or you're a programmer and you can design a website with Drupal, Prestashop, etc., this manual will help you to improve your SEO positioning. Our choice, Wordpress, be to date the most comprehensive of all content management systems, and facilitate the tasks of SEO positioning through powerful plugins to the Wordpress community develops free of charge.

However, if they just starting in "As creating a Blog or Web page", the first three episodes of Wiki Web Way, "Practical Manual to earn money on the Internet" can help you to do this fun task.

And now, how we increase the number of visits to our Web site or Blog?, would improve how positioning SEO for search engines?, first of all, Google offers a complete "Guide for beginners about search engine optimization", but, to respond widely to these questions, it is convenient to carry out the following instructions:

1.-register a **domain that includes the keyword** that you are going to use in the content of your Blog, and it is at the same time **the most important and well known area that you run**. As an example our Blog, "La WikiBolsa", where, we have included the word bag in the domain, the main area on which we are talking about is the stock market, and is at the same time one of the key words of the finance and monetary market economy. Even if you only use a domain to host your information, if you want to strengthen this indication, it is suitable that you purchase all available domains (.net .com, .org, etc.)

2.-include the **< title > tag in the < head >** of your website or Blog. If you have chosen Wordpress, you will find this area to "Settings", General, "Title page". Obviously, you must include the keyword in your domain, in our case lawikibolsa.com. It is preferable to use one word only, or no more than 5 failing that, remember include the keyword in your domain and the content of your website or Blog

3.-Insert the **metatag < description >**, which you will also find in "Settings", General, "Short description". Do not use more than 30 words, and briefly describes that will your site. Similarly, it includes the key word that you used for your domain and title of the site. To reappoint the key word in this area would reinforce help improve your SEO positioning in the search engines.

To reinforce points two and three, you can download the Plugin "**Add Meta Tags**", and add keywords that the sector or area that you go to. In our case, La WikiBolsa, add; bag, equities, fixed income, futures, options, technical analysis, fundamental analysis, economy, money, etc. i.e. all keywords (Keywords) related to the theme that we have chosen

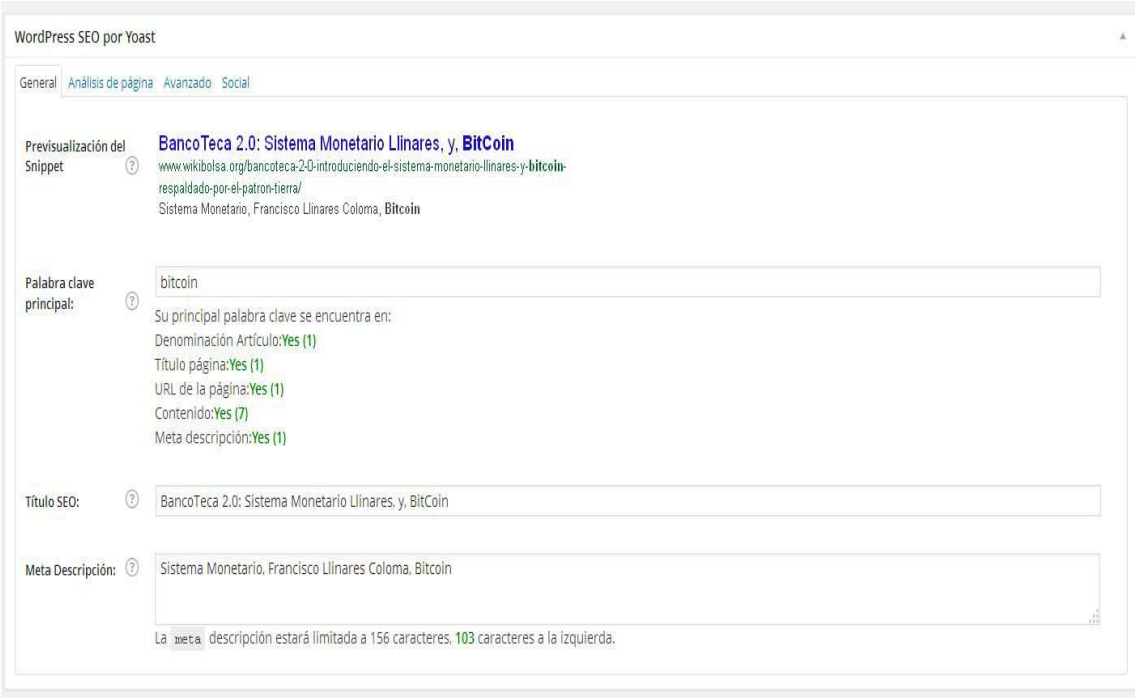
4.-the content of a website or Blog is classified by **categories**, as well, **Add the most important in the area chosen, and advertising content in them**. We recommend that **you look at the Alexa Rank index the first 20 pages** that appear in this ranking, and, of these, **lilienhof keywords used, along with the categories that have chosen to publish their content**. In short, it follows the better positioned. Very importantly, **the categories should appear in the sidebar** of your website or Blog so that search engines can find them when someone queried some of them. It is simple, in "Appearances", **Widgets**, add the widget "categories". You can also use the plugin "Add Meta Tags" to include the key words of the better positioned. This information to about one page top, you can get it by clicking the right button of the mouse, and "view code source...", where all these relevant keywords will appear to you.

