

Maximizing Your Website Traffic

Simple Strategies to Skyrocket Your Traffic



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1: How To Drive Web Traffic To Your Site

Wow, have you ever wondered if there's some way to really get good traffic to your site? If you're like me, that can seem like a Herculean task. You build that first web site and you find that you're getting 10 to 20 site visits a day, most of which is robots searching your site, not real traffic from potential buyers.

How do you get a web site to attract 2,000 or 5,000 or 10,000 visitors a day. That's the subject of search engine optimization. You want your site to have the attributes and information that the search engines are looking for to rank you high in their search results.

Getting your site to the first page of search results can be done, but you've got to use tools and techniques designed to do that. There's tremendous competition out there, as anyone who's ever tried to create a web site knows. How would you like to find a tool that gets you a first page search listing. Here is one tool that does the trick: <http://seo.5x1.net>

Using this tool for Search Engine optimization, sites have been listed on Google page one for these keywords, as examples:

- lose weight
- weight loss
- how to lose weight.

The competition is in the millions of other sites for those keywords. Now wouldn't you like to have a tool that really works for your keywords and your web site?

As one user of this tool said "I've been using it for a few months now and it's become one of my 'must use' applications for planning the search marketing efforts for all of my sites. Previously I had used a combination of other products that did 'half the job', manual search and the popular technique of 'wishful thinking'. If you want to predict results rather than hope for them, people need this product."

You have to decide if you need and want to improve the flow of traffic to your web site. Having the right tool can make all the difference. That's true for carpenters, it's true for auto mechanics, and it's true for anyone trying to build a web site that brings in the traffic. Good targeted traffic can be your source for revenues that put a smile on your face.

2: What Drives Repeat Visitors To Your Site?

There can be zillions of reasons why your visitors return to your web site. One might be very interested in seeing your animated photo on your main page, but kidding aside I've gathered 12 elements that invites your visitors to repeat their visits.

1. High-Quality Content.

We have all read that "Content Is The Thing" according to Michael Dean of Kittyfeet.com. We have not set-up our website to just fill-it with endless links of your favorites but we're there to discuss what can we contribute to the web. Fill it with regularly-updated quality content and they'll return asking for more.

2. Ease Of Use.

We have all heard of "user-friendly" computers and softwares. Why not do the same to our web site. Provide a navigation bar that's easy (and fun) to use forgetting the fancy stuff.

3. Quick To Download.

Assume your web site is going to be viewed by the oldest browser, slowest modem and limited number of palettes.

4. Updated Frequently.

You have prepared high-quality content but the problem is you only update it once a year. Set a realistic goal first that at the least you'll bring new content to it once a month and then increase the frequency.

5. Rewards, Contest and Incentives.

Make sure your visitors enjoy a very "rewarding" visit to your site and expect him to return or just remind him to get his prize, reward or a mention of his name in your monthly newsletter. He'll sure return. Contest is one great idea. Email me on this one and I'll give you the free code.

6. Favorite Brands.

We all know zdnet.com is the site for free downloads, cnn.com for up-to-the-minute customizable news. Why not link to them? Do you know that zdnet.com offers link partnership? (I don't get money from this one, folks :-)) I know a site that just updates their visitors on what's happening to over 200 branded ezines and you know what visitors like it and return.

7. Cutting-edge Technology.

We can't all compete with this category but I'm sure there are lots of software out there to simplify the task. So grab one!

8. Games.

Online game sites are becoming famous nowadays. Visitors too need sometime to play online. Give what they need and they'll ask you for more.

9. Purchasing Capabilities.

Web surfers also shop around and they're looking for convenience on how to do it. Be the first one to do it for them. Add a shopping cart of some sort to your web site and it would be better if you can accept credit cards online.

10. Customizable Content.

Try to create a simple database (Excel or MS Access would do) and connect it on your web site. Every visitor will have its own content and experience. An example of this is planetit.com (tell them I referred you, just enough to receive thank you from them, yes, no money involved here either.)

11. Chat and BBS.

Message Board or interactive forums replaces BBS (bulletin board system) nowadays. Even I have one on my web site (just to make sure) and I'm amazed at the number of visitors from around the globe who post on it. Just make sure you get their email add so you can reply.

12. Freebies, Jokes and Quotes.

I don't know about this but I've received return visits on this one. I even got a search engine for jokes on my site and people return just to read jokes. These same people who spent considerable amount of money reading jokes and quotes will soon ask for a price quote.

You know studies have shown that it takes 4 to 5 visits for a person before he sets his eyes on what you can offer. A simple element (but it's not included on the 12 elements I've mentioned) is just to place a text on your web site (bold letters, not caps) saying "Please bookmark this site" can go a long, long way.

3: A Secret Way Of Getting Traffic

A Secret Way of Getting Traffic: Submitting to Online Directories

If you are reading this article, more likely than not you own a website that you would like to see be a success. To achieve that level, you need traffic to your site. But where does traffic come from?

One of the better ways to get traffic for your site is to submit your site to the many directories that exist online. Online directories are similar to your phone book yellow pages: These directories are categorized (education, entertainment, health, etc.), and when you submit your website, you suggest a category for your website. Often, you will even be able to submit to a sub-category within a major category. For example, suppose your website is about aromatherapy.

In your submission request, you would suggest "Health" as your main category, "Alternative Medicine" as your sub-category, and "Aromatherapy" as a further sub-category.

Some of the leading online directories are Yahoo!, MSN Small Business, and the DMOZ directory. Unlike search engines, however, listings in online directories are usually not free. As of this writing, you can submit for free to the Yahoo! Directory (<http://dir.yahoo.com>), but there is not guarantee on how quickly your website will be reviewed for listing. If you need your site reviewed faster, you can pay Yahoo! \$299 US for "expedited" service and they will review your site within seven days. However, this fee is a yearly recurring fee. Your website is subject to a yearly review, and is guaranteed neither initial inclusion or to remain listed year after year.

The MSN service is \$49 US, and it functions more like a search engine submit service. Their submission service includes inclusion in their own small business directory. DMOZ, on the other hand, is free, but because it is operated by volunteers, it could be awhile before your site is included. Your best options are to submit to DMOZ and pay for the MSN and Yahoo! services.

But why should you spend money? Can't you just optimize your site for the search engines? You can, but not everyone goes to a search engine for what they are looking for. For example, if someone is searching for gourmet dog treats, they may not use a search engine. Instead, they might go to one of the online directories and look at the listings, much like someone would use the yellow pages in their phone book. Your investment in gaining inclusion in the online directories will pay off for you in a multitude of ways.

1. You will increase traffic to your site. Your site will be included in the online directories, as well as the search engines, and this will help you gain traffic as people search directory listings and find your website.
2. You will increase the number of back links to your site. If the directory pages are listed in search engines, the link they provide for your site will be listed in the search engines. This benefits you by creating more ways for people to find your site. Ultimately, this will provide more traffic for you.
3. Submitting to directories is a quick way to gain links. Optimizing your site for the search engines is very difficult and time-consuming. It can take a lot of time to learn how to write for the search engines. In the meantime, any links you can get will help you with the search engines, and submitting to directories will get you links.
4. Submitting to directories is relatively inexpensive, and a good investment. As stated earlier, you can submit to Yahoo! and MSN for less than \$350. DMOZ is free. If you run a search for online directories, you will find many more where you could submit inexpensively, or even for free.

