

KILLER TRAFFIC GENERATION TACTICS



Generate Huge Spikes To Your
Web Sites Traffic And Sky Rocket
Your Sales, Leads And Popularity

Your Killer Traffic Generation Blueprint

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CHAPTER 1: KILLER TRAFFIC GENERATION TACTICS

1.1 Generating Traffic – The Next Important Thing

Did you know that many people don't know that generating traffic is the next important thing to do once you have constructed a website? It's unfortunate, but it's true.

This is more than likely the cause of a considerable amount of spam sites.

New entrepreneurs start a site, wait for traffic to come, end up disillusioned with Internet-based business – and instead look only to generate traffic, rather than to produce a decent site with reasonable content and products.

So why doesn't traffic immediately stream in after someone sets up a website? The primary reason is that traffic has to come from somewhere. It doesn't just drop out of the sky.

When it comes to “free” traffic, such as organic search engine traffic, that takes time.

There are an estimated **four MILLION** sites on the Internet. And guess what? You're competing with those sites for positions on search engines.

Now, what's important to note is that getting “traffic” isn't all that hard.

You can always purchase five hundred thousand “hits” for \$100, but if it isn't targeted to your specific category and clean (i.e. from reasonable sources), it isn't worth your time or money.

Instead, you have to find a way to generate traffic through viable methods and then recycle that traffic into repeat visits.

Traffic is the lifeblood of your business. Without a constant stream flowing through, your business will slowly begin to cease up altogether.

So don't forget: after you've created a viable website, generating traffic is the next important step.

Even more important is making sure that the traffic you generate is clean and targeted to your niche, so it actually converts into repeat visitors, buyers, and list members.

1.2 How Traffic Can Impact Your Website Profits

If you've spent any time at all reading Internet marketing or Internet-based business forums, you've heard time and time again how traffic can impact your website profits.

But can it really increase your profits? As I mentioned previously, it CAN, but in order to do so, it has to be targeted.

For this reason, you should avoid any traffic-generation scheme that looks too good to be true.

So how can traffic impact your website profits? Let's count the different ways:

1. **It can explode your sales.** Let's say you regularly have 20 unique visitors daily and most of them are untargeted. You might be able to go weeks without a single sale. Now, let's consider a situation in which you setup a joint venture and your partner sends a mailing to his or her list that generates 15,000 targeted visits over night. You could go from making less than one sale per day to over 1000 sales in a single night.

2. **Traffic can impact your website profits by helping you build your list at warp speed, too.** Again, consider how long it would take to build lists with the two models described above.
3. **Last, traffic can absolutely expose your personal (or your brand) popularity.** This can have an exponentially powerful effect on each of your successive product releases.

How else can traffic impact your website profits? If you have no traffic, you will also have no profits. It's simple.

If your site receives little to no traffic, you will have fewer chances to gain opt-ins in sales over any given period of time.

Moral of the story: traffic is important. Targeted traffic is even more important. If you don't have both coming to your website in a fairly constant stream, your website is in the process of slowly dying, not growing.

1.3 The Two General Ways of Generating Killer Traffic

Did you know that there are two general ways of generating killer traffic? One way is “free” and the other is paid.

Both require some investment, whether it be time or money, but neither is guaranteed to make money.

Additionally, the two general ways of generating killer traffic can be extremely powerful, but it all depends on who is controlling them.

For instance, you might be selling a product that could potentially make a considerable amount of money through paid traffic.

Additionally, by using paid traffic, you might be able to automate the process completely, so that you could begin another venture.

But what if you don't have any idea how paid traffic works, what sources to use, and how to use them?

More than likely, you'll use the wrong ones or the right ones in the wrong ways. There are far more wrong ways to advertise than there are "right ways."

Now, in contrast, if an expert, such as Perry Marshall, is using a paid advertising medium, such as Google's Adwords program, it can be an extremely effective means through which to generate traffic.

Not only can he make one of his own sites wildly profitable, but he can also generate wildly profitable traffic for people who are using Adwords the wrong way to generate traffic.

Again, in contrast, look at people who plaster trash FFA sites and free advertising forums with low quality advertisements.

They might spend hours doing it and really think they've accomplished something, but in the end, all of their efforts will come to naught.

But if we look at someone like Jimmy D. Brown, who generates most of his traffic virally by creating reports for free and giving them away for free, he can generate killer traffic in a matter of days without making any real effort. And he can do it all for free.

So what IS the most profitable form of advertising?

Neither free nor paid. They both can be an effective instrument for generating traffic; however, the amount and quality of the traffic generated will be determined by the person who is controlling the advertising medium.

CHAPTER 2: LEVERAGING ON SEARCH ENGINES

2.1 Search Engine Optimization Explained

Have you ever had search engine optimization explained to you thoroughly?

