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# 6 Ways to Generate Traffic to Your New Business Opportunities

There are several things you want to focus on when first starting out on the internet. Everything from the content to the design of your site to customer service should be given attention. However, generating traffic to your new business opportunities is a must. Here are



six ways you can generate traffic to your online business opportunities.

### 1. Article marketing

Article marketing is a great way for you to increase the amount of traffic your opportunities are receiving. With article marketing, you can display your expertise on a particular topic, apply keyword optimization, and reach your target market. After writing your articles, make sure to submit

them to as many article directories as possible. It is your resource box that will get you traffic as readers click on the link you place in the resource box.

### 2. Forums

Forums are just about the most efficient way to generate traffic without spending a penny. There are hundreds of forums all on different niches and topics. This allows you to actually interact and socialize with people who are interested in what you have to say. It gives you the chance to show people who you really are and potentially build friendships.

# 3. Blogs

Much like forums, posting in blogs allows you to interact with people interested in the same things as you. Anymore, it is becoming essential you have a blog yourself to go along with your new <u>business opportunities</u>. This way you can communicate with prospects on a less formal stature.



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### 4. Link exchanges

Link exchanges have faded over the years, but still remain as a great way for you to gain more backlinks. Link exchanges consist of you trading your link for someone else's link. The agreement is that you will place their link somewhere on your site in return for them placing your link on their site. The hope is people from their site will see your link and make their way to your business.

## 5. Paid advertising

If you are not seeing the results or are unsatisfied with the various free methods, you can pursue paid advertising for your new business opportunities. The benefit of paid advertising is you will get instant exposure. You can look at purchasing banner ads, buying a text link to place in the search engines, or simply buying ad space on other people's sites.

### 6. Give away free items

The last method to increase the amount of traffic your <u>new business opportunities</u> are receiving is to give away free items. It is amazing what you can get people to do just by giving away items. You can give away software, information products, or e-books. Just as long as it is free, people are willing to jump through hoops to receive it.



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