In short, submitting to online directories is one of the best ways for you to build traffic to your website. In the end, you need traffic to survive online. So get started!

4: Stop Working for Google and Start Making Google Work for You

You need traffic, and Google can give you traffic. There are two ways that Google can send traffic to your site: an expensive way and a free way. I'm going to show you how to make Google give you traffic for free.

You don't want just any traffic, you want TARGETED traffic. For those not familiar with the terminology, targeted traffic refers to clicks to your website from people who are actually interested in the topic of your site. Your marketing will be much more effective if your clicks are targeted. Here is an example of targeted marketing. Imagine a salesman who is trying to sell dental chairs. He puts together a flyer describing the great benefits of his particular brand of chair, and he decides to give the flyers to people. Which group of people do you think will respond better to his flyer - a group women at a scrap booking convention, or a group of dentists at an American Dental Association meeting? It's a no brainer! But better yet, what if he went to a seminar called, "How To Start Your First Dental Practice From Scratch." These guys are already in the mindset to buy dental chairs. That's targeted traffic.

When I started my first online business, I went straight to Google Adwords. This is one of the fastest ways to get targeted traffic. Basically, you pay Google to have your ad appear on the right side of the browser. You do this by bidding on keywords. When someone types your keywords into Google, the ad appears. Just go to Google and type anything into the search box. If you look on the right side of the screen, you will see little three-line ads. You probably didn't even know these were ads. Not only are they ads, but people are paying every time you click on those ads. This is the perfect kind of targeted traffic because people are actually searching for your topic.

So when I started my first Adwords campaign, slowly but surely I developed a targeted marketing campaign that was sending 40 to 50 visitors to my site. These people were ready to buy what I was selling. And they did; but at what a price! I was spending \$80 per day in advertising. Way too much! I was only making about \$100 in sales per day, so after subtracting advertising costs, my net income was only \$20 per day. If I could only get traffic without paying for it, my yearly income would increase from \$7,300.00 per year ($\$20/\text{day} \times 365 \text{ days}$) to \$36,500 per year ($\$100/\text{day} \times 365 \text{ days}$). You're probably wondering how you get free targeted traffic - I'm going to tell you in the next few paragraphs.

When I realized how much I was spending on advertising, I started to research methods of getting free targeted traffic; often referred to as search engine optimization (SEO) techniques. If your site appears on the first page of results for a Google search, then you get free traffic. Not only that, it is targeted traffic because someone has just typed in the phrase or keyword related to your site. So how do you get on the first page? In order to understand this, you need to know a little about how Google ranks their pages. It all comes down to one principle: Google wants to provide high quality search results, so they want to rank relevant links higher than irrelevant links. One of their methods of determining relevancy is to count how many other websites are linked to your site. These are called "back links." The assumption is that, the more links to your site, the more relevant your site must be.

Armed with this knowledge, I went out and bought some links. You may not know this, but there are actually companies that will allow you to buy a link on their web pages. I bought one link for \$20 per month, another for \$75 per month. It was much cheaper than Adwords, but it didn't get me ranked any higher, and it didn't get me much extra traffic. Two links was just not enough links to rank me higher on Google. What I needed was a way to get LOTS of back links. Then I heard about an intriguing idea: article marketing.

Article marketing is simple. You write an article, you put a link to your website at the bottom of the article (in the author information area). Then you post your article to an "article site." That's it. For every article that you post, you get a link to your site. And not only that, it's a targeted link because the content of your article will be related to the content of your website. It is best to post to as many article sites as you can. Every time Google sees a new targeted link to your site, it

will rank you a little higher. There are literally hundreds of article sites and they are all looking for fresh content. Post your article to as many as you can find. Presto! Now you have tons of back links. That is article marketing. It's that simple. And it's free.

At first, I manually posted to about seven article sites. This was fairly time consuming. I immediately notice a few extra hits to my site. But in order for article marketing to be cost effective to me, I needed a way to post to hundreds of article sites quickly and easily. Then I heard about article submission software. Basically, this software has a list of article sites in it and it guides you through the process of mass posting your article to multiple sites. So I posted the article to about 200 sites. Bam! Now my site is ranked #2 for a certain keyword combination. This is effective search engine optimization. This is article marketing.

That's it. Now you know how to make Google work for you. You no longer have to work for Google by paying for Adwords. Plus you can contribute a helpful article to the internet and make tons of money doing it. Put article marketing to work for you today. Write an article, post it, make a link, and make more money!

5: Top 5 Ways To Generate Low Cost Website Traffic.

Creativity.

This is one virtue a site must possess to lead the race in the ruthless competition in the Internet based business. With so many competition and rivalry going on, every method of marketing must be employed and utilized.

It doesn't matter if you have a killer product or a fantastically designed website, if people don't know that you exist, it doesn't matter, and you are not going to make it big. Worse of all, your business could just get killed.

While there are so many methods and schemes used by so many e-commerce sites today, there are still some of those that can help you with an extra boost in the popularity ratings. One of these is the so called Viral Marketing.

While the term Viral easily depicts a virus, a word very much dreaded by all computer owners, it is not what it seems. You do not actually use a computer virus to spread your business; on the contrary it just might kill you. Everyone has had enough of all those pop up ads and spywares.

Viral Marketing Overview

Viral Marketing also known otherwise as Viral Advertising is a marketing technique used to build the public awareness of one's product or company. They use many forms of media to reach out to the public without actually promoting

the product by riding on in other forms of addictive means that could get a person hooked and be obliged or amused to actually pass it on, with the product or company advertisement along with it.

In a nutshell, companies ride on the idea that if people like the content of a media they will pass it on to their friends and family. They sponsor the certain media, such as a cool flash game, funny video, amusing story and such, which one may pass on to another with the company brand or logo or the products description or any other content to help promote the company or its product.

Viral marketing has become a popular means of advertising and marketing because they are relatively low cost. To avoid being tagged as spam mail, viral marketing counts on the eagerness of one person to pas on the product. If a person sees the name of the person they know as the sender, they won't block it and open it as well.

Many companies offer incentives such as discounts and rebates when they help in spreading their viral marketing. They rely on the number of recipients a viral marketing gets from one person in determining the amount or number of incentive they can be attributed with.

Using Viral Marketing to your advantage

The main and foremost advantage of viral marketing is that you get a lot of publicity and public awareness about your site and your company. You get to generate a flow of traffic that are potential customers. With a little ingenuity and imagination, plus some incentives or prizes, you can reach out to a great number of people and announce your existence.

Most every site and companies are catching on to the effectively of Viral Marketing and Advertising. Not using it could kill your business. Along with other schemes and methods in promoting your site, like Search Engine Optimization and such, viral marketing could easily push you ahead in the rating games.