Do you understand it well enough to confidently implement it on your current commercial site and actually expect to see results in a matter of weeks or months

Or do you simply not care about search engine optimization because it has never worked in your experience?

Even if you don't understand search engine optimization in depth, if you can understand the following simple concepts, you will understand how you can generate traffic for free using search engines.

- **Search Engine Optimization Explained: Concept #1**

Search engines rank all pages on a website according to their relevancy in relation to keywords that searchers input.

The more inbound links a page has from similar websites of high quality, the better it will rank.

And the more relevant the content is on the page, the better it will rank.

Remember, all of this is determined in relation to keywords input by searchers.

If a site is relevant for the keyphrase “top hats” and has a significant amount of links from related sites, then it will rank high for that keyphrase whenever a searcher inputs “top hats.”

This does not mean that it will rank high for other related keyphrases or for unrelated keyphrases.

- **Search Engine Optimization Explained: Concept #2**

Keywords that receive a lot of searches also tend to have a lot of competition. This is also true of keywords that don't receive a lot of searches, but generate a significant amount of revenue per visit.

When targeting keywords for your site, you will want to choose the path of least resistance.

This generally entails choosing keywords that receive a lot of searches, but are not competitive.

- **Search Engine Optimization Explained: Concept #3**

Start by picking the low hanging fruit. Begin building a ladder that you will use to reach the higher fruit.

You can pick the low hanging fruit – the keywords that are easy to compete for – by simply building pages that are based around a keyword with traffic, but no competition. And you can build your ladder for the higher fruit by exchanging links with relevant sites and using that keyword in your anchor text.

2.2 How to Quickly Index Your Sites into the Search Engine

Have you ever wondered what it takes to get your sites indexed in search engines quickly without simply submitting them to search engines – which will guarantee that you're put in the sandbox – and without waiting for weeks or even months simply to get spidered?

The key to getting spidered is having your link on a high page rank site.

Since high page rank sites get spidered quickly, your site will get spidered quickly, too, as the spider moves through that site's linking structure.

So how do you go about getting your link on a high page rank site, so that it can get picked up by search engines faster than it normally would?

Well, there's a number of different ways in which you can do that.

To begin with, you can consider purchasing links on high page rank sites.

While it may cost you between \$10 and \$25 for a link on a page rank 5 or 6 site, the speed at which you are indexed will more than make up for this small investment.

Additionally, to make things better, you can always not re-purchasing once you have been indexed.

Another way in which you can get a link on a high page rank site is to post comments on high PR blogs that don't use "no follow" tags.

Make sure your post is a useful comment – and also make sure you include a signature file that points back to your site.

There are dozens of different ways in which you can get a link on a high page rank site without a considerable amount of effort. I've just listed a few of the easiest methods above.

The only exception to this rule is with the new MSN search engine, which accepts lists by request and indexes them within as little as 24 hours after submission.

2.3 How to Optimize Your Sites to Receive Free Traffic

Optimizing your sites to receive free traffic is a crucial part of site-building. Not only will it save you hundreds or even thousands of dollars in paid advertising, but it will also remain a permanent asset to your site.

If you decide to sell at some point in the future, you can simply show buyers your completely organic search engine traffic – and that will lift the perceived value of the site, even if you don't have high revenues.

So how do you go about optimizing your sites to receive free traffic from search engines, including Google?

The best way in which to go about this is to setup link exchanges with other site owners in your given niche. You can do this by joining a link exchange program, such as <http://www.linkmetro.com> (which is completely free) or you can hunt down these sites by yourself.

You will want to setup links with high page rank sites that are related to your niche.

Additionally, you will want to put your target keyword to optimize in the anchor text of your link.

This is what the search engines will look at when they determine what your site is about based on the link.

If you setup a large amount of link exchanges, you will want to vary your anchor text to include several different keywords – not just the one you want to optimize for most.

This will ensure that you receive traffic for a number of different keywords.

In addition to a link exchange campaign, you will also want to run a complementary content-creation campaign.

This will consist of creating new pages for your website based around keywords that are receive little traffic, but have no competition.

This will allow you to virtually dominate all of the traffic for that given keyword.

And there you have it: the basics of how to optimize your sites to receive search engine traffic – and all within a short article. Just get inbound links to your site and optimize pages for keywords that no one is competing for.

CHAPTER 3: MAGIC OF ARTICLE WRITING

3.1 How to Use Articles in Bringing Traffic to Your Website

Do you know how to use articles when driving traffic to your website? There are several ways in which you can do it; however, two are used more than any other method.

The first method is to submit to article directories. The second method is to submit to article publishers.

Regardless of which method you select, there are some basic protocols you should keep in mind when using articles to bring traffic to your website.

The first thing that you should keep in mind is that you should actually write a high-quality article that people will be interested in reading and will follow through all the way to the conclusion – and then the resource box.

