

Traffic To Website

By
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Howdy,

With each passing second another website is put online. I seriously doubt that the owner of the website knows much about internet marketing. We are told by the big marketing firms to just do it, go online, that's where the money is.

Sure online sales accounts for billions of dollars. Big companies and small raking in the profits.

But is it as easy as we are all led to believe?

In essence it's not.



Most businesses go online and complain like crazy that they are receiving no traffic.

“I don't get looked at”

“Where's the traffic?”

“How come no-one visited me today?”

“I can't find myself in the search engines”

Online Marketing although it shares the same principles as Offline Marketing do have some subtle differences.

It is processed differently.

There are businesses with thousands of dollars just simply wasting money on the net. Listening to bad advice.

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“Pay for PPC Advertising on Google Adwords. You'll make a killing!”

Sure back in the 90's when people first used Google Adwords they did make a killing, but as usual as competition grew so did the costs.

Whereas you only spent 1 cent on a visitor to click on your ad, now the cost is more likely \$2.50.

What small business can compete with that?

(I do know how you can get clicks for 1 cent but that's another story)

But the reality is you can sink your money in without ever knowing where it was spent and without making one sale.

For every aspect of your marketing plan is a course to explain how to do it properly. It is wise to invest your money to learn new skills.

And YES they are skills. Ones that will see you through your whole experience.

Things do change on the internet and there is always the “New Shiny Syndrome” feeling. Be cautious. Only invest in methods you want to learn about.

Most marketing firms will have you believe that all you need is a Facebook Fan Page and social bookmark your sites.

It's pretty useless when no-one visits you.

What you need is some sound advice from someone who knows something about the 'Elusive Traffic' syndrome.

I have never professed to know much but what I do know works. I spent the better part of the last 5 years learning so I should know something of value.

Unlike most people I invested my dollars in buying products that taught me skills and I bought quite a lot.

Each facet of my education came at a price both monetary and time wise.

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The good news is that you get to learn this in a neat little report which you have just downloaded.

Thank You!



GET STARTED

So let's get started...

When I talk about putting your business online whether it is a humble hobby blog or a full blown ecommerce site you must always remember it is a business.

When you acknowledge you have a business then you may go further to writing a business plan or a marketing plan to guide you with your future goals.

Whether you want 10 people to visit your site or 1,000,000 the principles and actions are the same.

And there are certain rules you must follow.

All facets of traffic generation have deep learning curves. Only by doing and implementing a system can you find out what will work for you.

In essence you need 3 things:

1. Time
2. Skills
3. Money

You don't need all of them to be successful but you will need at least one thing.

Take the time to think about what you have got.

I can teach you the skills which are all you need to prosper but think about whether you have more to offer.

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Most people have to be truthful when assessing their unique situation. And then apply a plan of attack based on what you do possess.

So let's get down to basics. SEO - Search Engine Optimization and More



First of all you will need to know your market. Indeed a much smaller market. Something you might call a Niche Market.

Why do you need to know your Niche Market?

So you can target your traffic.

Lets assume you have a product in the weight loss industry.

It's no good targeting your website to "Weight Loss"

Yes it gets millions of searches.

But it would be hard to get any ranking and the traffic would be untargeted. They could be looking for free advice, tips, a diet plan, a story, diet pills. Anything. And not necessarily what you want them for.

Instead if you were to use Google's Keyword Tool you could type in "Weight Loss" and locate a more targeted buying market.

For example: "How To Lose Weight " 1,500,000 searches

Even though you have targeted the traffic it would still be hard to rank for because of the competition.

It can be done but requires Time and Money.

So let's dig deeper for a smaller niche.

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For example: “How To Lose Weight Fast” 450,000

That’s a good keyword.

Still going on experience it is one of the most popular keywords and does well for the people at the top of the search engine but rarely for people who are not.

So don’t use it.

Going deeper I find a another good keyword.

“Tips On How To Lose Weight Fast” 9,900 searches

That would work. Much less competition and easier to rank for. Imagine 1% of that traffic bought your product. That’s 99 sales per month. Purely from organic search. Not counting the other traffic methods you put in place.

99 sales x \$30 Product = \$2,970 per month

But it’s not hard digging for a smaller niche. One that is a highly targeted phrase.



Once you have your niche and keywords you build what we call Meta Tags to your site’s source code. These meta tags are basically keywords for the search engines so they know where to rank you and to know what for.