Viral Marketing could be a sneaky way to get people to know about you and your company. You get them to pass your advertisement along. They are also very low cost that not investing in it could be downright a business suicide. All it takes is a great idea, a good addicting game, a funny story many ideas are still out there. Create a gossip or a buzz, many movies are promoted by using scandals and gossips to make them moiré popular. Remember the movie "The Blair Witch Project"?

Many big companies have tried viral marketing and have had many success stories with it. A classic example is Microsoft's Hotmail. They were the first known big company to utilize the scheme and it has worked wonders for them.

Now it's your turn to use viral marketing to work wonders for you. Act now and reap the benefits Viral Marketing will provide for you and your sales figures.

6: How to Use Web Directories to Boost Traffic to Your Site

You just got your website online. Everything is setup and you're ready to go. Excitement is high and the time has come to open your virtual doors to the millions and millions of Internet users around the globe. You put out the cyber welcome mat and declare your site ready for action. But, instead of sitting and watching the users trample over one another to get to your site, you see little to no traffic.

Don't worry! This is something every webmaster goes through and is to be expected. (Well, webmasters in the late 90's expected to launch their site and be millionaires the next morning, but times have changed since those wonderful days!)

But there are some quick and easy things you can do to begin building your 'link network,' which will ultimately help drive traffic to your site. Since the Internet's conception, the notion has been that sites link to one another, while web surfers click from place to place. Thus, the challenge begins: Get your site linked to as many others as possible.

You can start contacting other websites offering to trade links (but be prepared to invest a lot of time); you can buy links (but be prepared to fork out some cash); you can join link-trading programs (but be prepared to get a lot of irrelevant sites linking to you); or you can start submitting your website to web directories.

What Is A Web Directory?

A web directory is a compilation of sites organized by category or topic. Most web directories have multiple levels of categories, progressing from general to highly specific. In addition, a web directory editor will likely have to approve your site, lending it at a certain degree of credibility. Being listed in a directory ensures that if a web surfer finds their way into a specific category, they don't just see your competitors, they see you! And, if they can see your link, they can click it, producing traffic to your site.

A Web Directory Listing Helps with SEO

If you have a website, you undoubtedly know the importance of ranking well in Google and other major search engines. These search engines count links from other sites as votes for your site, which helps determine your ranking, or position in the search results. There are a lot of other parts of the algorithm and this brief explanation doesn't do it justice. However, it serves the point that links improve your ranking, and that's something every website owner needs to know.

A link in a directory that is spidered by Google (and a lot are) will count as a vote for your site. This improves your ranking, and yet again helps drive traffic to your site. It's important to note that not all directories help with SEO. Sometimes, a web directory will link to your site through a special URL that is often a programming CGI script. If the URL is not a direct link to your site, then the search engines don't count it as a vote. Therefore, it's best to pick directories that offer a direct one-way link to your site. (This way, you get more bang for your buck: traffic from the directory and improved search engine ranking.)

Relevancy Matters

If you trade links with random sites, then you are theoretically building your 'link network,' but you are sacrificing the quality of that network. Web searchers who are looking for information on a particular topic often use resources that link to a variety of sites related to what they seek. This makes web directories the perfect destination.

Since directories are categorized by topics, a person can arrive in the directory and have one-click access to a variety of resources. You definitely want to be one of those resources! Plus, when the other search engines pick up your link, it will count for more since it is surrounded by relevant content, which is most likely filled with your important keywords.

As you build your link network, you'll continue to see increased traffic. And if you use web directories as your vehicle, you are essentially paving more paths to your site. Several good submissions in popular directories will help get you rolling. The best part is that many directories are free, so this jump start won't even hurt your bottom line.

7: How To Use A Tell A Friend Script To Drive Traffic Today?

More and more webmasters have the recurring dilemma on how to increase the flow of traffic in the websites. During the past few years many methods that been developed to solve this predicament. While most of them would work there are those that would not make even a small impact.

One of the methods that have spawned many success stories in driving traffic into websites is viral marketing. Viral marketing makes use of the tendency of a person to share something to find informative, entertaining or amazing.

Many companies bank on this behavior to spread their products and increase the popularity of their company or their website. Viral marketing makes use of many

mediums in enticing this behavior. It might be in the form of an interesting story, an addicting flash game, an amusing video and many others that may catch a person's fancy.

This ingenious form of marketing is typically low cost and is a wonderful tool for any company to utilize. The benefit greatly overshadows the cost or efforts to initialize this marketing scheme. Any website would greatly benefit that viral marketing.

Tell A Friend Script

One of the easiest methods in viral marketing is using a tell a friend script. This is a simple programming script that you can attach to the programming of your website. Generally, tell a friends script are installed in pages where a media is placed so that a person can easily send the media to any of his friends or his family members.

The basic concept of a tell a friend script is a script wherein a person may input his name, e-mail address, the recipient's e-mail address and send the media to the intended recipient much like an e-mail with an attachment. As the recipient receives the e-mail he wouldn't think of the mail a spam mail because he would see the sender's name as someone he or she knows and trust.

Tell a friend script eliminates greatly the chances of being blocked because they use the information inputted by the sender. This allows for wider spreading of this marketing method. It can be quite sneaky but it is very effective.

With the e-mail sent and opened the sent media will either be read, viewed or played. Also along with the mail would be a brief description of the company or site that sponsors the media sent. This allows for the introduction of either the site, company name or its products. The along with it is another tell a friend script.

Then the process begins again. As more people use the tell a friend script, more and more people will know of the existence of the sponsoring company or site. People who read the ads inside the mail who liked what they see would go and click on the link and visit the site. This drives traffic into the site resulting to great number of potential customers.

Tell A Friend Script Availability

A tell a friend script is very simple and does not require a complicated method of programming. In fact, you can copy paste a script and simply put it on an intended page. Finding one is even simpler. All you have to do is go to a search engine and type in the search box "tell a friend script" then press enter or click go.

In the search results page you will see many links that will direct you to a site where you can get a tell a friend script. It would just be a simple matter of looking and searching for the script and copying it to your intended web page.

With a tell a friend script viral marketing strategy you can drive traffic into your site which could potentially spell profits. This is a simple harmless script that offers great benefits for low cost paired with great creativity and foresight.

It is imperative that you have patience in using a tell a friend script. If your chosen media doesn't get the mileage that is expected of it, it may take some time before it gets spread or shared. But surely many people will see your ads and there is great probability that they will visit your site increasing your traffic flow.

8: How to Reach Number One in the Search Engines for Your Keywords

If you are wondering which is the best way or even how you reach number one or the top ten in the search engines, then this is the article for you.

In my opinion it is not rocket science. As long as you have a well designed and optimized website the most important thing you need is backward links and lots of them. These links should have different link texts which even though different will always include your keyword. For example if the keyword is stuttering the link text could be, stuttering therapy, stuttering information, stuttering treatment, stuttering help or stuttering advice.

There are two types of backward link, reciprocal and non reciprocal (one way links). A lot of people make the fatal error of obtaining many reciprocal links but hardly any or even none, one way links. This is not a good idea and you may even be penalized by the search engines for this.

Reciprocal links

It is very natural for a website to have many reciprocal links as long as they also have lots of one way links. To obtain any link can be difficult and time consuming and I personally recommend a program like link metro to help you to obtain these links.

