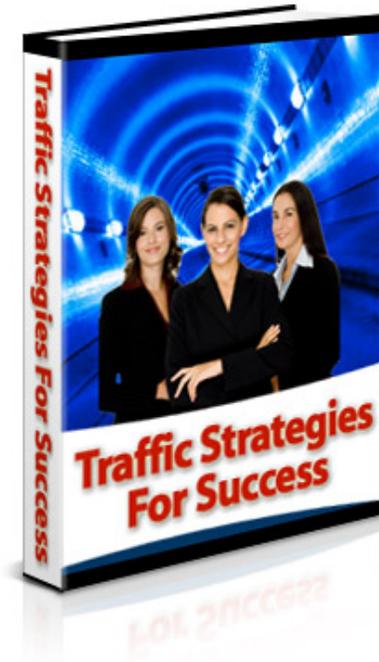


# Traffic Strategies For Success



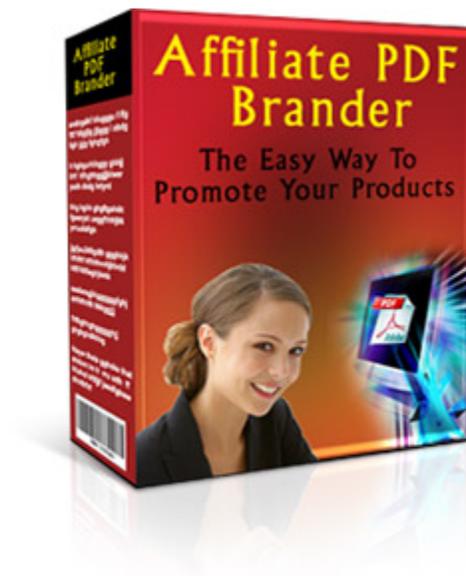
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## Introduction

This concise ebook covers a variety of strategies for getting traffic to your website.

# Press Releases

## **What is a Press Release?**

“A news release, press release or press statement is a written or recorded communication directed at members of the news media for the purpose of announcing something claimed as having news value.” – wikipedia.com

Our translation:

Businesses write an overview of a newsworthy event (related to their business) and submit it to news agencies (newspapers, TV, radio) in the hopes that the media will publish a story on their event – or contact them for an interview.

## **How can a Press Release help you get traffic?**

Press releases, when used correctly, can be an effective method of generating traffic to your website. Imagine seeing an article about you or your business in your local newspaper (or even a national paper) – and you didn't pay a cent for the exposure.

Here are some disclaimers before you get started.

1. You must have something newsworthy to write about. If you don't, then create something newsworthy and then write your press release.
  - What is newsworthy?
    - A charity event – raise funds for charity
    - A contest to highlight an aspect of your field
    - A new product or service that can benefit others
    - A problem – and you came up with a solution.
2. Your press release must be written in a manner that is informative, instead of reading like an advertisement. Try to write your press release without any hype.
  - Bad: “The solution to solve all of your problems!”
  - Better: “After dealing with her son's chronic asthma for years, Miller wrote a book to help other moms who feel discouraged and frustrated...”
3. Your press release must be formatted correctly if you hope to have it read by an editor. The media receives thousands of press releases each day. If yours is formatted poorly or filled with typos, it will likely be tossed aside.

## **What are the other benefits of a press release?**

Not only does a press release give you the opportunity to have your business (and URL) mentioned in front of a large crowd, but, when it does work, it adds legitimacy to your business as well. You aren't viewed by the readers as someone who paid to have their ad in the paper. You are considered valuable enough to be interviewed as a resource for their readers. That adds a lot of credibility.

**Hot Tip:**

Once you have been interviewed or highlighted in any media (online or offline), start a “Media Page” on your website to showcase your exposure. This will prove to any interested press that you are worth looking into. Include links to any online interviews, pdf copies of print interviews, and audio clips of recorded interviews.

## Recommended Resources

[www.PRWeb.com](http://www.PRWeb.com) (the top press release submission site)

# Content: How Can it Help you Generate Traffic?

The term “content” when used by Internet Marketers refers to written words, audios or videos. Incorporating content in your website can help you generate more traffic in a number of ways.