The second thing that you should keep in mind is that your resource box must further compel them to go beyond simply reading – and jump to your site to consider whatever you are offering there.

You can do this a number of ways.

But whatever you do, remember to include a call to action right before you suggest the URL.

Additionally, when you write articles for directories, you will want to optimize for a keyword within the article.

While most don't take this approach – they only optimize articles on their own website – it is actually an excellent way to generate organic search engine

traffic for your articles (in addition to the traffic they receive from the actual directory's search engine).

Now, in addition to simply submitting your articles to directories to improve your natural search engine rankings and also to receive direct traffic, you will also want to submit them to publishers, as I mentioned above.

This isn't quite as easy.

For this task, I would personally suggest using a service such as

<http://www.thephantomwriters.com> or <http://www.article-marketer.com>.

Both of these provide excellent paid services for article submissions to both directories and publishers.

3.2 Tips on Writing Your Best-Distributing Article

As with anything in Internet marketing, there are no set rules that you absolutely must follow.

However, there are a number of simple guidelines that most marketers – no matter how creative they are – will go by, as experience dictates that ignoring certain realities will only yield failure.

The first thing you shouldn't ignore is the commonly held belief that writing a 300-400 word article will produce the best results by far.

This, quite frankly, is true. Unreasonably lengthy articles are more likely to turn a reader off than to intrigue them to continue reading.

And articles that are short or lacking content will similarly turn off the reader.

The next common tip you shouldn't ignore is that it is crucial to create a powerful, compelling resource box.

Many people simply leave a brief description of themselves in the resource box. But this isn't the best approach, unless you're hoping to get some dates.

A far better approach is to give them a brief synopsis of what your business is all about, what product you are selling, and why they might be interested in checking it out.

Additionally, make sure to leave it half-complete, so they have to actually click on your resource box link to learn more.

Another common tip you shouldn't ignore is that proof reading an article is important.

This is especially important if you're writing a batch of 5-10 articles to submit. It is easy to misspell words or make grammatical mistakes.

If you do not proof read your articles, your poor writing will reflect poorly on you and your business. It may turn some readers off enough to stop reading your article.

The last tip you shouldn't ignore is to provide actual, useful information without putting it in sales letter format.

Just try giving away secrets for free – if for one article only.

See how readers react. In most cases, when they're receiving better information, they will be more inclined to actually look at whatever you're offering in your resource box.

And there you have it: some “best practice” tips you can put into action next time you write some articles to submit to a directory or publisher.

3.3 Where to Submit Your Articles for Maximum Exposure

In contrast to popular misguided notions about submitting to directories, more isn't always better. In fact, submitting to 1500 directories, when only 30 of them will be around in 5 months is a total waste of time.

Don't waste your time submitting your articles to every directory in existence. Instead, limit them to the best directories available.

I personally suggest the following directories for maximum exposure:

- <http://www.ezinearticles.com>
- <http://www.goarticles.com>
- <http://www.articlecity.com>
- <http://www.searchwarp.com>
- <http://www.ideamarketers.com>.

The above five article directories are all well worth your time for submissions if you plan to try to gain maximum exposure.

Each has been around for several years, has a high page rank, receives a decent amount of traffic, and will accept articles from any source, provided they follow editorial guidelines.

In addition to these five directory sources, you will also want to look at other places you can submit your articles to generate traffic.

For instance, in almost all cases, a popular forum will generate more traffic from an article post than will an article directory.

If you're writing articles in the Internet marketing niche, there are dozens of different forums you can submit your articles to, including:

<http://www.searchengineworld.com>,

<http://www.warriorforum.com/forum>,

And even

<http://www.sitepoint.com>.

All of these sites receive a tremendous amount of traffic, which will benefit you significantly if you submit a high quality piece of information.

In addition to forums and article directories, you will also want to target different potential sources of traffic, including various Internet-based publishers.

You can do this by searching out large site owners in your given niche and asking them if they are interested in accepting you as a long term content provider.

You could submit articles on a semi-regular basis.

They won't always accept, but when they do, the amount of traffic you receive from your article efforts will absolutely explode in magnitude – so don't be too shy to take this approach.

CHAPTER 4: VIRAL TRAFFIC EFFECT THROUGH AFFILIATE PROGRAMS

4.1 Motivating Reasons to Use Affiliate Programs

What are some of the more motivating reasons to use affiliate programs to promote your products?

They are varied, but when it comes down to it, they all spell out the same thing:

a much higher sales volume for the same exact product and the same exact launch.

But to give you a little more motivation, let's consider what could potentially happen when using an affiliate program versus promoting a product by yourself with no help at all.

If you promote a product by yourself, you are limited to your own site traffic and whatever you can purchase from other webmasters and pay per click programs.

Even pay per click programs have relatively limited use in some niches, as they simply do not receive a considerable amount of searches, even though there are many potential buyers.