One way links

Where possible it is of far greater benefit to obtain a one way link. Some people choose to purchase a link on a high ranking page of a website as it can be difficult to persuade a webmaster to include your link for no reason or benefit to them. If

you have more than one website you could however offer them a three way link exchange.

For me the best way of obtaining one way links is by writing articles like the one you are reading. People are able to use these articles on their websites thus creating a one way link. You also obtain a link from the websites you submit the article to such as:

<http://www.ezinearticles.com>

<http://www.searchwarp.com>

9: How to Drive Laser Targeted Traffic 7 Ways that you can use, and really benefit from.

As an affiliate marketer you may have all the attributes needed to be able to succeed in such a business. You may have the necessary drive, diligence and perseverance to be able to understand how the system works. You may even have all the tools necessary to maintaining the business, including a really unique and interesting website which could earn you a fortune. If only the whole world could see it!!

However, all these would prove useless if you don't know how to drive traffic to your business website. Your business would sink into oblivion together with all the sales, fortune and dreams that you might have realized if you only knew how to actually drive traffic effectively.

Getting people who matter to see your website is a difficult undertaking if you consider that there are rivals everywhere waiting to cut your legs out from under you. The immensity of the internet as well as the affiliate marketing world has given birth to fierce competition between affiliate marketers, each of whom has his own great product to offer.

With all the websites piling on top of each other, how would you be able to stand out? These seven best ways to drive laser-targeted traffic to one's own website should help those who are bent on sticking it out with affiliate marketing.

1 - The first step in driving traffic to your website is by relying on search engines and what they can do for the affiliate marketer concerned. Because they are popular for driving free targeted traffic, they should not be ignored by any means. Having top search engine rankings is vital to building popularity links, and the use of the right keywords is important in attaining this goal. Once a website is on top of the list, it is easily accessible to anyone who wants to find it for himself.

2 - The second way in driving traffic to your website is by contacting other webmasters for a possible link exchange partnership. Locating websites that are related to yours is the primary task. Once there, you should be able to establish communication by personalizing everything as much as possible. It is then possible to make reciprocal link exchanges between webmasters whichever way you, the affiliate marketer prefers.

3 - The third way is through writing your own articles. or a t least posting relevant guest author's articles on your site. This is an effective way to promote a website, because good content is appreciated by readers and will lead the reader to visit your website out of sheer curiosity.

If satisfied with the quality and quantity of your content, they will come back, and what is more powerful than repeat visitors who have grown to trust you and your write. At the time of this writing, Best Affiliate Products reached 300 pages of great content. Search engine traffic is increasing daily, and people are staying longer and reading more pages.

4 - The fourth is through joining affiliate programs. Having affiliates to do the work means allowing them to bring tons of traffic to the merchant's website through their promotion of his product. Skyrocketing sales would be realized as a result, and both the affiliate and the seller will benefit from the situation.

5 - The fifth way is through joint ventures. This is one of the most effective ways of promoting a product or a service. Having a partner with a targeted list is beneficial to both parties, as it allows them to reach a wide customer base in a short amount of time.

6 - The sixth is by having a list of subscribers that you can write to as needed. This is your most valuable asset. The use of autoresponders to send out your personalized newsletters is the best way of benefiting from your list. Letting them know about new products and services through a cleverly prepared regular newsletter is almost a guarantee of success.

7 - The seventh is by knowing your market through and through.

It's important for traffic to be targeted to those who have a special interest in the theme or topic of your website. This way, a solid customer base is going to be created. Once a potential customer shows an interest in your website and your newsletter, then don't lose them by failing to provide great information they're looking for.

Traffic generating strategies are important in making your affiliate marketing career surge forward. It's always to your advantage to plan your moves in whatever business you undertake. This is particularly so in affiliate marketing. Once you know how to get people to see what your site has to offer, then you're on the right track to affiliate gold.

Now it's time to move forward, by taking action on these tips.

10: Make Your Web Site A Traffic Magnet

Creating a brilliant and flashy looking web site is one thing, but, making it a magnet to drag people back to it is another. It's not just a case of advertising and driving traffic to your site it's about holding people when they get to your site and just as importantly get them coming back again and again. The best business is repeat business. The best visitors are repeat visitors.

Here are just a few ways to keep people coming back and they may buy every time but the more they come back the more sales you will make.

One of the simplest ways is to give visitors free subscription to your e-zine. As almost every man and his dog are publishing an ezine nowadays, it's so important to give something extra with the free subscription. You could offer a free gift, such a free report full of useful and up to date information or advertising when people subscribe.

Provide your visitors with free content. Your content will be more attractive to your visitors if it's up-to-date or original. It's a good idea to offer people the option to reprint the content in their ezine or web site. This is a very powerful tool as the resource box will advertise for new visitors as well as turning them into repeat visitors.

Offer a free online directory. Your directory could be full of interesting e-books, ezines, web sites etc. If people find your directory to be a valuable resource they will visit it over and over. As their trust in you grows they will visit other parts of your site.

This next one is a real magnet attracting tons of traffic; give your visitors a free e-book. In the book include your own and allow other people to give it away. If you don't want to or haven't got the time to write one, you could ask other writers permission to use their articles.

Here's a killer blow you can strike with, hold free online classes or seminars. They could be held in your web site's chat room. The idea of "live" information will definitely entice people to visit your web site. You will become known as an expert on the topic.

Human nature makes us like anything that's a freebie!! So give visitors a free entry into your contest or sweepstakes. The prizes should be something of

interest or value to your visitors. Most people who enter will continually revisit your web site to get the results.

Why not let visitors download free software. It could be freeware, shareware, demos etc. Imagine you could even turn part of your site into a free software directory. If you created the software, make sure to include your ad inside and then let other people give it away.

You could offer free online services or utilities from your web site. This can be anything from search engine submitting, copy writing proofreading, etc. You need to make sure that the service or utility will be helpful to your target audience.

Offer free consulting to your visitors. This you can do by offering your knowledge via e-mail or by telephone. As consulting fees can be very expensive this will be considered a huge value by your visitors and keep them coming back time after time.

Finally, consider creating an online club as part of your site. You could offer free membership to those who visit your site. For being a member you could give away a free members only ezine

Any or all of these methods will make your site a traffic magnet, most importantly a REPEAT TRAFFIC MAGNET

11: Free High Quality Traffic

Imagine getting free high quality, targeted traffic to your website. How much would that be worth to you? What if you could get it for free?! Sound too good to be true? Its easy, and its free!

Imagine being able to promote your website, establish credibility and build a solid customer base just by pressing submit! You can get free publicity by writing articles that publishers can post in their newsletters or post on their website. By submitting your content to article directories, you can potentially reach tens of thousands of Internet users. If your article is good enough, you may find out that it gets published in an e-zine that is read by millions of subscribers across their network. How much would you pay for that kind of exposure? The good news, is that you don't have to.

The key to finding success in article submission starts with and ends with your content. Not surprisingly, if your article is well written, and compelling, with an attractive call to action, you will get the results you are looking for.

