

# How to attract web visitors easily

(and without spending a single sen)

Revision: Original

Please feel free to pass this ebook to anyone, by email or any other medium or even through your own website. Do not to sell this ebook for profit or modify it in any way.

If you have any questions, contact me by email at [yong@malaysiawebs.com](mailto:yong@malaysiawebs.com) or through the contact form at <http://www.malaysiawebs.com>.

## Introduction

This ebook is a guide for small and medium business owners or entrepreneurs who'd like to learn simple, effective and free methods to attract more web visitors. Thus, I'll assume that you're not a Webmaster, designer or programmer (but if you're one, you may also gain some inspiration from this ebook)

If you've already got a website or plan to start one, this ebook will teach you how to get more visitors than your competitors. No technical knowledge is necessary as all the tips here are very simple. Anyhow, for the sake of completeness, some detailed information is included in the appendix.

There're lots of techniques to increase web traffic but this ebook only explains the ones that **are simple and can be implemented by any businessperson/entrepreneur**.

Now, let's get started.

## Method 1: Start printing

Print your web address on your business card, invoice, P.O., letterhead, envelope -- just about anywhere. Already have all those material well stocked up? Make a rubber-stamp then. Do you give away souvenirs for your clients or potential clients? Remember to add your web address (URL).

Also remember to display it prominently on your signboard or door.

## Method 2: Add a signature

No, not the signature you put on your cheques. This is the signature you add at the end of your email. The signature is just a few lines containing your company name, contacts and WEB ADDRESS. You can type the lines every time you send an email but you should set your email client (Outlook Express, Gmail, Yahoo Mail etc) to append your signature automatically. See this page: [http://email.about.com/od/signatures/Email\\_Signatures.htm](http://email.about.com/od/signatures/Email_Signatures.htm), it has instructions for most e-mail clients.

Also request all your employees to do the same.

**Example (edit wherever appropriate):**

\*\*\*\*\*

*Your name*  
*Your position* [optional]  
*Your business name*  
*Your address*  
Tel: +60-4-1234567  
Fax: +60-4-1234567  
E-mail: *Your email*  
URL: <http://www.yourwebsite.com>  
\*\*\*\*\*

## Method 3: Take advantage of the blogosphere

Okay, being a busy businessperson, you may not have the time to blog. That's understandable. But I'm absolutely sure that you have staffs, colleagues, relatives, children or friends who blog. Politely request them to put a link to your website.

When someone links to your website, the link (on his/her site) can look like any of the below:

1. <http://www.malysiawebs.com>
2. [Malaysia web design, Search engine optimization and article writing](#)

The 2 links above point to the SAME website, but the second link is much better. Why? Because it contains important keywords that describe what your site is all about! Search engines will then give your site more “prominence” when Internet users search for those words.

Links from other websites to your site are VERY IMPORTANT (also called backlinks). It “advertises” your website to other Internet users and also “tell” search engines that your site is worth it’s salt. The more links pointing to your website, the higher search engine ranking you’ll have and the more people will be able to find your site through search engines.

More about search engine optimization later.

## Method 4: Give comments

Visit blogs and comment on the posts. To enter a comment you'll need to provide your email address and website address – that's good for you as a link to your website will be published together with your comment.

Be careful not to post comments on someone's blog just for the sake of having a link to your website. Read the posts earnestly and give GENUINE comments.

Now, there's something you should know here, the link that is shown with your comment is NOT really the same as normal links as mentioned in Method 3. Blog software/platforms like Blogger and Wordpress automatically insert a code inside the link to tell search engines that the link should not be used for search ranking purposes. Anyway, the link works normally for human viewers.

If you'd really like to know what's the difference -- Normal code for a hyperlink looks something like `<a href="http://www.yoursite.com">Name</a>`, while the links at blog comments looks something like `<a rel="nofollow" href="http://www.yoursite.com">Name</a>`. The `rel="nofollow"` tells the search engines not to take the link into consideration for ranking purposes of your site.