## **How Does Content Help You Get More Traffic?**

Search engines love website that offer valuable content. No matter what type of site you have, you can leverage this to increase the traffic to your website.

Whether you have an online store, a forum, or a blog, you can add content to generate traffic.

Also, visitors just plain love sites that offer free content. Personally, if I go to a website that is just a storefront, I may be hesitant to buy. However, if I come in and click around a bit and get to know more about the owners and their products, I may just pull out my wallet.

Plus, content makes websites “sticky”. This means that, if a visitor comes to a website and finds good information (in any format), they are more likely to return than if they just land on a sales page.

## **How can you Add Content to your Website?**

1. Add articles to your website. You can use a mix of your own unique content, free reprint articles and Private Label Rights (PLR) articles.
2. Add a blog. If you don't want to add articles directly to your site, then create a blog where you can talk about your products or services and list special offers. You can add articles to your blog, or simply chat and showcase specials and uses for your products and services. Establish yourself as an expert and people will come back for more.
3. Tweak your product descriptions. This is a simple way to increase the content on your website (and, possibly, increase sales). Just add more text to your product descriptions in your storefront – be more descriptive, and you'll be providing more content.
4. Ask for comments and feedback. No matter what kind of website you have, incorporating comments from others can help make your website more valuable.
5. Add testimonials. Simple and effective, testimonials not only make your site appear more trustworthy, but they also add content for search engines.
6. Archive your newsletters. If you publish a weekly newsletter, archive your previous issues on your website.

7. Add audio. It's simple and easy to record and publish audio online now, with services that do everything for you. Interview someone or have someone interview you. Include your interviews on your website for added credibility and information for your visitors.

8. Frequently Asked Questions. Keep track of the customer service questions you receive, and answer them on a FAQ page. You'll add content and spend less time answering repeat questions from your potential clients.

# Using Blogs to Generate Traffic

Blogging is a fairly new phenomenon in the Internet Marketing community, but it has proven itself as a reliable way to generate traffic to your website.

## **How can creating a Blog Generate Traffic?**

A blog can bring traffic to your website a few different ways.

1. By creating your own blog, you can create a place filled with information about you. If your blog is interesting, your visitors will sign up for your RSS feeds to receive your posts automatically each time you have something you want to say. This is similar to a newsletter, but you don't have to worry about your messages disappearing due to spam filters.
2. Search engine fodder. Search engines love unique content. If your blog is a place where you share your thoughts and ideas about your niche, the search engines will naturally begin to send you traffic – and it's free.
3. Links to your website. When writing your blog posts, link to pages on your main website when it seems natural to do so. This will increase the number of incoming links to your main site. Many search engines determine how important your website is by the number of links pointing to it. So, be sure to link plenty to your own website, when appropriate.

## **Hot Tips for Successful Blogging:**

Keep it fresh. Blog at least once per week, hopefully more often. If you are using Word Press, then you can post a month's worth of posts, and schedule them to publish on certain days so your blog looks busy – even when you're on vacation.

Keep it real. Don't be afraid to show your personality. You're a lot more likely to get a regular following if you say what you mean and discuss your opinions than if you stay on the surface. Try it.

## **Other people's blogs can send you traffic.**

No, that's not a typo. Find some popular blogs in your niche and post comments on them. Most of the blogs will have a place to enter your name, email address, and your URL with your comment. The important thing here is to post valuable comments, not just ads in disguise. People who read your comments will click through to find out more about you – and you'll generate traffic for months to come. Not only that, but you are increasing the number of incoming links to your website by posting comments on other blogs. This takes only a short bit of time and is much more valuable than chasing down people for link exchanges.

## Recommended Resources

[www.Blogger.com](http://www.Blogger.com) and [www.WordPress.org](http://www.WordPress.org) both offer free blogging tools

# Interviews to Generate Traffic

Internet Talk Radio shows and podcasts are popping up all over the web. And, guess what? Every show needs guests on a regular basis. Some of the shows are weekly, which means the hosts are scrambling for interesting people to interview each week. Why not pitch an idea to an Internet Talk Radio show and share your expertise with a new group of potential customers?