Here are a couple of tips for you:

a) Keep the articles short. The average attention span of most internet users is short. If you write a long expose on your product, you're likely to lose their interest. Keep the article to approximately 750 - 1000 words. If they are interested, your resource box will direct them to your site, where they can learn more.

b) Keep the article focused. Focus in on one tip or solution. Sell the reader on the idea that you can provide them with answers they are looking for. This will get them interested in visiting your site to see what other tidbits of information your site provides.

c) Keep It Simple. While you may be well versed in your product and solutions, you want to attract a wider range of potential customers. By keeping the article in simple terms, you can attract both the experienced and the novice to your solutions. Speak from your experience, which builds credibility with your reader.

d) Don't gain the credibility and integrity you have built with the reader, only to lose it with grammatical and spelling errors. Have someone proof read your article.

e) Avoid selling. You have a website for that. Provide advice that has value based on your experience. This will entice the reader to go to your site to learn more. Avoid using affiliate codes within the body of your site, since this will make your advice look biased. Also, publishers want quality content. Sell them on the fact that you can provide solutions to their problems, not to the product you are pitching. Let your website do that when they visit you.

f) Work just as hard on your resource box as the rest of your article. Your resource box provides your chance to invite them to your site, which is how you will get instant, high quality, targeted traffic. Keep it to a maximum of 6 lines. Remember to link your keyword to your site. This will help improve your search engine rankings for that key phrase.

g) Before you submit: Follow the publishers guidelines. If you don't follow the guidelines, its likely that you will find that your article will be deleted and an opportunity lost.

h) Use an attention grabbing headline. Like a sign in a store front that catches your eye, if you use an attention grabbing title, the reader will instantly want to know more.

There are several websites that will publish your articles. Go to Google and type in the words 'submit and article + your area of interest'. You may also want to consider purchasing Article Announcer which will help to automate this process. While it may appear expensive, this software package is worth it if you plan on submitting several articles to ezine directories.

12: Traffic Generation Secrets Through Tagging

Have you picked up all the buzz about Tag and Ping? Tag And Ping is the most recent craze hitting the internet - bringing instant exposure and back back links to sites. A whole new system of getting information, and a whole new ballgame for webmasters to play!

Tagging is a new system to mark things on the internet. In the ancient days search engines would spider a web-site and determine what it was about; with tagging, people determine what the content is about and "tag it". This tag then serves the purpose as a short description of a webpage, or the category it fits in.

This brings about a whole new way for web page owners to find out what people are searching for, and then creating pages that are deserving of attention, and easy to find. Book marking pages are a great method for web page owners to do research. Just take a look at popular tags and then look at what pages are being bookmarked the most. Pay attention to those pages to get an idea of what you should be writing about. Put a new twist on it and you will find that your web page will gain in popularity as well. Bookmark pages are also great for figuring out new subjects to write your own information products about. They are also good for figuring out new niches to jump into.

After you have tagged info you ping the tag-search-engines and they rapidly come and index your pages according to the tags. You then appear at the top of the listing until somebody else creates other pages for that tag.

No more relying on old obsolete search engine algorithms. Real individuals tagging real sites bringing real targeted traffic. No more squandering time looking through search engines for relevant information. Just enter your key phrases and see what other individuals have found interesting!

The growth of tagging has brought about the term "Social Book-Marking". individuals are now starting to create bookmarks on central websites, instead of on their private computers. individuals surfing the web "tag" the sites they find newsworthy and they then appear on bookmark search engines. Other individuals interested in the same subjects can then come and find real pages, voted for by real humans.

If you are creating a web-page for a "hot" tag that everybody is searching for, you'll get instant highly targeted traffic! Not only this, but the main search engines pick up on the tags and you will get back back-links from the engines with the tag listings!

If you missed out on the "blog and ping" wave you will want to get in ahead of time. Tag and ping is going to be a massive trend and is shifting the face of the web forever. Find out more about the technique that has all the underground experts in a dizzy tizz: [Tag And Ping Site](#)

13: Good Traffic And Bad Traffic

Getting traffic to your website is a very important part of online marketing and sharing information with people but are you getting traffic to your site that is actually interested in your site or are they just using up your bandwidth?

If all you want to do is get traffic to your site then you can easily go and purchase something like 10000 visitors for fifteen dollars but do you really think they will do you any good, because I don't. What you want to do is get targeted traffic that comes to your site because they are interested in the subject of it and really want to see what you have to offer. This is much harder to do.

Here are a few methods of getting good traffic and a few of getting bad traffic.

Good:

1)Link exchanging with other relevant sites. You can put a description of your site beside your link, therefore the visitors you get will already know what they are looking for and will have decided themselves that they would like to visit your site.

2)Search engine optimization for the keywords that your site is about. When someone searches for a term, they are looking specifically for sites around that term therefore if your site is well optimized for good keywords then you should be able to gain some quality visitors from the search engines.

3)Free ebooks and reports are excellent as you can provide quality information about your subject and then link to your site from within the product. Doing this will mean that people will first read your product if they are interested in the subject, enjoy reading your product and then want to get more information and that is when you can give them a link to your site.

Bad:

1)Buying loads of visitors for a few dollars. It is possible to buy good traffic but only when you are in control of how they find your site. You will find that most companies that offer traffic for a price will normally only send auto surfers and people who are not in the least bit interested in your site to it.

2)Auto surf programs are not a good source of traffic as people will just leave their computer on and let it surf from site to site without anyone actually getting to view and stay at it.

3)Advertising on sites that have absolutely nothing to do with yours. If you have a site about cooking, then you will have very little success by advertising on a site about computer games. That's just an example of the top of my head but I mean that you should not advertise on sites that are not related to yours.

There are many different ways to get traffic and many of them work very effectively, however, I would definitely advise anyone not to simply go out and look for ways to get any sort of traffic but instead look for ways to get good traffic that is actually interested in visiting your site and seeing what you have to offer.

14: How to Pull in Free Traffic and Delight Your Visitors

Content is king and keywords count when it comes to attracting search engines but any old content will not do if you also want to keep your visitors coming back for more (more clicks on your AdSense adverts, more opportunities to buy your products...).

The typical content you get from many sites selling articles (the so-called Private Label Rights or PLR article sites) will have your visitors clicking away from your site faster than the speed of light.

What keeps your visitors on your site and turns them into repeat visitors is quality information.

Can you achieve that without?

* toiling for hours researching and writing original articles

* using content from article sites which you pay for with the author's link (leading visitors right out of your site)?

Yes you can, if you choose your PLR articles with care

1. Use quality articles

Make sure that the articles you select impart useful information. Did you learn anything from reading it yourself? Will your visitor find it helpful or get annoyed at the time they wasted clicking on your link?

2. Keep keywords natural

It's a good idea to "seed" your PLR article with the keyword or keyword phrase you are trying to target with your web page to attract the search engines. But don't add so many keywords that the reader thinks you don't know how to write and the search engines suspect you of spamming them.

3. Add your own ideas

There are a number of dubious utilities around which will automatically add content to your articles "to make them unique". Actually many add words which make no sense at all in the context of the article. All that means is you can kiss goodbye to your visitor - they won't be back. If you use these content generators make sure the article still makes some sense.