So, why is this code implemented? It's to prevent people from repeatedly posting comments to gain more backlinks and to increase search engine ranking (remember, search engine ranking depends on the number external links pointing to your site – the more links the higher your site's ranking)

Want to see the actual code? Well, just right click on a blog page with comments and choose "View Source".

## Method 5: Join forums or discussion boards

There are lots of online forums in Malaysia. Pick the forums with topics you're interested in. You can login to your control panel and add your signature. Every time you make a post, your signature (web address) will then be attached. But please do not spam the forums with irrelevant postings. The key is to participate honestly. See example of adding a forum signature below:



## Method 6: Make use of YouTube

Register for an account, create a short video and upload to YouTube. Title and keywords/tags can be entered for each video – these can be found by search engines. You can also embed your website address inside the video.

Try uploading useful or educational videos – well, be creative. If you're a florist, maybe you can demonstrate some 'tips' for flower arrangement or flower cutting etc. If your video becomes popular or turns viral, it's even better.

The easiest way to edit (add URL) to your video is by using Windows Movie Maker which is bundled with Windows. Use it to edit videos captured by your digital camera or mobile phone.

Note that Windows Movie Maker recognizes only these video formats: .asf, .avi, .wmv, MPEG1, .mpeg, .mpg, .m1v and .mp2. Your digital camera should capture videos in one of these formats.

Unfortunately, videos captured by mobile phones are normally in 3GP or MP4 formats. So, if you want to edit in Windows Movie Maker, you'll need to convert the video to WMV or AVI – use WM Converter, a free converter software. Download: [WM Converter](#)

Visit [YouTube](#) for more info on how to upload videos to YouTube. It's pretty simple.

## Method 7: Build Content

Search engines love content (especially text content). Feed them with as much text as possible. Why should you create more text content? Well, it's just logical – the more pages you have the more chances for web users to be able to find your content through search engines.

Up to 80% of visitors to your website will be referred by search engines! Now, this is enough reason for you to start creating more pages – the more the better.

If you're a florist, you can add pages/articles like "The Meaning of Flowers", "How to Cut Flowers" etc. Well, any useful article will do.

**You must NEVER copy the content from other web sites.** It's unethical, and search engines CAN detect duplicate content (your site may be penalized in terms of ranking). But you can still write on the same topic as others – just remember to write with your own sentences and phrases.

If you're not the one who created your own website, then it may be a problem for you to add pages. You may need to hire someone to update your site or someone (with experience of writing for the web and also knowledge in search engine optimization) to write articles for you.

## Method 8: List your business at free directories and classifieds sites

The directory itself may not bring you tremendous amount of traffic but still nothing to sneeze at. Also, good directories are well indexed and ranked by search engines, therefore increasing your own search engine visibility. Here are a few free Malaysian sites that you should consider:

1. <http://www.hotfrog.com.my>
2. <http://www.wok.com.my> (for Penang based F&B businesses)
3. <http://www.co.com.my>
4. <http://my.88db.com> (classifieds)

Tip: For your listing, **write the business description with keywords related to your business** --write as much as allowed by the directory (very important, as the description will be indexed by search engines).

## Method 9: Optimize your site for search engines

This is one of the most important aspect of building a website. Having a flashy and pretty website will not do you any good if it's not optimized. It's like erecting a signboard in the forest – a total waste, unless you're prepared to spend lots of money to advertise your website.

**About 80% of Internet users will find what there're looking for through search engines (like Google, Yahoo, Live, Ask etc).** What you want is for your website to be listed at the top of the search results, not on the 10<sup>th</sup> or 20<sup>th</sup> page of search results.

For example, if you're a florist in Kuala Lumpur – will your site be displayed on the first page if an Internet user searches for “kuala lumpur florist” with Google? Will it be displayed above your competitor?

The basic step is to have the phrase “kuala lumpur florist” appear on your website (especially the Title tag, Description tag and headlines).

Basically, search engines display search results by matching the words people search with the words on your web pages. But this is just one of the factor – there are other factors that determine whether your website will be displayed above your competitors – like relevance, authority, the number of other sites linking to your site etc.

