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Intro

Traffic is the main ingredient for a website to succeed or fail. Almost all websites that fail do not get the traffic they need, thus not bringing in sales or revenue and will eventually go out of business. There are many ways you can generate traffic to your site, but most importantly in this e-book, all of the methods are FREE. There are certainly other good ways that you can pay to generate traffic and some of that information will be briefly touched upon, but everyone loves to get something for free.

So let's get started with each lesson....

Best Regards,

Nick DeStefano

eWebWorks.com - Complete Website Solutions

EasySiteBuild.com - Build Your Own Website & Publish it Live in Under 5 Minutes

DropShippingWholesalers.com - Quality DropShippers for Your eBay Business, Plus Get Your own Turnkey Website Business

SturdyHosting.com - Reliable, Fast, & Cheap Hosting Starting at Only \$2.95 per Month

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1. Submitting to Free Major Search Engines & Optimizing Your Website for SEO in Just Clicks

The best way to get effective and targeted traffic is through search engines. There are two ways you can get your site listed in the search engines. One way is [Pay Per Click](#) advertising which can be very effective and your site is instantly placed in the sponsored results of search engines like Google, Yahoo, etc. However you have to pay each time someone clicks on your ad, which can add up to a lot of money over time. Don't get me wrong, [Pay Per Click](#) advertising, especially with [Google Adwords](#) can benefit in many ways, but we are going to focus on free organic traffic.

Organic traffic is where your site is listed and indexed within the search engines and you won't have to pay for any clicks. Getting listed in major search engines such as Google, Yahoo, MSN, etc. is very easy, but getting to the top of the search engine can be very difficult and quite challenging. First, you must submit your site to the search engines, and [1StopSubmit.com](#) will submit your site to 48 of the major search engines for free. Getting listed in the search engines after submitting your website can take anywhere from 1-5 days to be indexed and shown up on searches depending on the individual search engine.

However, as I indicated earlier, you want your site to appear in the top of the search engines so that when someone does a search, they can find your site in at least the top 20. More than likely after submitting your site to the search engines, it will not appear in the top 20 because it is brand new and needs to get optimized. This is where search engine optimization (SEO) comes into play. Basically SEO can be very complicated and takes a lot of knowledge on how to get your site optimized, but it is the key to getting your site listed in the top 20. Now you can pay thousands of dollars to companies that specialize in this service. On the other hand, this website: [SeoBook.com](#) offers free SEO tools that you can perform on your site by yourself and get it optimized. SEO can take a lot of work and time to get your site optimized and then it may take months to get your site listed in the top 20 depending on how competitive the keywords are on your site. Nevertheless the benefits will be great in the long run as you will be getting free search engine traffic. There is also another site that will do all the SEO work for you in just a few clicks at [SeoElite.com](#). If you don't have the time or energy to do the SEO yourself, this is a great tool that will do it for you.

2. How & Which Banner Exchange Programs Produce Profits

If you're serious about making money online, you will need to get a banner for your website. Banner-exchange works and it's also free to display banners on other sites. In turn you will display banners of other sites on your site. Simply by joining a [banner exchange program](#), you get powerful promotion of your business or affiliate programs on hundreds or even thousands of websites. The right banner-exchange is capable of exposing your banner to new targeted leads every day. Banner-exchanges have in fact been around since the very beginning of the web and are far more effective than typical text links. Banners give you the ability to show off your colors, logos, designs, and flash animations your site has to offer. If you don't have a banner yet, you can get a free banner with flash animation at [Flashiness.com](#). They give you the ability to customize your banner plus you can add your own logo or design that fits your website.

There are many sites that claim to show so many impressions of your banner for a certain charge, but we tend to stay away from these sites as you can't guarantee they are actually showing your banner for a long enough period of time. Your banner could be rotated on their site with hundreds of other banners and the inconsistency in not being shown regularly will lose visitors. With banner exchange, your banner will be shown on the websites that you choose so you can pick targeted sites that will generate quality traffic to your website.

