



Bennie Warshaw; is CEO and founder of WEBPRO International Inc, located in Charlotte NC. Since 1994 ,WEBPRO has been delivering high-end web design, development, ecommerce, security, email hosting, data hosting and search marketing strategies for B2B and B2C clients.

WEBPRO'S accolades include performing work and consulting for the Department of Homeland Security and middle tier markets such as Biotech, Medical, Banking, Consumables, Manufacturing, Retail, Wholesale, Transportation, Telecommunications, Aerospace, Legal and Regulatory.

Contact Info

WEBPRO International Inc.
2201 Coronation Blvd.
Charlotte, NC. 28227 USA
☎: 704-814-7277
☎: 888-999-4887
web: www.webpro.com
✉: seo@webpro.com

GENERATING WEB TRAFFIC

October 22, 2007

by Bennie Warshaw, WEBPRO International Inc.

Whether you call it a web redesign or an extreme web-makeover, eventually, your image and online presence must continue to evolve and brand itself in order to succeed in a global marketplace.

Redesigning a website also includes evaluating the information in your current website. A total web redesign is often the case, especially when navigation starts to become a challenge. It is important to continue refresh content and visuals from time to time. The benefits of a web rebuild is to show that your company is **growing forward**.

Keep in mind, perceived value is everything in this market. Consumers are ready with a discriminating eye to evaluate your company's worth by their online experiences. Rebuilding ensures your viewing audience or existing customers that your business can afford to stay in business. Once a website has been created and published, many new website owners think that the web design project is over. Believe me when I say, if given the opportunity, your "design company" that did the work will be quick to dismiss you and move on. Step down, next project!

In reality, the real work is just beginning. Ultimately, in order to create a money-making website, the customers interest must be peaked with quality content in order to drive traffic. Content is the very fuel you need in order to keep the home fires burning.

There are many effective methods that can be implemented in a Tier II SEO strategy that will create relevant web traffic. We have **two sure fire ways** of generating qualified traffic. This combination will not only maintain traffic but finally, grow traffic to your website with long-term, lasting results.

Consider implementing these strategies:

Monthly Broadcast Newsletters

WEBPRO has a clean method of collecting and sending news with higher readership for OPT-IN subscribers. You have to keep the momentum and interest of your customer-base at a constant. If you don't they'll forget about you. Think of it this way. You know the stuff in your refrigerator that gets pushed way in the back? Well that's the stuff that always spoils and gets tossed. Ever been afraid to risk a quick sniff in a milk carton just because the expiration is one day past due? It might be ok, but it's not worth the risk is it? Think of the contents of that milk carton like the contents of your website. Is it fresh? If feel your current design and message is sour then it's time to replace it. Not broadcasting news to your customers is like pouring good business down the drain. Remember, your customer has no expiration date.

Dynamic News You Control

Imagine publishing an article at 2:00 in the morning without the assistance of a webmaster. Content modification from time to time should be done in between these regular maintenance windows which will improve visibility and Page Rank in the end. Nothing should stand in the way of your ability to write meaningful content for your website especially if you have an itch.

Creating a website is only the first step. Driving traffic to your site is the next important task. You're not going to realize success until you invest in a web firm with enough expertise to get it done right.

It's your company, right?