You'll also need to know what words/phrases Internet users search for. There's no point to be listed as No.1 for words that people don't even search for.

**Therefore, the key is to be displayed at the top of search results for words/phrases that Internet users search a lot.**

You can easily spot a non-optimized site by looking at the page title, it'll be something like “Welcome to abcd.com”, “Home”, “Xyz Sdn. Bhd.” etc etc. Well, of course SEO is much more than just the page title, as there are many more things involved.



This is just a very basic introduction to search engine optimization (SEO), so that you'll at least know there's such a thing called SEO.

If you do not have the time or tools to do search engine optimization for your web pages, you'll need to engage the service of an expert, as it's normally not included in web design packages.

**If you've created your own website and do not feel there's a need to hire a SEO expert, you may want to try it on your own. See Appendix 2 for a DIY guide for beginners.**

## Appendix 1: Clarification on some myths

### Myth 1: You need to submit your website to 100s of search engines

Almost all Internet users find what they're looking for only through the major search engines like Google, Yahoo, Live and Ask. You can safely ignore the others.

### Myth 2: You need to list your business on PAID directories

This shouldn't be your top priority. Don't waste your money to get listed on directories. Good and free ones exist.

### Myth 3: Search engine optimization gets your site to the top of search results

SEO can increase your chances of being found through search engines, by optimizing your web pages with keywords related to your business. But no one can guarantee you top position for ANY keywords of your choice. For example, if you want your website to be displayed as the first result in Google when people search for the word "business" – it's just not possible, as the word is too broad and there're too many sites with much higher ranking than yours.

Therefore, if anyone promises you SEO service with guaranteed top rankings for any keywords of your choice – avoid it like the plague.

**What you need is for your site to be optimized with keywords/phrases that are:  
Related to your business, Not too competitive, Searched quite frequently by  
Internet users**

You'll still need to work on getting other sites to link to your site.

## Myth 4: You need a super flashy website

The only thing it'll boost is your ego (and the pocket of the designer of course). For small or medium business, the best is to have a simple, properly structured (XHTML and CSS layout) web site with relevant keywords in the content. Your site still needs to be reasonably good looking of course, not amateurish or garish.

Have you seen those home pages with nothing but huge Flash animation (most probably with a *Skip Intro* button too)? Don't ever be tempted to have your website look like that – it annoys web visitors and search engines. Internet users are impatient, they want to see content FAST, not wait for some animation to load. As for search engines, they can't read the text inside Flash animations; therefore the page may just be treated like a blank page – resulting in poor search engine ranking and visibility.

There are exceptions of course. You can still have the Flash or animation laden type of site if (but it's still not recommended):

1. Your company is already well known to the public and you do not need search engines to bring you traffic
2. You're willing to spend lots of money to advertise your business and website

## Appendix 1: DIY search engine optimization

This guide is for you if you're the webmaster of your own website, and has some working knowledge of HTML. It does not matter if you created your site with Microsoft Frontpage, text editor or other tools. Frontpage is not a recommended tool but used by many beginners. (In case you're wondering, we use pure text editors most of the time at [MalaysiaWebs.com](http://MalaysiaWebs.com) )

The steps below will be based on a fictitious florist based in Kuala Lumpur, but the technique can be applied to all businesses.

The steps are for BASIC optimization – there're more things involved than discussed here, like keyword density, proximity, off-site optimization. But some simple optimization is still better than none at all. So let's dig in.

### Step 1: Identify key phrases (keywords)

Imagine yourself as your own potential customer (remember, you're a florist at the moment) looking for a florist in Kuala Lumpur. How will you search?

I've chosen two phrases here to work with "kuala lumpur florist" and "flower delivery in Kuala Lumpur" – you can think of more phrases but let's target these two phrases for our exercise.

### Step 2: Check the competition

Go to Google.com and search for the phrases "kuala lumpur florist" and "flower delivery in Kuala Lumpur". See the result below:



kuala lumpur florist

Search

[Advanced Search](#)  
[Preferences](#)

Web

Results 1 - 10 of about 511,000 for [kuala lumpur florist](#). (0.05 seconds)

[Kuala Lumpur Florist - From RM9.90: Now, Everybody can send fresh](#)

...