One thing you don't want to do is put a competitor's banner on your site because this could cost you sales by the person buying from their site instead if you're selling similar products. Instead, you will want to put banners that have relevance or compliment your site. For instance, if you have a website design site, you can put a banner for web hosting because someone who needs a site designed will also need web hosting. On the flip side, if someone is searching the web hosting site and purchases a hosting plan, they may need a web designer to setup their site, so they would see your banner. This is the power of [targeted banner exchange](#).

3. How to use the 87 Million People on MySpace.com to Your Advantage

This ever growing website has at last look, over 87 million registered users, so you can use this as a huge networking tool to get great exposure to your website. First you will need to setup a MySpace profile if you don't already have one. It's free to setup an account, and you can do so at [MySpace.com](#). Once you setup your profile, you will want to put your website link and even give a brief description of your site so others can see it. You can even include banners and other images on your profile to

make it look attractive for people to click on your link. The key here is to add as many friends to your profile as you can. You can start by adding other friends that you know that are on MySpace and soon your friends list will start growing as more people see your profile. You can also join groups that cater to your website. It's a very easy way to get your website out there to many people and your friends list will only grow over time and this will require no time or work on your part.

You can also send out bulletin board messages to all your friends that you have listed on your list. Now you probably don't want to flood people with just a simple ad for your website, but you can simply send out a joke or something along those lines that people would read and put a simple signature at the bottom with your website URL. There are also tools that you can use to instantly add up to 500 friends to your profile per day. It's called [Badder Adder](#) which you may want to use this if your interested in sending out bulletin board messages so all your hundreds or thousands of friends can see your message and website. Go ahead and post comments on your friend's site as your picture will show up on the front page of their profile. Users can then simply click on your picture to access your profile. Your friends probably have friends that you don't, so it's just a great way to get more exposure to your profile and ultimately lead to website traffic.

4. Why the Power of Affiliates will Drive More Traffic than You Could of Ever Gotten

Having someone else promote your site for you is free traffic to your site. You usually pay the affiliate a certain percentage of the sale if one is made from the buyer the affiliate referred. Having affiliates are one of the keys to making your site successful because each person has their own way of bringing in a variety of traffic techniques. For instance, one affiliate might have their own opt in email list of 50,000 subscribers they use on a regular basis to promote various programs and websites. This is 50,000 potential visitors that you would have never received without having an affiliate. There are many affiliates out there that are just looking for another product, program, or website to promote. You only pay commission to affiliates that bring in sales, so you're never losing or putting up money before hand.

So how do you find affiliates? It's very easy if you have a digital product as you can get your website listed in [ClickBank.com](#) as they are the number one digital processing marketplace. They have thousands of merchants listed and many affiliates go there to look for products to promote. Just sign up for your [ClickBank.com](#) account if you don't already have one and get listed in their marketplace. They will handle all your commission tracking and payment for you. If you are selling physical or tangible goods, you could list your website in [AffiliateGuide.com](#) as they have thousands of affiliate programs and many affiliates look to this site to find a website to promote. You can also list in [Affilorama.com](#) as it's a new directory that is growing that you can add your site to.

It's free to list your site in these directories. However, you will need a tracking system for your affiliates to use if you don't use ClickBank.com. One good system that you can setup for your website and affiliates is iDevDirect.com. They will give your affiliates unique linking codes and handle the commission and payments for you.

Another way to get affiliates is by doing a search on Google for your particular market. For instance if you were selling an e-book on how to train dogs, you will want to contact the sites that are listed in the top of Google and tell them about your e-book that they can make commission on. If they are offering tips or have their own information that caters to dogs or training and rely on ads or Google AdSense to make a profit, they would be more than happy to add a link or banner for your site as it will increase their revenue as well. Now you just gave yourself a link in the top of Google for good keywords that match your product or service. This is a manual process of contacting each site one by one and some may not even respond to you, but if you only grab a couple of affiliates and they turn out to be super affiliates by converting sales to your product well, it's definitely worth the time and work.

