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## Offer Free Downloadable E-books And See Increased Website Traffic

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It is common knowledge that everyone loves to get something for free. People are often seen stuffing hundreds of forms into contest ballot boxes, sometimes filling them out for hours at a time. It is unreal what people will do for a freebie. The same is true with your website.

If you are trying to target more traffic and increase your website production, then you should certainly consider adding free downloads to your site. Downloads are extremely popular with web users today, especially when they are free. With many sites charging outrageous prices for the smallest download, a freebie is always welcomed.

By offering free downloads, you will see that your website traffic will increase and those who use your site will keep coming back. It is a great thing to do and can be extremely inexpensive as well.

When choosing which downloads to include on your site, you will probably find that downloadable e-books are among the easiest to work with. E-books are partial or complete books on different subjects. You can even write the content yourself if you wish.

/>Sometimes you can find e-books that are already written and are available for anyone to use on their site. If you want to offer something fresh and interesting however, you should only use original material that has never been published on the web before. This will allow your site to be new and exciting to web users.

After deciding to use e-books as your free downloadable gift to your visitors, you will need to choose the subjects you want to work with. You can stick with one basic theme for your site if you wish. If you already have a website that is about dolls, then you may want to only include free downloadable e-books that pertain to the subject of dolls.

This will allow those who come to your site initially to get more than what they expected, which is a great thing. They will likely bookmark your site and keep coming back for more information and free downloads. They may even tell their friends about the site as well.

If you are creating a site that consists of nothing but e-books, then you probably want to use e-books in a wide variety of subjects. You can group them within your site by topic or theme to make it look organized. If this is your plan, you might also want to hire professional writers to help you with this task.

If your site will be nothing but e-books, you will probably find the writing to be a bit overwhelming to tackle alone. You can hire freelance writers to help you with this task, which will help you create strong writing content as well as help take the stress load off of you.

When using only one or two e-books on your existing site, be sure to offer a new e-book as often as possible. You may be able to change the e-books each week or maybe change them monthly. By offering something new to visitors however, they will be likely to come back to see if anything is new quite often.

You can even make an announcement on your site telling visitors when a new e-book will be available. This will give them an idea of when to expect it and help them stay motivated to come back to your site. If you want, you can also allow visitors to sign up for emails that will notify them when a new e-book is available. This will guarantee they will not forget.

Whether you write the downloadable e-books yourself or hire a professional to help you, you will certainly see increased website traffic. When you are offering a web user something for free, such as a downloadable e-book, you are making them feel appreciated and warm. You are telling them that you are inviting them into your site, not specifically to take their money, but to help them gain information as well.

This is a great way to build a good reputation and a devoted group of website visitors. So, go ahead and start planning your e-books today. The sooner you get them posted on your site, the sooner you will see that increase in website traffic.

For several years now, Jason has been reviewing hundreds of online products and services. Many consider his reviews to be very insightful and reliable. Visit his website [creativigitalmedia.com](http://creativigitalmedia.com)

Ebooks

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