If you do not chose wordpress, you can include these tags by directly modifying the file header.php you will find in the folder of the theme you have chosen for your site. Specifically, you must add the < title > tags, < description > and < Keyword >, although we do not recommend this option if you're not a programmer, and you're designing your own theme. The "Add Meta Tags" plugin simplifies, power, and optimizes all this work.

5.-regardless of the system of content management (CMS) that you have chosen, in our case Wordpress, you need to **define well the permanent links**. For Wordpress, go on "Settings", and check "permanent links", **chooses the option "login name, and save**." This election is very important, because the title of all your tickets is what will match searches for users in the network, and

also conforms to the language machine Googlebot Spider to friends. As an example this same post, where, if you look in the address bar, you will see that the title of the entry appears separated by hyphens media, meets at the same time the search that you eemaan to the keywords that you put in the search engine.

6.- well, you have now configured the general structure of your website or Blog to improve the SEO positioning, already now, you can **publish your content**. However, all entries must follow the same SEO strategy. To do this, we will use the plugin "**Wordpress SEO by Yoast**", simple, practical and effective. So you better understand how this tool works, serve as an example our last entry posted in "WikiBolsa".



Our last entry currently includes a widespread main keyword by the network, BitCoin, which is included in the **title of the entry, title SEO, and meta description** at the same time. To complete this optimization, the contents of the entry should also include all of these words, thus, when the network users enter the keyword "BitCoin", our input scale positions in the search results.

But this technique is not enough, the vast majority of search engines take into account other fundamental aspect, the activity of the website or Blog, the **frequency with which you submit**, therefore, not only matter the quality of the content, also the amount. To do so, publish, publish, and, publish.

This **same technique you should use for your website or Blog pages**, i.e., the static content that is usually located in the navigation menu. Follow the same steps as the previous example. This pages tend to be; "About site", "Contact", etc., i.e., relevant static information on our site

If you are going to upload **images**, is **very important that you name them, preferably as the title input**, and, in the following way: for the above example, we named the picture "as-improve-positioning-seo-wikibolsa", remember, google also searches for images. This action is very important, but now you know because.

7.- Use **weapons of massive expansion** such as: *reviews in forums, social networks, share the source of your content, register in directories of blogs (blogesfera, blogs, 20 minutes), actively participate in other Web (Guest Posting), BackLincks, register at communities of Blogs where also submit your content, etc.*

8.- Finally, and homegrown, **create unique vocabulary related to the content**. In this regard, we have created new terms such as; Socianzas, ProductiBucion, Internetista, etc., enter these words in the google search engine, and you will see are the results. Be unique, as your content, and will be in the first position in the list

And now, we will introduce the most important, the **part technique**, based on improved positioning SEO through files **sitemap.XML,** and, **robots.txt** .

Many Web and Blogs, mostly self-taught user, do not appear in Google search results, but for what reason?, simple, because very

few communicate you to GoogleBot that they are there, and, therefore, Spider does not index your page. So, we do get to Google the information, and therefore accelerate the process of indexed. But first, "create an account gmail", that only destinareis to your website or Blog and other processes that later we will indicate.

There are two ways to tell GoogleBot that you are present in the network:

The firstusing this service to send the URL of the Blog, or Web to Google.

The second, and much more prominent, use the "**Google Webmaster Tools**", where **we will give high our Blog** or website, **Vertificaremos** the same, and **we will send the Sitemap** of our Blog or website.