Far better however is to actually take a couple of minutes to read the article and add to the information given if you can. If it's a subject you're not familiar with try and combine your articles in a different way or do a little research to add a new point. Then you really are providing value to your visitors with just a little extra effort.

4. Pay only for what you need

You will generally find that PLR articles are for sale in membership sites where you get hundreds of articles each month and thousands of members have access to the same articles. Unfortunately the vast majority of articles are poor quality and cover subjects which have no relevance to your websites! Instead use a PLR site which offers packs of quality articles to a limited number of people and will let you pay only for those packs you choose to use.

15: Guaranteed Hits, Guaranteed Visitors - Don't Waste Your Time

100,000 Guaranteed Hits, Only \$69.99!

I know you've seen this type of advertisement or website slogan, especially if you're new to internet or affiliate marketing. If you're anything like me, your mouth starts to water and your mind starts spinning at the possibilities! Then, the calculator comes out...

"Let's see, if I purchase 100,000 hits for \$69.99, and my new affiliate program pays me \$20.00... that means if ONLY .1% purchase the product, I'll make \$2000, which is \$1930.01 in PROFIT! Woo Hoo! I'm gonna be R-I-C-H!"

Wrong. If you're new to internet or affiliate marketing, don't fall for the hype. You're not going to find any successful marketers using these types of services. Oh, we've all been there and done that, so we don't blame you. But if you can learn from other's failures and wasted time, money, and shattered hopes, do it NOW.

See, affiliate or internet marketing is all about TARGETED traffic (don't fall for the 'targeted' guaranteed programs either - they too don't work). The formula is simple, send targeted traffic to a relevant, well written website with a quality product or service, and you'll make sales.

See, with 'guaranteed hits' programs the traffic just isn't targeted enough, or at all. I don't care how many times you show me a website selling pink mini-skirts, as a 6 foot 7 inch guy weighing in at 260lbs... I'm just NEVER going to buy! You MUST give your website visitor what they want, and what they expect to see when they get to your site. Simple.

I'll go ahead and speak for all of the internet and affiliate marketers out there and help you refrain from wasting your time and money. These 'guaranteed hits' programs just don't produce. I have personally made this mistake and I have purchased over 1,000,000 (yes, One Million) 'guaranteed hits' from various vendors. I have spent hundreds of dollars - with not ONE sale. Nope, not even one dollar earned.

I even paid good money to become a reseller for these programs so I could purchase the hits at wholesale! Not ONE sale, ever. Let me save you the heartache and hopeful feelings. Making this mistake and wasting that money almost made me quit affiliate and internet marketing outright. I'm glad I didn't though... I'm steadily increasing my results, and my income, with the proper techniques.

Once again, don't waste your time or money on **any** kind of 'guaranteed hits' program or service. Instead, take your time and money and point them towards the resources that will actually work. Lead capturing, autoresponders, viral eBooks (with quality content), and joint ventures are examples of excellent methods and tools to use.

16: The Top 10 Ways To Increase Your Traffic Today

Anyone developing an online business, no matter what their subject or niche, has one thing in common with every other online business developer, and that one key component is traffic. Everything you read or hear on the net about creating a successful online business will always stress the importance of generating traffic.

We all know this to be fact - without traffic, we have no business. Naturally, a good product and a sound business plan are essential for success, but assuming these to be in place, getting traffic to your site is probably the number one issue facing most online businesses. So, as everyone is in agreement about this key need, let's get down to the 'ins' and 'outs' of how to increase traffic flow.

You may be just starting out with your new site, eager to tell the world about your product, or you may be a well-established 'old-timer' trying daily to find new ways of getting your message out there. Which ever you are, the fact remains that you are faced with a very competitive marketplace. To succeed requires constant re-evaluation of your market and to find new and improved ways of getting that traffic to your site.

Whenever possible, the best place to be is one step ahead of your competition. Keep an eye on what your competitors are doing and improve on them. Don't just copy others' ideas, find a new twist, a new angle a unique way of drawing people to you. It's so often the most simple measures that carry the gold and within a very short time, your site can be receiving hits like never before.

To get things rolling and start prompting a stream of ever-increasing awareness (and therefore traffic) to your site, here are some essential tools for making that truly possible;

1. Write some good, useful, inspirational articles to direct traffic to your site

Do your research, See what information people are searching for, both through the search engines and in the forums. Submit these articles to article directories, ezines and to other sites who are in a similar market to your own.

Always, include your details and the all important URL of your site, in the resource box. Try not to make the article appear as an obvious advertisement of your product or business , but as a source of valuable information which others will find of use. This way, you will be respected for your knowledge and promote interest in both you and what you're involved with. People will want to check you out!

2. Spend a little money and start some good advertising campaigns

This is by far the fastest and most effective way of directing targeted traffic to your site. Both Goggles' Adwords and Yahoos' Overture are the indisputable leaders in this field. An ad with either of these guys will give you immediate exposure to a waiting world of budding customers. Just follow the simple rules and guidelines laid down for each and you could soon be receiving a vast return on your initial investment. Start slowly with a small daily budget and 'tweek' as your campaign unfolds.

3. Optimize your web pages

Again, do your research and make sure that you have the best keywords on your pages. Search engines look for these keywords and with them, determine your sites' ranking in their lists. The right words in the right place can shoot you to the higher listings and get you seen more easily when people search.

There's lots of information on the web on how to achieve this if you want to do it for yourself. Alternatively, you may wish to use a paid service for even better results.

4. Trading Links with other sites

By getting your site listed on another person's site you are multiplying your exposure in an instant. Any visitor to either site is immediately presented with the other persons' URL after just one search. Each sites efforts have a double effect by generating potential traffic to either site. Apply this across a few sites and you can see how dramatic the effect can be.

5. Start Some Viral Marketing

As the name suggests, this is all about starting a virus, spreading from person to person, site to site - only, you are the source of the virus and it has your name on it! Write a report, ebook, article or whatever and give it away for free. Just ensure that your link is on or within the report, etc. so that all people who have access to it are directed back to your site. This can be one of the most effective free traffic-generating methods available to you. Be creative, send it out and wait for the results.

6. Start An Ezine or Online Newsletter

Once you begin to tell people about yourself, they soon begin to develop a relationship with you and feel that they can trust you. Keeping people informed through a newsletter will depend this relationship, create long-standing customers for you and will encourage these customers to tell others about you, bringing further traffic to your site.

7. Participating In Forums

Forums or online communities are places where people of a similar nature and interest come together to share news and exchange ideas. In these places, it is possible for you to show your expertise and skills and establish yourself as someone worth listening to. People start to trust you and look to you for some of the answers to their needs. Through this, traffic to your site will naturally occur. Again, be yourself, do not try to sell in these places simply allow others to seek you out.

8. Offline Advertising

Often overlooked by web-based businesses, this can be a highly effective way of boosting your traffic. Bumper stickers, business cards, ads in shops, fliers are but a few ways of getting your word out. Be creative and let people know you are in business.

9. Email Signatures.

Every time you send an email you are contacting a potential customer, whether they know it or not. By placing a simple one line ad with your URL at the end of every email you are projecting your existence to anyone curious to find out more. Don't miss out on this simple but powerful free tool.