If you are wanting organic search in the mix you will need to know your niche market, keywords for your meta tags. There are a variety of websites that can generate the meta tags for you so don’t worry. It’s just the case of putting them on your website.

You can hire us to do it for you.

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If you have a blog you can download further plugins to help you in seo such as:

FV All In One SEO
Search Terms Tagging 2
Simple Tags
SEO Title Tags
Google XML Sitemaps
Dagon Design Site Generator

If you have a regular website your meta tags should do it for you. That's all you need.

Next make sure you have some text on your website with your keywords in. This can be in the form of articles or just some helpful information.

Make sure your titles on your website have keywords in as well as your images. Basically your H1 and H2 tags.

There is a lot to SEO but that's all you need to know regarding it. It can become a labor intensive game but if you have followed the above steps that will be sufficient for what you need.

Google and other search engines rank you for other characteristics as well. They don't just use your meta tags. It becomes apparent that they choose authority sites over sites that last 1 or 2 months in the search engines.

This takes time to build. As an owner of a new website you have to really be patient. SEO takes time. To help your situation you should consider building backlinks to your site. This can be achieved in a variety of ways in which I will show you throughout the course of this book.

When you build a variety of backlinks to your site Google and other search engines sit up and take notice. Too fast and you get penalized. Too slow and you won't get ranked. Your linking methods should produce a natural linking pattern from different sources.

You could always add fresh content to your site on a regular basis. Together with the backlinks the search engines will believe you are an "Authority" site and give you higher PR status and web position.

If you want organic search engine rankings abide by their rules. Do not

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get involved with Grey Hat or Black Hat activity which in essence are a way to fool the search engines.

Google and other search engines constantly weed out this activity and ban the sites that use them.

Warning Over:

The Next Thing is Article Syndication The Millenium Version.

First of all visit [Google Docs](#) and create a Presentation.

Using the slides wizard write an article. By using [Google Docs](#) you don't have to write it in a serious way because you are not putting it on article directories. Article Directories have since been blown out of the water with the latest Google Panda update. They no longer hold a valuable place in the search engines. Plus if you do article marketing this way you can eliminate all obstacles in getting your articles seen. You can choose to use a conversational voice and put some humour into it. No strict guidelines here.

What we are going to do which is by all means a far better and useful way is to write content that your users will actually love.

I use a lot of humour in mine along with great information that I convey in a conversational tone. It's like talking to them one on one.

So I create my presentation along with some unique pictures.

Next I click on start presentation where I check my work. Then I save it both as a pdf and as a powerpoint presentation.

I then take that presentation and turn it into a video using [CamStudio.org](#) software. It is free and simple to use. This software captures the screen so people can view whats on your computer.

You can use this to demonstrate software or any other thing. It's really fantastic.

Back to the drawing board...

Start the presentation and add the audio. It can be music or your own voice.

Once you have saved the video upload to all the video sites like [youtube.com](https://www.youtube.com) and [dailymotion.com](https://www.dailymotion.com). There are many more besides.

Next take your powerpoint slides and share them on [slideshare.net](https://www.slideshare.net) and [authorstream.com](https://www.authorstream.com).

Then take your pdf and share it on document sharing sites such as [scribd.com](https://www.scribd.com) and [esnips.com](https://www.esnips.com).

Then grab [audacity.org](https://www.audacity.org) software and create a podcast and submit it to podcast directories such as [podcast411.com](https://www.podcast411.com)

This in effect is the latest article marketing. It is most effective and you can receive hundreds of visitors almost immediately.

Also you get ranked in the search engines pretty well too. I find my videos and pdfs quite quickly on the first 3 pages.

However, it's all pointless if you forgot to mention your website on the presentation. So make sure it's on there.

Submission To Directories

Another form of submission that is important is to submit your site to web directories. This can be FREE, PAID and RECIPROCAL.

You can submit them to the top 3 search engines manually such as Bing, Google and Yahoo.

However if you have some spare cash then purchase Deep Linker Pro by Josh Spaulding where the software will send it to over 600 directories.

RSS Feeds & Submission



If you have a blog you are more than likely have an RSS Feed.

What happens when you have an RSS Feed is that people who visit your blog may have a RSS Reader on their computer.

If they like your blog they will subscribe so in the future they get all your blog posts sent directly to their reader.

This means they don't have to visit you to read your content.