Treat your affiliates well and offer them high commissions to attract them to your website so they can promote your product. Many digital product programs pay out at least 50% and some up to 75% commission. For tangible or physical goods, its best to give at least 10-20% commission on the sale. Using the power of affiliates to promote your site can drastically improve your traffic and website ranking which will in turn get it listed higher in the search engines. Again, its traffic and sales you would have never had if it wasn't for your affiliates.

5. Using eBay to Drive Loads of Traffic to Your Site

eBay is a very high traffic site and almost anyone looking to buy something online will always go to eBay first to see if it's available. Today, people can get great deals on eBay and the sellers can definitely benefit from purchases on eBay by driving their customers and more business to their website. If you intend to sell your products or digital goods such as e-books on eBay, it looks more professional if you have your own website with more products and can drive in more business from your existing eBay customers. You can drive free traffic to your site by using eBay to sell physical or digital products.

If you have digital products such as e-books or physical goods, you can list your auctions on eBay and sell the product for a discount of what they are on your website. As I said earlier, people that buy today on eBay are looking for a good deal and if it's not a good deal, they will go elsewhere because of all the competition on eBay. I'm not going to go into [profiting on eBay](#) because this is a whole different lesson. Rather, you are going to use eBay to your advantage of [driving the traffic](#) and ultimately the sales

through your website. It only costs as little as 20 cents to list an auction on eBay and the keys to having a successful listing to getting the most exposure for your site is to put a link to your website right in your auction. People that view your auction will see your website link and they may click on that link if it appeals to them to see what else you have to offer. Make sure you put up high traffic related products. For instance, if you sell electronics, make sure you have a Sony product or DVD player up for auction because these are high traffic keywords that people are searching for which will in turn get more views to your auction and website link.

The second way of driving more traffic to your website with eBay is by getting your customers that won your auction to browse your site for more products that they might be interested in. Simply send them an email after they have paid to thank them for the purchase and include a blurb about what other offers you have and then include your website link. This is very effective as it can be used for repeat business and you can also cross promote other products on your website. If sending physical products, include a simple note or business card with their package that includes your website link so they can get to your website easy. You may also want to include a coupon off their next purchase so they are more than likely to buy more from your site.

Basically, all of this traffic that you get will only cost you as little as 20 cents for your eBay auction and as I indicated earlier, you shouldn't be concerned with making that much money from the sale of the product. You are more interested in getting your website link in your auction for [driving the traffic](#) to your site and relying on repeat business from someone that bought your product from your auction.

6. The Article Marketing Viral

Everyone is looking for fresh content they can use to put on their site to keep it updated and by writing articles about your site, you can have them published on major sites that are ranked well and even in major article directories such as [EzineArticles.com](#). The benefit of writing articles is that with each article that you submit to an article directory is that it contains a resource box that you can put a small bio of yourself, your website, and include your website link. By submitting your articles to an article directory, anyone can use the article for their site or as an email newsletter that would contain your website link. It's beneficial to write an article about your website so that you get targeted traffic when someone reads the article.

For instance, if you run a retail store online that sells outdoor equipment such as propane grills, patio furniture, etc. you can write up an article about how propane grills are better than charcoal grills and the benefits of propane grills. This could be an interesting topic for people to read and put on their own website to use and then since your website sells propane grills, they might be in the market of searching for a new grill. Thus your website link is right there for them to click on and purchase a new grill.

Once you have written your article, you can submit it to major article directories such as EzineArticles.com or iSnare.com. Each article site is free to sign up with and they allow you to submit the articles to be published on their site at no cost. You can also submit your article to hundreds of article directories all at once with [this software](#) and can save you a lot of time then doing it manually and knowing where all the article directories are located.

