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Using Online Forums To Drive Website Traffic

One thing that can help you drive more traffic to your sites and blogs is by making use of all the forums online. It doesn't matter what niche your web site is in since there will ordinarily be at least one relevant forum you can use. The best sources of site traffic will be the bigger more popular forums and you should use a number of different forums to get more visitors. This article will look at the most effective methods to use forums that will help build traffic to your websites.

What you are doing when you use online forums to advertise your website is to attract visitors from two different areas. The first source of web site traffic originates from within the forum itself. People will see your link and if it is intriguing there is a good chance they will click the link to check out your site. Your site visitors are already targeted since they are members of a forum related to your niche. The other way to attract more traffic is that every time you leave a comment on a forum or ask a question, you will be building links to your site which will help you get higher search engine rankings.

The first step is to search for forums that are related to your niche, but limit the numbers so that you don't join more than you can participate in. As soon as you join the forums you will want to put up your profile and leave a link in your profile pointing back to your website. To speedily get your user profile back links noticed by the search engines, a good idea is to ping the url's of all your forum profiles.

Next, put up your signature on the blogs and include keyword targeted links pointing back to your site. This way whenever you make a comment your link will automatically be added to the comment in the signature. There is a rule in several forums that you have to be a regular participant before your signature will appear. So for instance you may be required to have already made a number of comments before you get to add your signature to a comment.

It's crucial to be a frequent contributor on each forum that you join and you should log in on a daily basis. This way you will not run the risk of being considered as a spammer but you will get an increasing number of backlinks for the search engines to find and more link exposure to other forum members. Forums can have good search engine rankings for internal web site pages which means your links may be discovered by lots of other people searching the web who are not forum members. By becoming a frequent contributor to forum discussions you boost your credibility as some sort of authority on the subject which will persuade people to follow your links and learn more.