Some RSS Feeds are also turned into emails for your subscribers and they receive your blog posts in email format in their inbox.

Other people use your RSS Feed to help pump up their website or blog.

Literally you are feeding them your work. Always make sure you have a link going to your product on every blog post. That way if your work is syndicated around the web your links are available to click and make money.

You can submit your RSS Feed to RSS Directories all across the web. I recommend a FREE software called [ALLScoop RSS Submitter](#). Just google it and download it. It basically sends your feed to over 40 RSS Directories and News Groups.

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Blog Commenting



If you already know about this part you can just skip the information. But to those who haven't heard of it here is a brief rundown on what you can do.

Visit a blog directory, call up the market you are in ie: weight loss and bring up all the blogs.

Visit a blog and take a look at the posts. If you see something you like just pull up the post. Somewhere either at the top of the post or the bottom you will find a comment section. It asks you for 4 details including Name, Email, Website and Comment.

Some people want to rank in the search engines for a particular keyword will put that keyword in the name section.

So for example I want to rank in Google for "Tips On Weight Loss" all I have to do is type in "Tips On Weight Loss" in the Name section (without the quotes).

This is called anchor text.

Next put in your email and website address and then make an appropriate comment.

Try to be useful and make comments that are at least 25 words. Add value.

This way the blog owner will accept your comment.

Avoid using generic posts like "Great Post" "Good Info" or even negative ones like "Your spelling and grammar is crap" instead leave a comment that is worthwhile. I have seen no end of spammers with their rubbish. I always delete them and other blog owners do too.

Blog Directories

If you do have a blog you can list them in a blog directory. You can also pay for a premium placing so you get all the traffic. Thousands of people visit blog directories everyday. Put yourself in front of their eyeballs. You can also participate at Bloggersbase.com.

Ezine Publisher

Another great way to get traffic is by contacting an ezine owner. This way you can either write for them with a link to your website or you can ask them to promote your website in the next issue. If you can split the profits with them all the better or you may have to buy a solo ad with them. It is a great way to get hundreds of hits in just a matter of hours.

Social Bookmarks



Next I would like to speak about social marketing. It is all the rage these days and millions of people are visiting their favorite sites. Although there is software out there that can automate it I do suggest you manually keep track of your accounts.

What I mean is that some software creates throw away accounts and just dumps them each time you use it.

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Although you will gain a backlink and some immediate traffic you can get much, much more by being patient and building your links manually.

[ONLYWIRE](#) and [IMAUTOMATOR](#) are a service which bookmarks them on various sites. They are both FREE.

However I personally have opened up an account with Twitter and Digg, my two favorites, and continue to build my presence. It's working. I get a lot of traffic from them and I am continually building my business for the long-term. Something which you can't do with throw away accounts.

People submit their websites and content to social bookmarks so that they can become viral and to gain a backlink. The reason I prefer manual submission is that you can take this to the next level. Softwares that publish your content only throw away accounts gain a backlink. There is no viral component to it.

But that's personal choice.

Some people don't just have the time. I understand that completely. And backlinks means higher search engine rankings so you gain the traffic that way.

Some good software are Bookmarking Demon a bit pricey and SocialBot \$29.95.

You could also try a service. I recommend [WLMarketing.com](#). They have very reasonable prices and a fast turnaround.

[Yahoo Answers](#)

This site is a great source of traffic.

When you answer a question it can remain on the site for years. There is one golden rule you must follow.

Before leaving a link to your website in the resource box makes sure you are a level 2 contributor. It may take a few days before you become one but don't worry keep on posting. Eventually you will be able to leave links.

Post at least 10 answers per day for each niche that you are in. This will

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build over time. It really is one of the easiest things to do and is so potent. Make sure your answers are genuine and on topic.

Also I always try to mix up the links.

As usual in Internet Marketing spammers get found out.

To eliminate the risk of getting found out try to give other links in the resource box and TRULY HELP the person who has asked the question. By taking pride and care you will be seen as an expert and if you keep this up for a year you can expect a torrent of traffic. Long term benefits and results.

How To Sites Like Ehow.com

There are many how to sites on the net. Each site has their own set of rules so you will need to learn them.

Here you can write a How To article and place it on the site with links to your website.

Be careful to apply consideration and care to your readers as you do not want to waste an opportunity like this. These sites rank well in the search engines and yet again provide a vital backlink to your site.