Now, if you use an affiliate program, you can have your product sent out to mailing lists, featured on websites, given considerable amounts of buzz, and even packaged with other products – all without your doing any extra work or paying anyone.

This reduces the risk for you considerably.

Rather than having to calculate whether or not a given form of advertisement will put you in profit, you can simply rely on your affiliates, who will put you in profit on every single sale, even if you're not receiving the full amount.

Another motivating reason why you should use affiliate programs to promote your product or service is that you can penetrate niches you never would have thought of or found yourself.

This is because your affiliates will have access to markets that you've never touched – but that they can access easily.

This means that you will even increase your sales volume to a figure beyond what would even be possible with a massive budget and massive effort on your part.

Still need motivating reasons to use an affiliate program to promote your product? Try using one. The results will provide you with constant motivation for future affiliate program building ventures.

4.2 How to Start an Attractive Affiliate Program

Do you know how to start an attractive affiliate program? Most people don't, why is why the also struggle with their product launches.

They might have an excellent product, but they don't know who can sell it for them – and they simply do not have deep enough market penetration to market it completely without help.

Your best bet when considering how to start an attractive affiliate program is to create some type of pre-launch plan, where you approach every possible person who could potentially sell your product as an affiliate.

You will then want to offer a generous commission on your product. I personally suggest at minimum of 50%.

Additionally, if your product has a higher price tag, more affiliates will be interested in selling it.

You will also want to create a professional sales page for your product, so that it is actually easy for your affiliates to sell.

Additionally, you will want to provide tools your affiliates can use to promote.

Additionally, you will want to approach the following groups to get them to sell your product as an affiliate:

1. **Any friends you have who sell similar products.** This is definitely the easiest way to sell the value of your product – simply tell a friend who already knows you and knows that you produce high quality work. Ask him/her if he/she is interested in becoming an affiliate for your launch. Tell him/her you will give him/her a higher.
2. **Anyone selling products in your given niche.** You might want to scan Click Bank or perform a Google search to get better information to use here.
3. **People who you cannot ever imagine being one of your affiliates.** That's right. You might think they're completely out of your range, but if you approach them correctly and actually offer decent benefits and a high commission, they may just decide to work with you.

And there you have it: a *quick* outline for creating an attractive affiliate program and then finding some affiliates to sell for you.

4.3 Where to Recruit Super Affiliates and JV Partners

People who create products are always looking for partners to participate in their launch activities – to give testimonials and to promote it as an affiliate.

Unfortunately, not everyone is savvy as to where to recruit super affiliates and JV partners.

In fact, most people who create products wouldn't have the slightest idea how to approach someone who could be considered a super affiliate or JV partner, even if they did have direct access to them (note: most people actually DO have access to these potential partners).

One of the best places to recruit super affiliates and JV partners is through public and private forums.

Yes, it seems like a stupid and obvious approach, but believe it or not, it actually does work; however, your presentation and offer both have to be excellent if you expect them to say yes, given all the offers they receive on a regular basis.

The best way in which you can begin this process is to open accounts on all forums that could potentially have future JV partners and affiliate partners.

For instance, you could look at high traffic forums or forums with regular “minor celebrity” appearances.

If your niche is Internet marketing, you will want to setup an account at the Warrior Forum, which you can find at the following URL:

<http://www.warriorforum.com/forum>.

Your best bet (once you have created these accounts) is to become a regular poster.

Show what you actually are like and why it might be worth it for people to be your affiliate or setup a joint venture with you.

Once you have paid your dues, you can then start contacting your target JV partners and future affiliates through private messages.

When you do this, make it clear that you are willing to give far more than you receive.

If you're asking them to become an affiliate, give them a 100% commission if this is your first contact.

This will help you build a relationship; and will also get your product a considerable amount of traffic.

CHAPTER 5: OTHER KNOWN TRAFFIC GENERATION METHODS THAT KILL

5.1 Taking Advantage of Traffic Exchange Programs

Taking advantage of traffic exchange programs is an excellent idea, especially if you own sites in niches that have elaborate traffic exchange programs.

For instance, for sites in humor and video niches, there are several different powerful traffic exchanges you can join.

Additionally, if you sell Internet marketing products or site-building products, you can join one of the many Internet marketing niche traffic exchanges.

What's important to keep in mind when joining a traffic exchange is that the efficacy of the traffic exchange will be completely dependent on the design of the exchange system itself.

For instance, some exchanges give members credit for surfing pages aimlessly, even though there is little to no chance that these members will actually be interested in the sites they are looking at.

In fact, some auto surf traffic exchanges – as they are called – are dominated by accounts that use bots to cheap the system.

Other traffic exchange programs have extremely poor results. Even if you buy credits, it takes an extremely long time to unload them, as there is very little traffic actually available within the system.

If you're selling **Internet marketing related products**, you may want to check out <http://www.trafficswarm.com>, as this is one of the better known and more reputable Traffic Exchange programs.

