

The Power of Keywords in Images to Gain Traffic

I started blogging in October of 2008 after reading an article that putting up new content on a regular basis can drive traffic to your site. Before that I had an Amazon affiliate site selling acai berry related products for about a year. Well, I think I had about 5 people visit my site the entire year and didn't sell a single item. Wait, oh yeah, my dad bought one product. I was so frustrated that I decided to get rid of that site all together and try this whole blogging thing.

I had heard of blogging, but I didn't really know what exactly it was. In fact, before I started reading up on it, I just thought it was like an online public diary. The more I researched, the more I got excited. I realized I could write about anything I wanted, I could possibly make some money at it and turn it into a business.



So...I started Sweet Fuzz. Sweetfuzz.com started out as just a personal blog about things I'm passionate about: nutrition, style, skincare, and the environment. I posted my site on as many blog directories as I could to start getting traffic and that helped. As I started to view my traffic stats I could see that certain posts were getting a lot more attention than others. For example, my celebrity style guides were contributing to most of my traffic. Not only that, but most of my traffic was entering from Google images.

Then I found a glorious piece of information that has changed my site. I found out that you can put keywords into your images to attract search engines. For a novice like me at the time, this was super valuable. I went back through all my posts and entered key words into all my images and did the same with any new posts. My traffic jumped from 1,161 unique visitors in January to 98,363 in April! I was and still am amazed!

Month	Unique visitors
Jan 2009	1161
Feb 2009	17560
Mar 2009	60809
Apr 2009	98363

This is how you can add keywords to images on your site.

If your blog has a lot of pics in it, be sure to add keywords between the "" after alt in the html of each image.

For example:

With no keywords: alt ""

With keywords: alt "style, fashion, celebrity style"

Only add keywords that are specific to that image and don't use any more than about eight for each image, or else search engines will consider it spam. Also check out the keyword tool under Google Adwords. This helped me out tremendously. It will show you how popular a specific keyword or phrase is. Use keywords that get plenty of traffic, but aren't over saturated.



Since January my Alexa ranking dropped from somewhere in the 700,000s to 197,570 today. Needless to say I'm pretty stoked, but this is still just the beginning. Now that I have a good amount of traffic coming in, now is the time to go after advertisers which is a whole other story. In the meantime, I hope this will help you gain more traffic through images on your site.

TO YOUR SUCCESS

Dany S. Matta



<http://ask2get.rr.nu>

<http://mattazhostingpro.com>

<http://livemusicstations.co.uk>

<http://blackhatsoftware.rr.nu>

<http://ppiblackhat.co.uk>

<http://blackhatsoftware.rr.nu>

<http://livekaraoketurnkey.rr.nu>

<http://livebusinessradio.com/news>

DO YOU WANT THOUSANDS OF FREE TOOLS DAILY?

<http://twitter.com/b2bradio>

<http://livebusinessradio.com/news>