**Kuala Lumpur online Florist** : Now, everybody can send flowers to KL, PJ and Selangor. We provide online flowers portal that is easy to navigate and simple ...  
[www.floristhut.com/](#) - 35k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Bloom Central - Online florist Kuala Lumpur Florist and flower ...](#)

Choose from our beautiful arrangements of flowers and send flowers to **Kuala Lumpur**, Malaysia, by our experts local **florist**. Our flower shops network ...  
[www.bloomcentral.com/flower-kuala-lumpur-florist.html](#) - 26k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Malaysia Florist Online - Flowers Shop In Malaysia : Petalbees](#)

Malaysia **florist** shop : Petalbees provides online shopping for gifts and flowers, delivery ...

Sponsored Links

[Malaysia's Online Florist](#)

Flowers and Gifts For All Occasions  
Free Delivery within Klang Valley.  
[www.bloomhouse.com.my](#)

[Malaysia Florist Flowers](#)

KL & other cities Special Delivery  
Better designs Lower prices  
[www.Love.com.my](#)

[Malaysia Leading Florist](#)

Same day delivery within Malaysia  
Flowers, Cakes, Chocolates and Gift

You can see that for the phrase “*kuala lumpur florist*” there are 511,000 results. (There are 173,000 results for “*flower delivery in Kuala Lumpur*”). It’s quite good. The results are not too high – you can choose to use a phrase if the search result is below 1 million (estimate).

Note the first result is floristhut.com, and the phrase “Kuala Lumpur Florist - From RM9.90.....” is actually the title of that site. See how the website’s title match the words you search for.

With some optimization, your florist site may soon be listed on the first page as well.

## Step 3: Check the number of times the phrases were searched in a month

There WAS this free tool at <http://inventory.overture.com> where you can enter a phrase and it will show you how many times it was searched on the Overture network in a month. But since Yahoo bought over Overture, the tool doesn’t seem to work anymore. You can still try your luck at <http://www.pixelfast.com/overture>. Anyway, the free data given is outdated by about a year.

The trick is to choose key phrases with HIGH number of searches AND low competitors (low Google search results – Step 2 above). Since you may have difficulty determining accurately the number of searches performed by Internet users, as you need PAID tools for that, you may just have to depend on your “instincts” instead. . (At MalaysiaWebs.com, we use up to date software tools for keeping track of keywords)

## Step 4: Let's do it

Open up your home page in the editor of your choice like Frontpage or a text editor.

Look for the Title and description tags near the top. Enter the title and description the following way:

```
<title>Kuala Lumpur florist - Flower delivery in Kuala Lumpur and vicinity</title>
```

```
<META NAME="Description" CONTENT="A Kuala Lumpur florist with delivery service in KL and Klang Valley" />
```

On the page, try to “weave” the keywords into your headlines (H1, H2, H3 tags etc) and also body text.

**You can use the same technique for your business website but please follow the rules/guidelines below:**

1. For the <title> tag, limit it to about 100 characters
2. For the <description> tag, limit it to about 200 characters
3. You may be tempted to repeat the important keywords many times in a tag or content text – **DON'T**. Keyword stuffing is not recommended. It may get you penalized. Do it logically, weave in the keywords yet make sure it's still perfectly readable by human.

**Repeat for all other pages. Target different keywords/phrases with other pages.**

That's all for some simple and basic search engine optimization. But please note that many other techniques were not discussed above. Anyhow, some simple optimization should get your search engine “visibility” above the non-optimized sites. The good news is that many business websites are not optimized.

Search engine optimization gives you some advantage but most importantly, your content should be appealing and useful to your web vsitors.

**Tip:** Whenever possible, use keywords in filenames. For example, if you have an article page about flower arrangement, name the file as **flower-arrangement-tips.html** or **flower-arrangement-tips.php** (whatever type of file extension that is required by your site). And how about the page that describes your flower delivery time, locations etc? Instead of **delivery.html**, try **flower-delivery-kuala-lumpur.html**.