In addition to their auto surf program (*which is a waste of time for you*), they also allow you to put up exchange banners on your site to earn credits – and they also allow you to purchase massive amounts for very reasonable prices.

If you're still in a niche that offers traffic exchange programs, take advantage of them.

As long as the traffic is targeted, they're probably one of the best sources you will find anywhere for comparable prices.

If the traffic is low quality or not converting, then drop that exchange and move to another one.

You should be able to find quality exchanges through trial and error, as it is relatively inexpensive to experiment.

5.2 Using Forums to Generate Traffic to Your Website

Here's an excellent strategy for people who like to get their accounts and ISP banned from forums, affiliate programs, and hosting services: register for every forum available and spam the living daylights of them with completely new accounts.

Make sure that you contribute absolutely nothing to discussion. Just keep mindlessly throwing up posts about making \$10,000/day working only 10-15 minutes.

It's sad, but people sometimes misinterpret that as the way to get traffic and sales from forums.

In fact, that is the absolute worst possible way to promote your site or product via forums.

However, if you're willing to take a more reasonable approach, there are a number of ways in which you can generate a reasonable income just from promoting your site or your brand via forums.

Get started by compiling a list of forums directly and indirectly related to your product.

Create accounts on each of these forums and begin to slowly infiltrate.

Find out what interests people on the forum, what they talk about, and what they spend most of their time doing.

Additionally, spend the time to actually interact with people posting on the various forums you are reading.

Let people get to know who you are and what you plan to do.

After you've been a part of the community for a while, consider putting up a link in your signature.

Additionally, if they have a section in which you can sell things, consider posting some of your products as a discount to bring people back to your site.

Regardless of what you do on the forum in terms of selling and promotion, your ultimate goals should be to make contacts, to promote your brand, and to drive traffic to your site.

All of these will come in time if you take an honest approach, rather than putting your site and your sales above all else.

5.3 Using Blogs to Drive Red Hot Traffic into Your Sites

One of the most effective methods for driving traffic to your sites is to use either a site blog or a small network of blogs.

Blogs are superior to regular website pages when generating traffic for a number of reasons.

One reason blogs are superior to normal site pages is that they are **extremely easy** to update.

All you have to do is login your account, copy and paste your new post into the blog interface, and hit update.

This allows you to post an update in a matter of minutes and move on. Search engines love this because your content stays fresh and dynamic.

Another reason why blogs are an excellent means through which to drive traffic to your site is because they can easily be pinged to directories.

This means that once you make a single post, you can be instantaneously added to all directories and social bookmarking sites.

This is an excellent way to get your site spidered by search engines quickly.

If you're listed in a number of high PR directories, your blog will get spidered – and your site, product pages, and whatever else you have linked to will get spidered with it.

Additionally, every single time you post an update, you will be bumped to the top of your section for the tags you selected.

If you select tags carefully, you might be able to get a quick surge of traffic – and then channel that into your product pages or main site from your blog.

Another good way to drive traffic to your site using your blogs is to find other blogs in your network (if you use Blogger) and post comments that include a signature file.

In that signature, include a link to your blog or your main site.

Now, the last way in which you can generate red hot traffic with this method is to create multiple niche blogs, which are each optimized for a single keyword.

Promote them each for that keyword only – and then find ways to funnel all of that additional traffic into your site or product page.

CHAPTER 6: USING PER-PER-CLICK PROGRAMS

6.1 Pay-Per-Click Programs Exposed

If I were to completely expose pay per click programs in a short article, what would I tell you?

Well, until recently, people thought that they had pay per click programs sorted out entirely.

All they had to do was create a list of keywords, offer low bids, and they'd be bound to earn some type of return on their advertising, even if it wasn't much.

But things are quite different now. Two things specifically changed.

The first is the use of segmentation in pay per click advertising. Segmentation breaks advertisements down into even smaller groups, making them even more effective.

The best way to segment lists is to create groups according to “keyphrase bases.”

This, quite simply, entails finding all keywords that have a string of at least two words in common and putting them together in groups.

This allows you to create pay per click advertisements that specifically use that string of two words.

Whenever a searcher looks up that phrase, those two keywords will be bolded in your advertisement wherever they are used, which will increase his/her chances of clicking on your advertisement.

Now, the other method, which has also become quite popular in recent months is the use of longer keywords.

In the past, pay per click program users often setup campaigns for fiercely competitive keywords and keyphrases. This is no longer the case.

As even Google representatives say, more than 50% of searches on Google are completely unique.

This means that creating a massive, all-encompassing keyword list – rather than a simple, short keyword list – will ultimately be a far better strategy.

In addition to receiving more traffic, you will pay less to get it, as you will actually have no competition whatsoever.