If you don't have the time or desire to write articles, you can simply use other peoples articles that they have written that come with rebrandable rights. This means that the person will allow you to use the article that they wrote themselves and you can simply put your website and info in the resource box. There are hundreds of articles in all different categories that you can choose from [here](#). Otherwise if you do want to write your own content, but don't know where to start, a good resource is to start browsing some of the articles on EzineArticles or iSnare and see what they have to offer. You can get a lot of ideas to write your own article by just viewing some of the topics there. You can also check out ArticleCashProfits.com as they show you how you can write your own profit pulling articles on your own easily.

The other benefit of writing articles is that when someone else publishes the article on your site, it will have your website as a backlink and each time this is done, it not only increases your traffic, but will increase your page rank in Google so you will have a higher search engine ranking.

7. How Forums Can Drive Targeted Traffic to Your Site

Forums are a quick and easy way to get your website seen in front of hundreds of even thousands of people instantly. By participating in forums, most allow you to add a signature line to all your posts that you contribute to. You can usually add a few lines about your site and include a hyperlink to it so that users can easily click on the link that will take them directly to your site. It's best to just contribute to other peoples posts at first until you get the hang of the actual forum you're browsing. You want to contribute to posts that have high views and many posts as this will ensure a lot of users are reading the post and thus seeing your website link.

Some good forums that have high traffic to participate in are: WarriorForum.com, MoneyMakerGroup.com, & TalkGold.com. These are good forums for people that are selling digital products and looking for more marketing and profit making techniques. You can simply do a search in Google for the type of forum your site is geared towards. For instance if you're selling bicycles online, just do a Google search for "bike forum" or "bicycle forum" and you can register with it for free and begin posting messages. Forums will also boost your search engine rankings because if you have your website linked on a highly reputable site such as Warrior Forum that receives a ton of traffic, it

will help your site as well. You can also learn more about making money for your website with forums [here](#). By regularly posting and participating in forums, you will not only get your website out there to visitors, but you can gain useful knowledge that can be used to prosper your site even further.

8. Creating the Blog Viral for Your Site

A blog, is a website where regular entries are made similar to a forum post, but presented in a specific order by date. Blogs often offer news on a particular subject depending on what type of content you have listed on your website. The benefits of using a blog is that it can basically be a way of getting repeat traffic back to your site as others can contribute to your blog similar to a forum. However the blog will be on your website and you can contribute to it as often as you wish announcing new happenings to your site or any subject matter you want to write on. It's also good to participate in other blogs as just like forums, you can add your website link to the blog you contributed to. There are [thousands of blogs](#) out there and the more blogs you can contribute to, once again your website will get a higher ranking and then have better results in the search engine. You can get started with one easily free at [blogger.com](#)

The first thing to do would be to add a blog to your website and contribute to it every so often. Then you can get your friends to start contributing to the blog and it can be on anything you want, but make sure it's relevant to what you are offering on your site. This will ensure that you will get targeted traffic to your site and with frequent posts, you will get visitors to keep coming back to your website. It would be beneficial to contribute to other blogs that are similar to your blog so that you can start gaining more traffic and backlinks from other website. [Blogging](#) is another easy way to get instant traffic and links to your website.

9. How email Can Increase Your Profits by 300-500%

This is by far the most profitable technique that we have used to get traffic to our own websites, and it's so easy to do! First, there is a difference between sending emails to opt in subscribers and spamming random email addresses. When I refer to email marketing, I am describing techniques for opt in mailings, not spamming. Spamming is not the way to email market as you don't have a targeted audience for your website and will most likely get complaints from many users to be removed from your spam list. The first thing to do is build an opt in mailing list which will be worth gold once you get a few hundred or even thousand subscribers. You won't get thousands of

subscribers to your list over night, but after several months, you can start building a quality email list and begin to prosper instantly!