Not only do Talk Radio or podcast interviews get you exposure in front of a lot of people via the actual interview, but, many hosts will link to your website from the front page of their site, blog about the show, and send out a newsletter talking about you. Your interview may also be archived for months to come. It's a pretty sweet deal.

## **How do you manage to get asked onto a show?**

Most Talk Radio shows have a link on their front page that says "Be a Guest". If you click on that link, you can contact the host or producer with your idea. Some radio shows charge their guests, but most do not if you bring something valuable to their audience. There are plenty of great shows on the web, so you can afford to be picky.

To increase your odds:

1. Actually listen to the show a few times before even thinking of contacting the host as a potential guest – and make sure your concept fits into the target market that the show reaches. If the show is about Health, then don't pitch your Candy-making cookbook on there.
2. Do something newsworthy or interesting. Are you having a special event for charity? Have you recently won an award? If your idea is timely, you'll stand out and the host may contact you sooner rather than later.
3. Have something interesting to say. If you plan to talk about your products, then don't ask to be a guest. Just buy an ad instead.
4. If you have sample interviews or media exposure, tell the host about it in your inquiry letter. Point them to your media page where you link to examples of past interviews, if you have them.

## **One Good Turn Deserves Another**

With the Host or Hostess giving so much to you, what are you expected to do in return?

- Provide a list of questions.
- Send a sample. If you are going on the show to talk about your book, then mail a copy of the book to the host before you appear on the show.
- Tell your newsletter list about the interview and where to find it. Your host will be more likely to have you back if you are willing to publicize your interviews.
- Be a gracious guest and be sure to say “Thank you” when the interview is over.

I’m sure your mama taught you manners, so remember to use them if you’d like to be asked back for another interview. You may also consider sending a “Thank you” letter or even a small gift to the hostess as a token of thanks.

Believe me – she’ll remember you later when she needs another guest if you follow our advice.

# Search Engine Optimization (SEO)

Search Engine Optimization is a viable way to get more traffic to your website through natural searches on MSN, google, and yahoo. Your goal is to get your page listed on the first page of the search engines for the terms in your niche that people are searching for.

You can find big, thick books written on this topic. We don't have that kind of time or space here, but we'll try to give you an overview without overwhelming you.

## **How can SEO help you get traffic?**

The goal with any website is to get targeted traffic. The beauty of search engine traffic is that the people who come to your site are actually looking for what you have to offer.

For instance, if you go to google.com and type in "Dog Food for Poodles" – you'll actually get results. So, if you were looking to buy "Dog Food for Poodles", you'd likely have your credit card out and be hot, hot, hot to spend lots of money on dog food for - you guessed it – your poodle.

THAT is the kind of visitor you want coming to your website. Not a poodle lover, but someone hot, hot, hot to find information or spend money on your niche.

If you have an information website, the same rule applies. Assuming you want information about "Training Miniature Poodles" just go to google and type in that term and you'll find websites that will help you teach your unruly poodle some manners.

Stop and think about what your website is about. Actually, what each page of your website is about. You'll want to set up each page of your website to be sure to let the search engines know exactly who to send you.

## **Where to start?**

Since this is a very simple overview of Search Engine Optimization, we'll just cover the basics. There are two factors that determine how much traffic the search engines will send you. First is the information you have on your own website. Second is how many other websites are linking to your website. Those are the two areas you'll want to work on in order to crawl up higher on the search engines for your niche.

On your website be sure to use the keywords for your niche. If your page is about "Marathon Walking" then be sure to use the term "Marathon Walking" as your title and in the body of your article. It's quite simple.

Your offsite goals are just as easy. Work on getting other people to link to your website. You can do this by writing and submitting articles, posting comments on other people's blogs, writing press releases or even posting on forums.

## SEO on your Website

### Keywords

Be sure to include your keywords or key phrases on your page. You don't want to go overboard, but you will want your page title to be very descriptive.

