

## How To Get Repeat Visitors To Your Website

As the proud publisher of a website I'm sure you have spent a considerable amount of time and effort to attract traffic to your site. It's not difficult to realize how it is to your advantage to get repeat visitors to your website, rather than to constantly be relying on finding someone new. A visitor who has previously viewed your website offerings is much more likely to become your customer than a first time visitor. To this end, I would like you to consider the following suggestions.

Update your website pages frequently. Stagnant sites are more likely to be dropped by some search engines than a site that is dynamic. You may even think about placing a date counter on the page to show when it was last updated. The search engines will spider your site more often, and your visitors are more inclined to return on a regular basis to see what's new.

Offer additional value on your website. You can place links to affiliate and partner sites and products and request that they do the same for you. It is also effective to promote their books or videos as long as these products relate to your industry and are not in competition with your own product. You can invite customers to opt in to get discounts and special offers. Place a link on your site to ask customers to opt in to get a monthly newsletter or valuable coupons.

Place a Book Mark or Add This Site to Your Favorites link on your home page to encourage visitors to return. Add a link titled Recommend this site to a Friend so that the visitor can email your website link, with a pre-written title, for example, Thought you might be interested in this, just by clicking on it. In other words, make it as easy as possible for your visitors to return to your website and to invite their friends to do the same.

Brand your website so that visitors can easily see that they are on your site. Use consistent colors, logos and slogans throughout the site and always include a Contact Us link on each page. Create a page titled Our Policies that clearly explains your philosophy and principles in customer relations. Also post your privacy policy as well so that clients know they are secure when they visit your site. Create a FAQ page which addresses and clarifies the most likely issues about your product or your company that are likely to be asked about. This will help to resolve most of the customers concerns in their first visit to your site.

Ensure that each page on your website has proper titles and keywords so that your customer can find their way back to your site if they lose the book mark. Never, never, NEVER! spam a visitor, who has opted in for newsletters or information, with unsolicited emails. If they later decide that they want to opt out of your newsletter or other mail, be sure you take them off the mailing list immediately. They may return if they like your products. But they will surely not come back if you continue to flood their email box with mails they consider junk mail or spam. Just remember to give your visitors plenty of reasons to want to revisit your website, and make it as simple as you can for them. They will be back.