The easiest way to start your opt in list is to take the existing customer email addresses that you have from previous purchases and build that into your list. You can manually extract the email addresses from the emails you get from purchases and save them usually one per line in a text or excel file so they are ready to be imported in a mailer program. There is also mailing list manager software that you can get from FollowUpToolbox.com. Either way, start your list from existing customers. You can also put a simple form on your website for potential customers to sign up for your newsletter which you can offer weekly or monthly tips. This is a good way to get potential customers who aren't ready to buy something from your site, to keep in contact with them so they eventually come back to your site. Another way of using a form on your website is to provide them with a free report or e-book just for submitting their name and email address. Once you get their email address, simply email them back the free report or e-book. It's very easy to setup an [auto responder](#) to automatically do the work for you as well.

Once you have a good list of email addresses you will want to start marketing your website by offering cross related products for existing customers or [write up a good sales email](#) to prospect customers that signed up for your newsletter or free report to sell them your products or service. You will most likely want to use a special mailing program that will manage your email lists and be able to handle sending out thousands of email messages at once. Outlook or any other free mail service just won't do the job for email marketing. If you're interested in a mailing program that will handle mass emailing and mass postage mailings then, [MyListDeluxe](#) is for you. This can really help you manage and cut postage costs if you are doing regular mailings along with email marketing.

There's also another great service that will handle creating your own mailing lists, using their software to send out the mass emails, manage your list, create autoresponders, and much more. It's really a one stop shop for all your email marketing campaign needs. You can see more at Aweber.com

If you don't have a good list built up yet and still want to use email marketing effective, you can rent email lists from others. This is a pay service where another company gets new email leads daily and will give you these leads which can be daily or weekly that you can use to send out your emails to. The only problem is that this list may not be directly targeted to your market and other people could be sending emails about their products and services to this same list which can lead up to a lot of emails for the person to read at once. It's more effective and beneficial to use your own list, but if you want to begin sending thousands of emails a day by renting a list see YourAdBlaster.com.

Email marketing is very effective because once you have built up a good opt in list, you can continually send targeted traffic to your site to get repeat customers to your site or market it to people who haven't purchased anything yet. It can create an instant flood of

traffic and sales within hours after you send out the mass mailing. It's been one of our best marketing strategies and the best part is that it's also free.

To learn more about how we developed our email marketing strategies that literally made us thousands of dollars in just a few short days after our initial mailing campaign, check out [Inside the List](#). You can use these techniques, and your same list over and over to earn unlimited profits! It will be your most valuable tool you can ever have.

10. How Web Directories Can Increase Your Traffic & Boost Your Page Ranking

You can submit your site free to many web directories that have high traffic volume for free. This is different than submitting your site to search engines because with web directories, people can actually click through different categories to find your site listed instead of searching for terms on Google where you would be competing with millions of other sites for keywords. People can also search through web directories, but the competition is a lot lower than Google for instance and you have a better chance of someone clicking through the categories in web directories. There are high traffic web directories that you can submit to for free such as: [craigslist.org](#) & [dmoz.org](#).

Craigslist is actually a San Francisco web directory that lists items for sale, classified ads, jobs, etc. It has gotten so big that people have been posting ads in it nationally and not just anyone living in San Francisco. It's a great way to get listed in a high ranking directory for free. Just be careful to read the terms of posting your site as they don't want MLM scams or other marketing schemes listed on the site or you could get banned. [Dmoz.org](#) is a web directory that you can list your site into their open directory project that has thousands of other website listings in many different countries. It's another high ranking site that you can use to increase your site ranking and traffic.

Finally, [TrafficSwarm.com](#) is a technique where others will view your site just for viewing thiers. It's basically a viewing exchange program similar to banner exchange. You get credits for all the sites that you view in their directory and in turn for each credit that you receive, they will send visitors to your site. You can also pay to signup for their premium membership where you don't have to view other sites and they will simply send visitors to your site for a fee. You can simply sign up for [TrafficSwarm.com](#)'s free membership and try it out. It's a good way to get free traffic to your site if you don't mind viewing other sites that would be of interest to you.