Bad SEO Title: "Why I'm Having a Crummy Day"

Better SEO Title: "The Effects of Acne on Self Esteem"

Bad SEO Title: "Lessons I Learned on the Subway on a Trip to the Zoo"

Better SEO Title: "Disciplining Your Child in Public"

Assuming these articles are written with the same content, the search engines will understand the "Better SEO Title" more.

There are tools you can use to find keywords that are being searched.

- Overture – This free resource will give you ideas for keywords. It doesn't have a lot of bells and whistles but is a good place to start <http://inventory.overture.com/d/searchinventory/suggestion/>
- Wordtracker – Provides a tool that displays the number of people searching for a term, as well as the competition. Wordtracker offers a free trial so you can test their service <http://www.wordtracker.com/>

### Where to include your keywords

Now that you have an idea of which keywords you're using, you'll want to stay consistent.

HTML Header Tags: Here's where we start to lose people. Hang in there. We promise to make this simple.

If you peek into the html of a new page you've created, you'll see something like this –

```
<title>New Page 1</title>
```

All you need to do is to replace the text between the two <title> words with YOUR title.

For instance:

```
<title>Dalmatian Training Tips for Firefighters</title>
```

The other tag in the header section that you should really alter is the Description tag. It will look something like this and fall immediately after the <title> tag.

```
<META NAME="Description" CONTENT="Add something here">
```

Simply add a short description of the page in there in plain English, and include the words you used in your title tag.

For instance:

```
<META NAME="Description" CONTENT="Firefighters, we have free tips for training your Dalmatian.">
```

That's it.

Now, in your content, be sure to use <h1> tags around your title. It'll look like this:

```
<h1>Dalmatian Training Tips for Firefighters</h1>
```

There is a ton of information we could get into, but those are the quick and essential tips you should know about making your pages search engine friendly.

## Off-Site SEO

Search engine optimization is a two-part process. You'll want to optimize your web content (on-site) and work on getting many incoming links (off-site).

Think about why the search engines consider incoming links to be important. When you find impressive information on a website, what do you do? You link to it. This is not only proven with articles, but it works with other types of websites. If you find a free piece of software or a really inspirational video, you may mention it on your blog or website and include a link to that website where your visitors can claim it.

That's what people naturally do. The search engines recognized this and realized that the most popular websites like CNN.com or ESPN.com are linked to quite frequently and naturally.

So, how can you "force" other sites to link to you? Of course, we don't recommend any illegal or spammy methods so here are some tried and true ways to get other websites to link to your website:

1. Create a quality website with unique, informative content. Visitors will be more open to linking to your website if you have much to offer.

Of course, if you have a product website (a storefront) then this can be a bit harder, so the next one is for you.

2. Start an affiliate program. You'll be surprised how many people will link to you if they have the potential to make money doing so.

3. Do something newsworthy and write a press release. Not only will you have incoming links from the press release distributors, but you also stand chance to get your story picked up by TV, radio, and print newspapers.

4. Become a columnist for another website. Contact websites in your niche and offer to write a regular ongoing column for them – or even provide a weekly tip or idea. You'll get plenty of links – and build a networking relationship by doing so.

5. Write and submit articles to article directories. Simply write an informative article and submit it to article directories where other website owners can publish it – with your Author Resource box at the end which includes your URL.

These are just a few of the many ways you can increase the number of incoming links to your website. With a little creativity and some hard work, you'll see more traffic coming through those links in the coming months.

# Host a Teleseminar

One way to generate traffic to your website is to host a free teleseminar. It's actually quite easier than you might think.

## **How can a Teleseminar help you get traffic?**

If you host a free teleseminar on a topic of interest and spread the word, people will sign up for it. Of course, you'll want to have a web page set up with a newsletter signup box or autoresponder so that anyone interested in the teleseminar can be instructed to sign up to receive call details – and be set up to receive your newsletter, too, of course.

## **How can you set up a teleseminar?**

You may think that you need to be a techie in order to host a teleseminar. That's not true. With [freeconferencecalls.com](http://freeconferencecalls.com) and other services like it you can reserve a telephone conference room in minutes.