And that's what its all about.

Forum Marketing

Another powerful and profound form of marketing is Forum Marketing. For nearly anything under the sun from Auto Forums to Relationship Forums you are able to find a forum on any topic.

Just do a quick Google search or go to IMBuzz Software and join as an affiliate. You will be able to download their Forum Finder Software. It is free.

So once you have found an appropriate forum just do a quick check to see if they allow signatures. Basically after every post a person with a signature can show off their website, blog or any other link.

Some people especially in niche forums do not use the signature feature as they don't need to but Internet Marketers can.

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Most forums use BBCode to form their links and signatures. You may have to grab a quick tutorial on Google.

Some forums require you make 10 - 50 posts before allowing a link in your signature.

This is fine. If you put this in your marketing mix you can just make a few posts a day and it will soon add up.

You are probably going to scream but as usual keep the conversation on topic. Provide value. The more you give the more you reap.

Let's say you provide a detailed answer. Let's say you wrote 100 words. And it was good quality.

You will be perceived as an expert. People will sit up and take notice.

What's going to happen?

They are going to take a look at your signature.

And Bang!

You have them. CLICK, CLICK, CLICK

Provide a rubbish answer and you might not get clicked on.

But sure you get your link out.

This is another powerful backlink. One you must not overlook. Some people make a living just providing backlinks to high profile forums. Much like these. All for backlinks.

Software Distribution

One of the most stealth methods of gaining traffic and backlinks is by creating a PAD file and distributing it to software download sites.

There is a software called PADGen which is Free that can create the PAD file. Which is the file that holds all your information on.

All you need is a Ebook or piece of Software that you can give away Free.

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It is a great way to gain backlinks and also put people in your autoresponder.

Nevertheless it is good for traffic.

Free Ebook Giveaway



If you can write a report with your links inside you can ask the reader to share it with their friends.

It has the viral aspect to it.

This way you can distribute it to other websites and when people download it they can click on your links.

They get free information. You get traffic.

It's a win-win situation.

You can also offer it on ebook directories such as Free-Ebooks.net.

Webinars

A popular form of marketing is holding a webinar. There are many places on the web that can provide the tools to do this and you can get a lot of traffic to your site.

Providing your customers with information and examples of either what your product is about or the success that some people have had with it. You can also show people how to use your product.

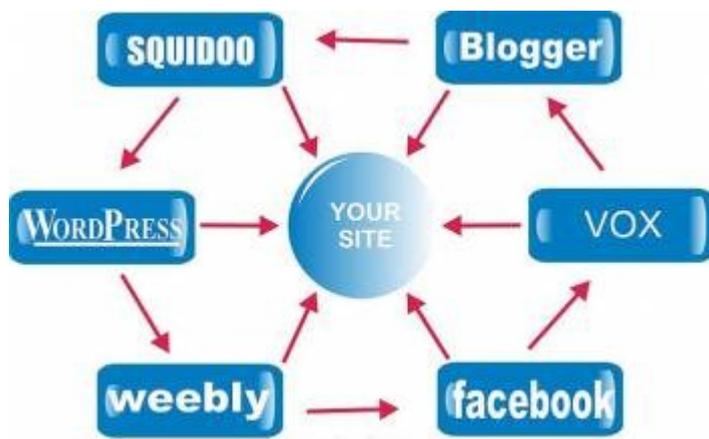
The more interaction you have with people the more you network. This can mean thousands of hits to your site.

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People find webinars exciting. It is one way for people to touch base with you on a personal level. You can answer their questions. You can show them how to do stuff. It really is a brilliant form of communication.

And that's what it's all about.

Link Wheels and Mini Nets



Link Wheels and Mini Nets are taking the internet marketing world by storm. Basically you link a ton of web 2.0 properties to your main website and to each other. You can have many link wheels or mini nets but at the end of the day they all lead to the main website.

Your site.

As depicted in the picture you can use various blogging platforms such as blogger and squidoo. There are many more sites you can use to make them.

These are powerful for giving your website a lift in the search engines. With a properly formatted link wheel or mini net will catapult your website to the top of the search engines and your competitors will find it very hard to outrank you. You can also continue to grow it indefinitely.

Well I have come to the end of my report.

I hope you have enjoyed these traffic generating methods.

The Internet Marketers Team
www.internetmarketers.co.nz

[Helping People Get Online And Start A Business](#)

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