You must follow the following steps to send the Blog Sitemap to Google through webmaster tools:

1. "Access Google Webmaster Tools"
2. Add the website or Blog, only indicating the URL of the same
3. **Check** the Blog or website. There are two ways, by adding a meta tag in the head of your page, either **upload a file html to your web directory (public_html)** of the accommodation that you have hired. Choosing the second, when you've uploaded this html file through Filezilla, check your Blog or Blog, and let you continue the process to submit your sitemap.
4. Now, we will send two sitemaps, generic one, and, another detailed that we will indicate how to make. Now, generic way, we are going to **submit the sitemap to Google blog**. On the home page of **Tools for Webmaster,** find where it says "**tracking**", and then "**Sitemap**", press the button "**Add or try the Sitemap**", and must be positioned in the following (copy and paste it):

do atom.xml? redirect = false & start-index = 1 & max-results = 500

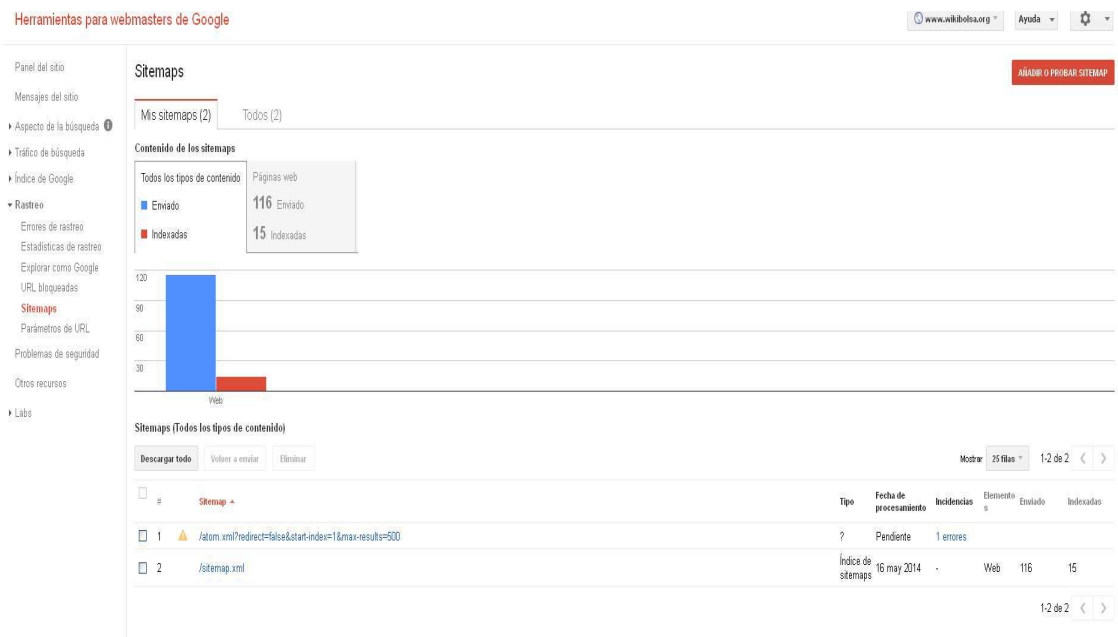
So you are left with the final **www.wikibolsa.org/ atom.xml? redirect = false & start-index = 1 & max-results = 500**

In addition to the generic option, we are going to add and send another Blog sitemap to Google, the following (copy and paste it):

Sitemap.XML

So you have the final **sitemap.xml www.wikibolsa.org/**

In the image below, you can see the result;



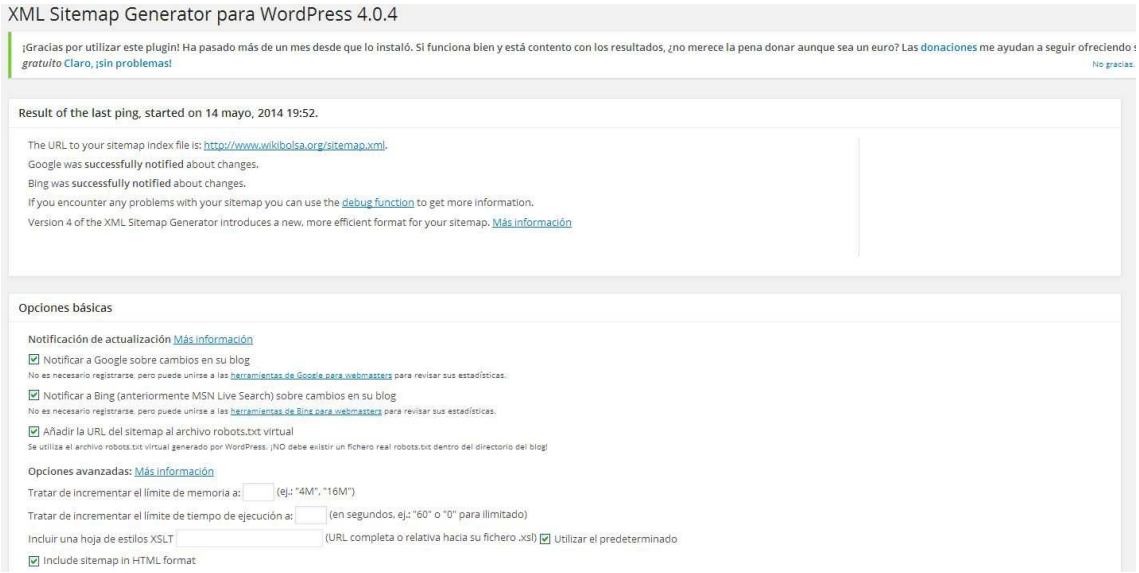
But what are Sitemaps?, simple, is a list of the pages of a web site accessible by the search engines and the users, helps visitors and search engines bots find pages of a web site (source: Wikipedia).