## **Recording your Teleseminar**

Should you record your teleseminar? Of course. You can use and reuse the recording for years to come, or offer it as a bonus for someone else to use when they sell their products.

All you need to do is figure out how to record the call. Here are a few options.

You can use an audio service where you pay from month to month to have the ability to dial-in to a phone line and record your own calls. If you plan to host regular teleseminars, this is a perfect option and provides you much flexibility. You can record an audio at the drop of a hat.

Or, you can hire someone to come on the call and record it for you. This is the best option for someone who is new to recording teleseminars, and we recommend it for any first-timers out there so you can focus on relaxing and presenting the teleseminar instead of technical issues.

## **What are the other benefits of a teleseminar?**

Not only can teleseminars help you to get more traffic and build your list, they can be a great way to network with other business people and to show your expertise in your field. Plus, if the teleseminar is free, it can build loyalty in your readers and customers for the long-run.

## **Bonus Hot Tip:**

Offer the teleseminar to your affiliates. If you have an affiliate program, give them a special link they can promote so they earn a commission from all sales made during or after the call.

# Host a Contest

The amount of traffic you have is one key factor in determining your success. Without visitors to your website, you don't stand a chance in your online business. One of the easiest ways to get a quick burst of traffic to your website is by offering a really hot contest.

## **How can hosting a Contest help you get traffic?**

People love freebies and contests. The chance to do something small and win something big is appealing to the human psyche. So, use that to your advantage – in a good way, of course.

## **How can you host a contest?**

There are several types of contests you can host on your website.

### 1. A Drawing:

In this type of contest, contestants receive an entry for simply providing their name and email address. You'll receive a lot of entries if you keep it simple.

Pros: You get email addresses and many entries.

Cons: No content added to your website. Lots of freebie seekers.

### 2. Submit a story, tip or idea:

In this type of contest, contestants must submit a story, tip or idea based upon your designated theme. This can be a great way to add content to your website, if you clearly state in the contest rules that all entries become the property of your website.

Pros: You get content.

Cons: Less entries than a drawing.

### 3. Share a picture:

In this type of contest, contestants must submit a picture to enter.

Pros: Interesting and pretty looking contest.

Cons: You may not receive many entries. If the contest is via email, you'll be receiving attachments – which could invite viruses.

### 4. Call in an idea or story:

In this type of contest, contestants must call a phone number and leave a message (according to the contest rules) to enter.

Pros: Interesting and fun contest.

Cons: You may not receive many entries.

**Tell everyone about your contest.**

The next step is to spread the word about your contest. Simply go to [google.com](http://google.com) and type in “Submit your contest” and you’ll find a wealth of places that list contests.

### **Tips for Having a Successful Contest**

- Make it easy to people to enter. They are oftentimes in a hurry and won’t come back.
- Use the contest to build your mailing list.
- Make sure to have a thank you page that your visitors go to after they enter. You can make money on an affiliate offer or another freebie on that page.

# Free Reports or Bonuses

## **What is a Free Report?**

A free report is nothing more than a short ebook with a fancy name. Reports normally have a very tight focus and are approximately 8-25 pages and in a pdf format.

## **How can a free report help you get traffic?**

A free report can help you in a number of ways. The most common way free reports are used is to increase subscribers to your mailing list. The benefit of getting more subscribers is that you can then bring them back to your website on a regular basis.

If you have an autoresponder, set it up so that the first message that your prospect receives is the special report, as promised. This provides value to your subscriber, which creates a loyal reader. Then, of course, continue to follow up with information, tips, or special offers for your subscribers on an ongoing basis.

## **How can you create a free report?**

It's simple. The easiest way to create a free report or bonus is to create your document in Word for Windows (or your favorite word processing software). From there, you can find a number of free converters that will convert any document into a pdf. Of course there are paid products available, as well, that have more bells and whistles.

If the thought of writing or converting your pdf is too overwhelming to you, outsource it.

Hire a ghostwriter to write the document. Then, you can personally edit the document to include special offers or promos, and pass it to a Virtual Assistant to convert the document to a pdf.