Getting traffic to your site does not have to be an expensive business. With consistency and patience, using just a few of the above techniques can have traffic knocking at your door in no time at all. Structure your approach and follow a plan, learn from your efforts and reap the rewards.

17: Wise Spending Advice When Advertising To Pull In Traffic.

Are you chasing search engine traffic and thinking about your options? Just about anybody in an internet business these days would like to boost traffic to their website no matter what their niche, service or product is.

The purpose of this chapter is to point out wise ways to advertise to boost traffic to your website. You are probably aware of the ways but may never explored putting them into practice. By making you aware your options hopefully you can move one step forward in your marketing campaign.

Obviously search engines have the probable answer to drive a steady flow of the right targeted traffic to your website. Find below 3 essential ways to consider when it comes to driving traffic to your website.

1. By placing search engine optimized pages that are keyword targeted on the internet to draw the attention of search engines that will direct traffic to your main website,
2. By getting an advertising account with Google and starting a pay per click campaigns using your suite of selected keywords that target your product, service, or niche. There are other pay Per Click advertisers besides Google on the web that are cheaper, but you may receive less traffic from them.
3. By finding, or writing unique content for your websites main page that focuses on highly targeted keywords, carefully inserted, that may likely trigger a search engines query leading to your site. Your content must also be interesting to keep the attention span of your visitors for a return visit and possible sale.

If you are running your online business on limited funds you may want to consider options 1 and 3 as your solution. Pay Per Click advertising can get spend at times and to do the job properly you need to do keyword research using special software to analyze the competition and find the keyword phrases that have high click through rate.

Your best option might be using Private Label Content on your website. With Private Label Content you can do whatever you choose with the content from rewriting to suit your needs and even claiming yourself as the author.

Private Label Content is written by professional writers with expertise in there field or niche and are usually keyword rich on a topic.

The best place to find Private Label Content is by searching the internet for Private Label Membership sites that use professional writers and ghost writers to furnish the material, This kind of content is well written for your niche and because membership sites usually put a limit on the amount of members that can join, so your assured the content is not spread to the millions on the internet. Private Label Content can be used for your blogs, newsletters and website. With PLR content you will never run out of fresh content for your website and this will be the fuel that feeds search engines and brings visitors to your website.

Hopefully I have given you some insight and ways to advertise wisely on the internet to drive targeted traffic to your website for more sales.

18: The A to Z Guide to Getting Website Traffic

In September of 1999, Brett Tabke wrote "26 Steps to 15k a Day" in the Webmaster World forum. A lot has changed since then, and now is the time to consider a new 26-step plan that meets the current needs of webmasters in 2006.

Some of the old ones still apply (writing new content everyday, for example), and some don't (submitting to the search engines is no longer necessary), and we're here to tell you which is which! As you probably already know, bringing in traffic is not easy - it takes hard work, determination and lots of elbow grease. So if you're ready, roll up your sleeves and follow these 26 simple steps, and within just one year you will generate enough traffic to keep you busy for a long, long time!

A) Keyword research

Before you do anything else, use a keyword research tool and do an extensive job researching the right keyphrases to use for your site. What keyphrases are your direct competitors using? Are there any keyphrases that create a potential for market entry? Are there any that you can put a spin on and create a whole new niche with?

B) Domain name

If you want to brand your company name, then choose a domain name that reflects it. If your company is Kawunga, then get www.kawunga.com. If it's taken, then get www.kawungawidgets.com. No dashes and no more than two words in the domain if appropriate.

C) Avoid the sandbox

Buy your domain name early, as soon as you have chosen your keyphrase and your company name. Get it hosted right away and put up a quick one page site saying a little about who you are, what you sell, and that there will be more to come soon. Make sure it gets crawled by Google and Yahoo (either submit it or link to it from another site).

D) Create content

Create over 30 pages of real, original content on your site. This will give the spiders something to chew on. It will also give you more opportunities to be seen in the search engine results for a wide variety of key phrases.

E) Site design

Use the "Keep It Simple" principle. Employ an external CSS file, clean up any Java Scripts by referring to them off the page in an external file, don't use frames, use flash the way you would an image, and no matter what, do not create a flash site. Do not offer a busy site with lots of bells and whistles to your visitors. Keep things nice and simple. Make it easy for them to find what they are looking for and they'll have no reason to look anywhere else.

F) Page size

The less kilobytes your page uses, the better - especially for the home page. Optimize your images and make sure the page loads quickly. Most people and businesses in the Western world may have high speed, but cell phones and other countries might not. If your site loads slowly, you may have already lost your visitor before they've even had a chance to browse around.

G) Usability

Make sure that your site follows good usability rules. Remember that people spend more time on other sites, so don't violate design conventions. Don't use PDF files for online reading. Change the colors for visited links, and use good headers. Look up usability for more tips and tricks, it will be worth your while.

H) On site optimization

Use the keyphrase you have chosen in your title (most important), your headers (when appropriate), and within the text. Make sure that your page/content is ABOUT your keyphrase. If you are selling widgets, than write about widgets. Don't just stick the word widgets into the text.

I) Globals

Globals are the links that remain the same on every page. They are the reference for new visitors to keep them from getting lost. Sometimes they are on the left of the page, sometimes they consist of tabs at the top. Often they are in the footer of the page as well. Make sure that you have an old style text version of your globals on every page. I usually create tabs at the top, and put the text versions in the footer at the bottom of the page. Find out what works best for you.

J) Headers

Use bold headers. On the Internet, people scan they don't read. So initially, all they will see are the headers. If your headers don't address their concerns, they won't stick around long enough to read your content. Use appropriate keyphrases when you can.

K) Site map

Build a site map with a link to each of your pages. Keep it up to date. This will allow the spiders to get to every page. Put a text link to the site map on the main pages.

L) Content

Add a page every 2-3 days: 200-500 words. Create original content, don't copy others. The more original and useful it is, the more people will read it, link to it, and most importantly of all - like it enough to keep coming back for more.

M) White hat only

Stay away from black hat optimizing techniques. Black hat optimization consists of using any method to get higher rankings that the search engines would disapprove of, such as keyword stuffing, doorway pages, invisible text, cloaking and more. Stick to white hat methods for long-term success. People who use black hat optimization are usually there for the short-term, such as in porn, gambling, and Viagra markets (just look at your email spam for more black hat markets). These black hat industry sites are usually around just long enough to make a quick buck.

N) Competition analysis

Who is linking to your competition? Use Yahoo's "link:" service to see the back links of your competition. For example, type in "link:http://www.yourdomain.com" into Yahoo search without the quotes). Try to get links from the same sites as your direct competitors. Better yet, see if you can replace them!

O) Submit

Submit to five groups of directories:

1. Dmoz.org and Yahoo (local, such as Yahoo.co.uk, or Yahoo.ca, etc... if you can).
2. Find directories in your field and get into them. Pay if you must, but only if the price is reasonable.
3. Local directories that relate to your country or region.
4. Any other directories that would be appropriate.
5. If you are targeting the local market, make sure that you are in the Yellow Pages and Super pages (because search engines use these listings to power local searches)

P) Blog Start a blog about your industry and write a new entry at least once a week. Allow your visitors to comment or, better yet, write their own entries. This will create even more content on your site and will keep people coming back regularly to see what is new.