Added the sitemap.xml for google webmaster tools, now, let's create the following text files with Notepad ++:

Sitemap.XML
Sitemap.Xml.gz

We got these files on the web our accommodation (public_html) directory, and give them both 777 permissions.

Now, let's check that everything works correctly, how?, adding the plugin "Google XML sitemap" to our Wordpress. You install and you trigger this wonderful plugin, and go to "Settings", "XML-sitemap". You will see the following screen



Click on http://www.yourdomain.com/sitemap.xml, and, if everything is uploaded correctly a screen appears you like this:

Congratulations, now all the content of your site already available in google.

However, the **last and final step** remains to be present in all the search engines, **upload the robots.txt file to your Web hosting directory** . This method is the **most cash of all**, as it is the first file that use the search engines to crawl the entire Web. So, all this writing in it, will be of vital importance. We want all our content, including images, to be visible to the bots from search, only **Add three lines of code to the robots.txt file**:

User-Agent: *
Allow: /wp-content/uploads /
Sitemap: http://www.tudominio.com/sitemap.xml

In the **first line**, we are indicating that **allow the tracking to all search engines (google, bing, yahoo**, yandex, etc.). In the **second line**, and whenever you use wordpress, we are **allowing that you crawl in the folder where all the images that we got on our site are hosted**. If you use other content management system, name the folder where the images staying. Remember, very important, rename your images as the title of your posts, and thus, will also be present in image search. And finally, the **third line**, **allows Googlebot and substitutes to crawl all content from our site**. Finally, enter these three lines of code the file robots.txt with your domain

Now, we got this file to the directory of our accommodation website (public_html) and Spider, GoogleBot along with other substitutes because they will be tracking our Web site. Result; Improve the SEO positioning of our website or Blog.

Remember, you must follow the **8 first steps, positioning SEO content-oriented**, and, ***as you go to publish new information, and increasing your activity on the network, you will go climbing positions in all search engines results***. *It's simple*

But want to know the **statistics of your website or Blog?**, **how many visits you receive**, the average time of them, the **pages views**, unique users, new users, origin of visits, etc., well, for all this complete analytic, there is **Google Analytics**, which, performs all these tasks in order of **gather information that can serve to improve your network activity.**

Access to Google Analytics, and with the gmail account that you created for your website or Blog, give them high on this free service. When you have registered you will get a tracking code: UA-xxxxxxx, but what do we do with this code?, simple, download the plugin Google Analytics for Wordpress, and manually enter this code in the area of "Settings", "Google Analyzer".

From then on, you can enter Google Analytics with your email account, and in the reports area, observe when you feel like the activity of your audience.

If you follow the first 8 steps of this manual, and properly offer the very important technical side, you will see as you will go increased the number of visits when you use weapons of massive expansion as: backlincks, reviews in forums, social networks, key words that use the Web better positioned in your area, title and meta description that include these words, participate in other Web or Blogs with large audience Register in directories of blogs that share your theme, share your content through the sources (feed), register in communities of Blogs where also submit your content etc.

This same entry, or manual, can serve you to place you in the top positions of search engines, for what reason?, because all users of the network, have a common goal: "improve the positioning SEO of your page Web or Blog, or,"Increase the number of visits to

your website or Blog"." So, copy and paste the content of this entry and publish it on your website or Blog.

But, if you are not only going to publish content, and you want to offer any product or service, you may wish you consult our free guide "Manual practice to earn money on the Internet". If after complete reading, you finally decide, we hope to see you very soon actively participating in the WikiBolsa project, which aims to facilitate labor and monetary independence.

You have learned, and enjoyed an experience vital, satisfactory, stimulant, constructive, friendly, interactive, functional, etc.?

If the claim to the issue has happened, we look forward to your collaboration of massive expansion: copy, lend, modify, redistribute, disclose, and share this practical Manual of how improve the positioning SEO of a website or Blog socially satisfactory.