So where does this leave you? The biggest recent developments in Google Adwords strategy involved highly segmenting lists and using longer, better developed lists, rather than short lists.

If your pay per click campaigns are still relying on short one and two word keyphrases, you should generate more keywords and use better segmentation.

6.2 Step-by-Step on Using PPC to Generate Red Hot Traffic

Step by step, how can you use pay per click campaigns to generate red hot traffic to your site or product page of choice? Interestingly enough, it isn't as hard as you might believe.

1. **Start by creating advertising accounts with Google Adwords, Yahoo's Advertiser Network, and Overture.** Your concentration will be on Google Adwords, as it receives the vast bulk of traffic; however, you can use other PPC programs as additional means through which to generate traffic.
2. **Use the Google Adwords keyword tool to generate a viable list.** Continue to dig deeper until you have a massive keyword list that involves every possible permutation that Google offers.
3. **Segment your list into many different lists. Use 2-3 word keyword bases for the basis of each list.** According to Perry Marshall, Adwords expert, you should have a minimum of 40 advertising groups for almost any niche. If you're not close to this number, then you need to delve deeper and segment further.
4. **Create campaigns for each of your keyword/keyphrase groups.** In each of these campaigns, optimize the ads to display the specific root keyword or keyphrase that makes up the list. Whenever those keywords are searched for, the ads will be displayed, and the words will be in bold, significantly increasing the click through rate.
5. **Select bid amounts for each keyword.** Keep in mind what you will actually earn per sale on your product page. If your conversion rate is 1% and your product costs \$50, then you cannot pay more than 50 cents per click; otherwise, you will not longer be in profit.

If you use all of the steps in this process and still do not break into profit, it may be time to decide whether you should change some other elements on your sales page.

You may want to change your headline, your graphics, or even your product price.

The combination of tweaking both your sales page and your advertisements will ultimately yield the highest profit.

CHAPTER 7: LEVERAGING ON ONLINE MEDIAS

7.1 Using Paid E-zine Advertising to Generate Targeted Traffic

Using paid E-zine advertising to generate targeted traffic is a waste of time, isn't it?

With email response rates at absurdly low percentages and with the average quality of E-zine, it can't possibly be worth it to advertise your product or service in an E-zine, can it? It can...

But here's the problem: adverse selection. Advertisers – you fall into this group – want to purchase advertising in good E-zines. Good E-zine owners want to maintain the quality of their E-zines.

If they allow too much advertising, the quality will dip significantly and list members will either stop paying attention or leave the list altogether.

So what ends up happening? Owners who allow a considerable amount of advertising end up with list members who simply do not buy – and a growing attrition rate.

And list owners who don't allow advertisers to send out mailings – or who limit them – end up with higher response rates, but this doesn't help you, since they won't let you send out an advertisement.

So what does this mean?

It means that using paid E-zine advertising to generate targeted traffic the traditional way will not work.

You might still have some success purchasing advertising in an E-zine or exchanging advertising with list owners, but the best lists – the ones you really want to advertise on – will be really hard to access.

Let me suggest an alternate path for advertising in E-zines. Rather than “purchasing an advertisement” through a Paypal link, instead join lists that actually provide reasonable content to users.

Read them for a while – and then contact the list owner. Tell him/her that you are a list member and that you are interested in advertising in his/her newsletter.

Now, you can pitch this in one of two ways.

You can simply explain that your product is excellent and that you are willing to pay a considerable amount to advertise; or you could offer to broker some type of affiliate or joint venture deal.

Either method is fine. Just remember to approach them personally.

7.2 Maximum Traffic Exposure with Press Releases

According to many experts, press releases are an absolutely essential part of any traffic generation campaign.

Additionally, they often interface perfectly with a traffic generation campaign; as such campaigns are usually used after a site or product launch – or to kick off a contest.

While there are several different press release services available over the Internet, PR Web, which you can find at <http://www.prweb.com> is considered to be the current industry leader.

They provide clients with wide-distribution press releases, which range in price from free to well over \$500.

Of course, the quality of the distribution is directly related to the price.

A free submission may yield several hundred to several thousand views; whereas a \$500 submission will be sent to radio stations, newspapers, publishers, tens of thousands of webmasters, and all other press release services.

This could end up yielding tens of thousands of visitors.

Now, when writing a press release, there are two important things to take into consideration.

The first thing you must consider is the submission guidelines of the press release service you choose.

Some services will require character-per-line formatting. Additionally, they may ask you to include certain elements, such as your telephone number, address, and byline.

The second thing you must take into consideration is the construction of the press release.

This is something that writers often bungle, even when they are talented.

This is because a press release isn't written as an article would be written; although several elements are the same.

When writing the actual press release, you will want to start with a compelling title that will intrigue the largest possible crowd while still remaining at least somewhat related to your topic.

Avoid using your business's name or your own name in the title. Instead, keep it powerful, but vague. Make readers click to find out what it's all about.

