

# Website Search Traffic Growth Flowchart



**Publish initial content.**

- For smaller sites you can map out your site plan against your keyword list.
- On larger websites you can start by optimizing part of your site prior to planning out everything.
- Should not wait months or years before doing link building.

### Site Plan

Topic: folder filename related keywords & page title ideas: H1  
 startup opportunities support index.php business small online How to Start a Small Business Opportunity Ideas  
 buying a franchise support franchise opportunities for sale Business Franchise Franchise for Sale  
 buying an existing bus support buy a business to sell buying How to Buy a Bus Buying an Established Business  
 home based business support home based small online ideas Small Home Based Ideas for Creating Profitable Online

### Links Count as Votes



**Begin link building.**

- Search engines follow & trust other people.
- Rankings tend to be fleeting and unstable until AFTER you build links & search engines find those links.
- Start with easy but trusted link sources (mentioned below).
- When you can, try to use your keywords in your link anchor text.

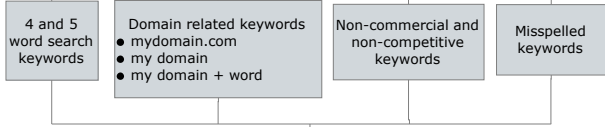


**No Search Traffic Yet**  
 Typically limited traffic for first few weeks.

- Industry & trade organizations
- Local links
- Directories
  - Yahoo! Directory
  - Business.com
  - a few other general directories.
- Nepotistic links
  - Friends
  - Site designer
  - Programmer
  - Suppliers
  - Business partners

Site gets indexed, begins aging, starts ranking for some keywords.

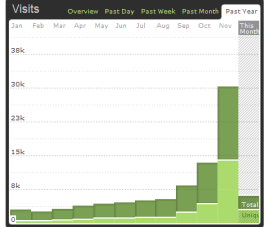
- Ranks for keywords with few matches
- Ranks for keywords with limited competition
- Typically ranks in Live.com & Google before ranking in Yahoo!.
- Typically ranks in local Google and/or some international Google results before ranking on Google.com.



**Rankings still bounce around a lot. Site needs more quality links (& perhaps age).**

**Depending on how competitive a space is and how hard you work, this process can last for a couple months to a year or more.**

• Site ages  
 • Build more *quality* links  
 • Search traffic increases  
 • Starts to rank for more competitive keywords.  
 • Rankings (and traffic) become more stable.



**Healthy site search traffic profile.**

**After the site was about a year old, in Aug & Sep we built more content and links, and the site was responsive to those efforts, yielding more search traffic and significantly growing profits.**

**Stable rankings can take anywhere from a couple months to a year.**

**In exceptionally competitive markets constant promotion and content creation are required to maintain market position.**