Q) Links from other sites

Simply submit your website to appropriate sites, asking that they link to your site as a reference because it will benefit their visitors. Don't spend too much time on this, if your content is good and original, they will find you and link to you naturally. Remember that Linking is Queen (www.redcarpetweb.com/promotion/0409.html#feature).

Stay away from reciprocal linking, links farms, link scams, and any other unnatural links. They may not necessarily hurt you, but Google tracks when you get a link, how long you have had a link, who links to the site that links to you, where you live, what you had for breakfast, and more (not really... but kind of).

R) Statistics

Make sure your server has a good statistics program. Use it! If you don't have access to a good program, then pay for one. Without the knowledge of who is coming to your site, from where, and how often, you will be missing out on some essential tools to improve your site.

S) Pay-per-click (PPC)

Sign up for Google AdWords and Yahoo Search Marketing. Spend money getting people to your site. Use it for branding too. This will create a steady flow of visitors to your site, and will make your site more accessible to your potential clients. You don't have to be #1, you don't even have to be #5... just make sure

you are on the first page of search results for most of your key phrases, when the cost is right.

T) Look ahead

Stay informed of what is coming up in your market. If a new product will be out next season, write about it now. Take advantage of being a first mover. The search engines, and linkers, will reward you.

U) Articles

Write an article once every week and get it published in as many online publications as you can (with a link back to your site). Include the article on your site. Not only will this create many links to your site, but it will also get people to click to your site, and most importantly you will become an expert in the eyes of your visitors. They may even begin looking for your site by querying your name!

V) Study your traffic

After 30 to 90 days you will have enough results to analyze in your statistics program. Go over them with a fine toothed comb. Get the answers to these questions:

- Where are your visitors coming from?
- Which search engines do they use?
- What queries do they type in?
- What pages on your site do they visit the most?
- What are the entry pages on your site?
- What are the exit pages?
- What path do they follow when they browse your site?

Use this information to tweak your site.

- Use the most popular page to encourage the visitors to make you money.
- Adjust the paths they use to send them where you want them.
- Figure out why they leave from the exit pages.

Also, see what search terms people use to find you, and fine tune your keyphrases. If you targeted "green widgets", but your visitors are finding you with the query "green leather widgets", then start creating content about "leather widgets"!

W) Verify your submissions

After 3-4 months, check that you got into Dmoz.org and all of the other directories that you submitted to. If you have not been included, then submit again, or better yet, write a polite email to the editor and ask why. Also, find any new directories that would be worthy of your submittal time and submit to them.

X) RSS feeds

RSS (Real Simple Syndication or Rich Site Summary) is becoming a powerful tool

for Internet marketers. You can quickly and easily add fresh content to your website. Article feeds are updated frequently, so you can give your visitors (and the search engines) what they want - fresh content! You can use RSS to promote any new content, such as new pages, articles, blogs, press releases, and more!

Y) Press releases

A press release is a written communication that you submit to journalists in the media (newspapers, radio, television, magazines) which are used to make announcements that are newsworthy. Create press releases announcing publication of any new articles or new company information or products. If it is interesting/original enough, a journalist may pick it up and write an article about it. Before you know it, your website address may get published in the NY Times.

Z) Keep your content fresh

Remember to write a new page every 2-3 days. I only mentioned it briefly, but it is probably the most important point in this article. Keep writing! Without fresh content, your site will gradually drop in the search engine results. To stay on top, your content has to be the most up-to-date, freshest, and most interesting and original content in your field.

Follow these 26 simple steps and I assure you that within one year you will call your site a success. You will bring in a massive amount of traffic from within your industry and watch as your business grows!

So start writing, and write yourself to the top!

19: Website Marketing Strategies - Reciprocal Links

Although it's very old, another good website marketing strategy is building reciprocal links for your site. Let's say that you've managed to build a site where you have great content, great tools or both. All you need now is people to find out about it.

Increasing your link popularity with reciprocal links will help your site to go up in the search engines. Although this kind of links are not so powerful anymore they can still give you some results. Besides the search engine rankings you will also receive direct traffic from the site you are linked with.

The link exchange process is not a hard one but it has its secrets and tricks. There are many factors and things to avoid that have to be taken in consideration. You have to know how to convince a webmaster to trade links with you, what sites to avoid and what sites to link with.

The first thing that you need to know is what is a reciprocal link. A reciprocal link is some kind of agreement between two webmasters. Both of them place on their site a link that points to the other one's website. This is some kind of win-win situation because both websites benefit from this linking, receiving direct traffic and increasing link popularity.

This website marketing strategy also involves a little trust. You can make links exchange with many sites but you don't have the time to frequently monitor them. So you'll just have to trust that the other webmaster will keep your link on his site. This situation could become really frustrating when you see that you still keep a link for a website but you're not receiving one back.

Don't think about this website marketing strategy as a quick scheme to get tons of traffic. I can ensure you that is not like that. There are many sites that have thousands of banners on them, but only half of them really work. Try to link your site with related and confident websites. This way you will also avoid linking to any bad neighborhoods.

In conclusion, even if the reciprocal links are an old website marketing strategy comparing to the new and powerful one way links they still can bring you some results. Just try to make your links exchanges as safe as possible.

20: Are Traffic Exchanges Really Worth Your Time?

You have decided to use one of the many traffic exchanges to get traffic to your site and still no sales. A traffic exchange program simply is not the most effective way to get quality traffic to your website. It's not my intention to knock the traffic exchange business but to point out to new web entrants that there should be other areas of concentration.

The basis of a traffic exchange program is simple: your site is shown to someone else (another network member) each time you view another site or two other sites. Some exchanges work on a 2:1 or 3:1 ratio that is for every three sites you view they will show your site once on their network. All of this is free because you are participating in viewing other member's sites as part of the program. The criteria for getting page views of your own site is that you must stay on each site you view for a specified time say 15-20 seconds in order to get your viewing credit. Each time you do this, you receive a credit. Remember though that you are viewing sites in a network and that those credits you are accumulating are being viewed by members just like you who are in just as much of a rush to get to the next site as you are.

What's the problem with this you may ask? Simply that the page views that you are working so hard to get are not being viewed by potential buyers of your

products but by other members whose sole interest, like you, is to accumulate as many credits as possible. Not an especially great use of your time unless you consider getting high traffic to your site is your only concern. It could very well be that your only consideration is to have a high ranking in the traffic ranking sites. Then utilizing a click exchange will get you there with a lot of hard effort on your part. Some may argue that a percentage of the network members will buy your product or service when viewing your site on the exchange. This is true but it is a very small percentage.

The point I am attempting to make is that traffic exchanges are not the best venue for getting quality views and potential buyers to your site. Spend your time instead on developing your keywords and META tags for the search engines, as they will be your best bet in getting the appropriate traffic to your site. There are some great books and sites available to help you get better rankings on the search engine sites.

PLR – Private Label Rights

More information everyday on:

www.raduprisacaru.com