## **Affiliate Manager Tip:**

Another way a free report can generate traffic is by links in the body of the report itself. If you have an affiliate program, write an information-packed report and allow your affiliates to brand it with their affiliate links for your program. They'll be spreading your report all over the internet for you – and each one will have links coming into your website. Our Affiliate PDF Brander software offers an easy way to let affiliates brand your report– [click here for details](#).

## **Hot Networking Tip:**

Donate a free report as a bonus for a popular product already in the marketplace in your niche. If you brand the report with the affiliate link of the person who is selling the product and they can make them money, they'll likely include it as a bonus for people who purchase their products. If the report is exclusive to them, they'll be very likely to include it in their bonuses – and you can benefit in the long-term because of it.

# Business Cards and Coupons

It's no secret that business cards and coupons have been used for generations as a method of advertising a business. But, how do you use these tools effectively in your business to bring you more traffic?

First of all, make your business cards or coupon actually say who you are and what you do. I don't know how many times I've found a business card and had no idea who it was or what they did. Of course I wasn't going to call them to find out ... so the card just found a new place in my garbage can. That probably wasn't what the person had in mind when they gave it to me, but then again, no one wants their promotional materials to end up in the garbage.

## **Ideas to make your Business Cards or Coupons Sticky:**

Make your promos "sticky". Give the recipient a reason to hold onto it.

- If you run a football card trading store, then print your business cards onto a schedule for your local Pro or Semi-Pro football team.
- Turn the card into a fridge magnet.
- Hand-write a note onto them to make them stand out.
- Give out bookmarks, calendars, recipe cards, or notepads with your URL on them.
- Print a quote, tip or inspirational saying on your cards.
- Include a cartoon or joke on your cards.
- Write "for a free gift, stop by" ... on your cards, and send them to your mailing list where you can include a freebie when they sign up.

## **How to Distribute your Cards**

If you ship products, include your business cards or coupons with every order. Encourage your customers to share them with friends, and they may end up bringing you new customers.

This is a great way to network with other moms. Send your coupons to other business women (who aren't your direct competition) and ask them to include your coupons with their orders and offer to do the same. Your customers will appreciate the discounted offers and you'll both benefit.

Find out where people in your target market hang out and leave some cards there. Are you trying to reach Breastfeeding moms? Then, go to a LaLeche meeting and leave coupons there. Is your target market Christian moms? Go to a Christian bookstore or even a prayer group and ask if you can give away some goodies to the members. You'll get your name in front of exactly the people you're looking for – which is the goal.

# Affiliate or Referral Program

If you own a website that sells a service, hand-made products, or an informational product that you've created, then an affiliate program can help you to get more traffic – and make more money in the process.

## **What is an Affiliate Program?**

Affiliate or referral programs reward people for bringing them customers.

There are three types of affiliate programs:

Pay Per Click, Pay Per Lead or Pay Per Sale. If you're considering paying for traffic, then you'll want to check out our article about benefiting from pay per click traffic.

In this article, we'd like to talk about Pay Per Sale. That means that you'll only pay your affiliates for sending you customers, not just for sending you leads or traffic. So, you pay them money only if they make you money.

I like to compare the Pay Per Sale model to Realtors. They make a commission from each house they sell. If they don't sell any houses for six months, they don't make any money during that time. If they sell 100 houses, they make a lot of money.

## **What are the other benefits of starting an affiliate program?**

The benefits are great with an affiliate program. You get exposure from having others spread the word about your product or services, and your work is less than if you tried to do it all alone. You and your loyal affiliates both benefit.

## **How do you start an affiliate program?**

There are several programs available for starting an affiliate program. Before you start, really consider how much growth you plan to have in the coming year.

A quick and easy way to get started is to use Clickbank.com. They handle everything for you, including taking payments from your customers, paying your affiliates and even providing a marketplace to help advertise your products.

## **Promoting using an affiliate program**

An easy way to promote your products is to create a report which promote your products or services then let your affiliates brand it with their affiliate links and give it away. For a superb solution to help you do this, check out our offer on the next page...

**"Here's How To Turn Any Ebook Or Report Into A **Viral Sales Machine**, Promoting Your Products And Services On Autopilot"**



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