Now, when you get to the body of your press release, it is important to take one of two approaches: the “story” approach or the “newspaper” approach.

If you take the newspaper approach, put all of the pertinent details in the first paragraph and then slowly scale down the story.

If you take the story approach, don't give any specific details until the end. The latter often works best for generating traffic to your site.

And there you have it: a short recipe for effective press releases.

CHAPTER 8: BUYING AD SPACE ON OTHER HIGH TRAFFICKED WEBSITES

8.1 Buying Ad Space – Does it Still Work?

Does buying ad space still work? Most experts will tell you no. They will also tell you that it hasn't worked since the 1990s, which was probably the last time they ran a successful campaign by using ad space.

While common wisdom about Internet marketing is often true, in this specific case, it isn't at all.

In fact, you can run a profitable business that receives 100% of its traffic through advertisements placed on other sites.

All you have to do is actually find good sites to purchase links from or exchange links with – and then actually do it.

What are some good ways in which you can buy ad space and actually have it work for you?

The first way is to purchase skyscraper banners on massive sites related to your niche.

If possible, you will want to purchase click through, rather than impressions, which are somewhat meaningless.

For instance, you could purchase 100,000 impressions, but if the click through rate is .001%, then the actual amount of traffic you receive will be nowhere near that amount.

If you do decide to go with banner advertisements sold by impressions, spend the time to ask where your banner will be positioned and what the average click through rate is.

The next way in which you can generate traffic for your site by purchasing ad space is to look for authority sites that sell front page text links.

This is quite common, even though AdSense advertisements have replaced many of the text links that were once sold for authority sites.

The last way in which you can generate traffic for your sites through ad space is by exchanging banners or links with other sites.

For some reason, people see this as a lose-lose situation, but that's simply untrue. As long as you pick the right partners, it can be a win-win situation.

People can find both your site useful and your partner's site useful at the same time – without restricting themselves to just one or the other.

8.2 Decision Factors in Buying an Ad Space on Websites

There are a number of things you should consider when purchasing ad space on websites.

Above all, two are most important – and that is the traffic rating and the page rank. These two hard numbers will determine how much you benefit from the purchase.

Checking the page rank of a site is usually simple enough. You can download the Google toolbar at the following URL: <http://toolbar.google.com/T4/>.

This will allow you to check page rank while you surf potential sites to place ads on; however, before making the actual purchase, you will want to check

the site again with the following URL:

http://www.iwebtool.com/pagerank_prediction.

Some site owners will use tricky methods to make “visual page rank” -- or the page rank that shows up on the toolbar – appear much higher than it actually is.

This tool will show you the real value.

In addition to these two tools, you will want to check the Alexa rankings of each site, which you can find at the following URL: <http://www.alexa.com>. The lower the ranking is, the more traffic the site is receiving.

In addition to considering the page rank and the Alexa rating of the site, you will also want to consider the price and positioning of the ad space.

Is the ad in a place where it is likely to generate revenue? If so, how have previous ad space buyers done? What was the approximate click through rate?

The last thing you will want to consider is the price. Even if the site has a low Alexa rates, high PR, and good ad positioning, if the price tag is too high, you're better off going somewhere else.

Keep in mind that you are paying for both a high page rank link and some direct traffic.

In addition to simple text link ads, you will want to also check the rates and positions of skyscraper advertisements and picture advertisements on the top and body of the page. If the ads being offered are in places that probably won't receive traffic, do not bother buying them.

8.3 How to Strategically Architect your Ad for Maximum Exposure

If you've ever read a guide on using Google Adwords, you know that the way in which you create your advertisements will have a powerful effect on how well they actually perform in pulling traffic.

Even tweaking a single word can change your click through rate by a factor of 3 or 4 (although this is not usually the case).

What you may not know is that this is also true for ads you put on other sites, such as graphic ads, image ads, text ads, banners, and vertical skyscrapers.

So what's important to keep in mind when creating advertisements?

The first thing to keep in mind is the regulations of the site to which you are submitting your advertisement.

If you're creating a text ad, find out how many characters they allow and how many lines they allow. And if you're creating graphic ads, find out if they accept them in any format, including flash.

When creating text link advertisements, you will want to employ strategies similar to those you might use for Google Adwords.

You will want to use a powerful headline and then follow it up with a compelling, scalable pitch, which is accompanied by a call to action (click here!).

Now, if you're creating a banner or a skyscraper, you may want to consider using flash, as it will allow you to produce interactive banners, which have been shown to pull more visitors with the same amount of impressions.

With a banner, you will want to have some movement.

(Lately, many authority sites have experimented with flash games on banners; however, the results have been mixed. You may want to consider at least trying this.)

Last, if you're creating a tiny image ad or a button, you will want to carefully construct it to let potential visitors know what your site is all about. You may want to simply include your logo and 3-4 words that describe your site on the image.

