



## A WORD ABOUT WEB TRAFFIC AND SEO

BY ROB EAGAR

*\*\*Bonus article based on Rob Eagar's [Sell Your Book Like Wildfire](http://bookwildfire.com)  
(bookwildfire.com)*

SEO is an abbreviation for a term website designers use that stands for "Search Engine Optimization." This concept refers to employing various methods to make your website appear on the first page of displayed answers when someone conducts an Internet search on Google, Bing, Yahoo, or another search engine. There are both paid and free techniques that can be used to help the search engines find you and rank you higher than other sites. Most technology experts will try to lure you into paying extra money to use their SEO "secrets."

These techniques usually focus on trying to drive random people to your site when they conduct an Internet search. But that's not your goal. Instead you want to be the primary option when someone searches your specific book topic or expertise. The good news is that you can enhance that type of SEO for free through your website metatags, keywords, blog posts, and by providing lots of articles on your subject. Ask your web designer about these options.

As an author, you want targeted repeat traffic to visit your website—not random, uninterested traffic. You’re trying to build a community, not a flea market of casual observers. Your goal isn’t to increase the Internet odds but to increase the size of your fan base.

Don’t let your website designer sell you on paid SEO services. Most tactics are a waste of money for authors. You will grow legitimate website traffic as you build your community and strengthen word of mouth.