CHAPTER 9: IN CLOSING

9.1 Questionable Traffic Generation Methods You Must Not Use!

There are a number of questionable traffic generation methods you should avoid if possible.

While they may work some time if you get extremely lucky, 99.99% of the time, they will produce no results at all.

The two most common questionable traffic generation methods people fail with are **buying “targeted traffic”** and **using classified ads**.

Let's start with **targeted traffic campaigns**.

For marketing reasons, the people who sell these traffic campaigns call it “targeted traffic,” when, in reality, it is the absolute lowest, scummiest form of traffic.

This traffic is usually generated through spam, untargeted pop-ups, and domain squatting.

The entire business is a racket – and they're delivering all of their angry customers directly to your site.

Not only is this simply not going to generate revenue, but it also has the potential to get you reported to your host, as many of these visitors won't be happy that they ended up at your site.

Avoid these bogus traffic generation campaigns at all costs. Almost all people waste money on them sooner or later. Don't be one of the herd; avoid the mistake.

Using classified advertisements is usually disastrous, too.

To begin with, most people simply cannot create a classified ad that will generate traffic even if it does receive hundreds of views.

But what makes classified ads worse is that they're tiny boxes on a page of scores of advertisements.

The chances of someone actually finding your ad in a classified section are pretty slim, even with a high circulation paper.

Things are even worse at online classified sites.

Many of these sites exist only to host classified ads to generate revenue.

In reality, people are only going there to post ads – not to look at them.

So avoid these two types of advertising.

They're a waste of your time; and you'll only be disappointed and short on cash after you're done experimenting.

9.2 The One Secret to Getting Non Stop Traffic

Do you know the one secret to getting non stop traffic? If you don't, you're probably not getting it, are you?

interestingly enough, it's really simple – and yet so complex that most people who want to make money on the Internet miss it entirely.

The secret to getting non stop traffic is giving your visitors a compelling reason to continue to come back to your site.

Put yourself in this situation. Pretend that you have a site that receives 10,000 visitors a month from natural search engine traffic.

Let's also say that this site has no mechanism for recycling traffic. Could you make money off of that traffic? Of course, you could.

Now, let's say you have some recycling mechanism, such as a forum or an automatic “favorites” pop-up. And let's say that you are able to effectively recycle 70% of your traffic.

Assuming your natural search engine rankings don't improve, you will receive 10,000 unique visitors the first month.

The second month, you will receive 17,000. The third, you will receive 24,000. The fourth, you will receive 31,000 – and so on.

Do you see the power of this technique? All you have to do is give visitors a reason to keep coming back; and you can do that in a number of different ways.

One way is to offer some service that they can't get in many other places. Perhaps you could offer free image hosting.

Another way is to setup a community forum, which will keep traffic returning again and again.

Additionally, you could offer a free URL cloaking service or dynamic content that is updated on a daily basis.

Whatever you do, provide excellent content and tools for your visitors and they will return again and again, increasing your traffic each month, rather than leaving it stagnant, as it was in the first model.

9.3 5 Tips on Getting Continuous Traffic to Your Websites

Rather than giving you a single way to drive traffic to your websites, I'm going to give you a rundown of several of the easiest and most important tips for generating traffic – and allow you to try them all out yourself to determine what will work best with your given setup.

- **Traffic Generation Tip #1: Pick the Low Hanging Fruit Using SEO**

Building natural search engine traffic for “low hanging fruit” is akin to building an asset.

You are simply creating pages that have little competition, which upon being indexed, will immediately take the first, second, or third slot for their given keyword.

- **Traffic Generation Tip #2: Use Viral Promotion**

At least once every two months, creating some type of viral product to generate more traffic for your site. This can be a piece of software, a PDF, an audio recording, a video, or an E-Book.

Whatever you select, make sure you make people want to distribute it for free – and make sure it has built in ways to bring people back to your site.

- **Traffic Generation Tip #3: Consider Legitimate Link Exchanges**

Link exchanges only work if you do them with sites that get a lot of traffic and have high PR – and if you exchange them in places where people might actually click.

Keep in mind that the traffic leaving your site probably would have left, anyway, but the traffic you gained wouldn't have arrived any other way.

- **Traffic Generation Tip #4: Use Joint Ventures and Affiliate Programs**

A joint venture partner or super affiliate can generate a veritable avalanche of traffic faster than any pay per click campaign, natural search engine traffic, or link exchange.

So spend the time to find the right partners at the right times – and engage them personally.

- **Traffic Generation Tip #5: Always Recycle Traffic**

Recycling traffic ensures that your traffic increases each month, even if your natural search traffic remains the same – or even decreases slightly.

Find ways to recycle your traffic into regular visitors and you will increase your revenue each month.

And there you have it: five simple tips you can use to generate traffic to your site without too much additional work.