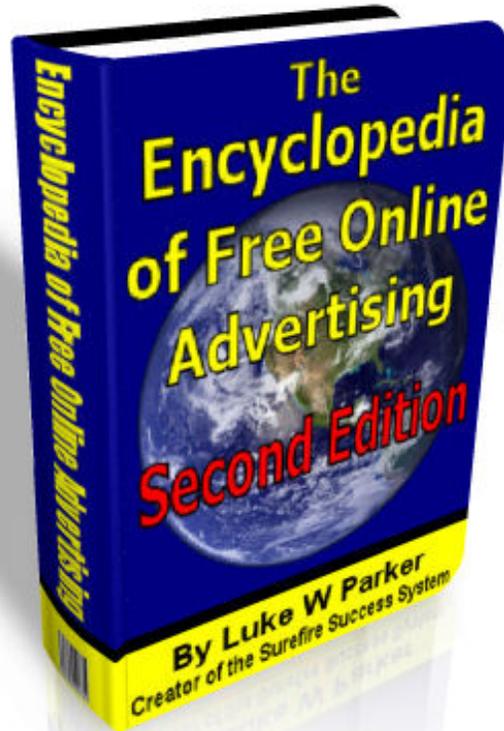


# The 2<sup>nd</sup> Edition Encyclopedia of Free Online Advertising

By Luke W Parker, creator of the **Surefire Success System**



***Completely updated for Web 2.0!***  
***This valuable eBook reviews all of the best tactics and techniques that anyone who markets on the internet needs to be aware of!***

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# Introduction

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A lot has changed on the web since I wrote the first version of this eBook six months ago, but advertising your business effectively on the internet is still the single most important skill to learn for **any** business to survive online.

So why is it so difficult to find the effective advertising sources you need?

I probably don't have to tell you that the internet is full of free advertising. It comes in many forms, from websites that advertise other websites, to text-box ads on the sides of pages, to spyware, spam, blogs, bookmarking tools, & auto-surfing... There are almost too many ways to get visitors to your website or blog now, because creative entrepreneurs are figuring out new ways to do it **daily**.

This industry has grown so large in fact that there are even many FREE ways to get traffic to your website. Legitimate traffic for free... And plenty of it, too. This represents an awesome opportunity for new business owners without a huge advertising budget.

That's what this Encyclopedia is all about. I've spent years exploring, building, and testing these resources, and I'm going to share them all with you today. I'm even going to review them all for you with quick-glance indicators that reflect each free traffic source's:



**Quantity** (How many visitors you can get.)



**Quality** (How Targeted the Visitors can be to your niche.)



**Time to Delivery** (How fast all of your traffic can arrive.)

They will be rated on a scale of one to five, 5 being the best possible. A Zero rating means that it's not applicable.

It is my goal for this book to be a completely indispensable handbook for all online businesses that advertise.

A common misconception that many webmasters have is that all free forms of traffic are very low in quality. Some will even quote the instances that software "bots" will be delivered as a visitor instead of a human.

Scams do happen from time to time, there's no dismissing it. All of the traffic methods reviewed in this encyclopedia however, are genuine methods that are

usually scam free. A great benefit about using free advertising is that there's no reason for a scammer to try to target you, since you're not a paying customer. No credit card number, no scam. A mild case of spyware is the worst you should expect. (So get your anti-Spyware and anti-virus up to date before trying some of these!)

The fascinating thing is that research has revealed that these forms of traffic are **not** usually just cheap, un-targeted surfers. There's plenty of free Pay-Per-Click traffic out there, just as targeted as Google's AdWords. In fact, when you get down to the "P" section, I'm showing everyone reading this book exactly where they can pick up their own free 100,983 visitors in paid, WELL-TARGETED traffic!

There are also free ways to get incredibly large amounts of traffic, that only require a modest amount of your time working on the front end. SEO, Link Building, and Article Marketing all can make your site the most popular site on the net for your niche market, yet they don't cost a single penny to do correctly.

Furthermore, targeted traffic isn't the only traffic you'll ever likely need. I'm sure you would be ok with a couple hundred thousand semi-targeted or Non-targeted visitors on your site tomorrow, building up your Alexa Ranking and showing the world how powerful a draw your website has... Also, with those kinds of numbers, you stand to make more than just a sale or two, no matter how unrelated the referring site is.

I'm going to spill the beans on a method to do just that for you under the "Traffic Exchanges" section. The rest of this book is just as useful, in fact, what I've mentioned here are **not** the only juicy bits! However, juicy or not, you must choose a strategy for your marketing efforts and stick to it, because different strategies require different types of advertising.

What it all comes down to is which KINDS of traffic you need for your marketing strategy. You'll be sure to find a few in this eBook to fit your needs.

So before we get started, let me reiterate that every technique in this encyclopedia is completely free for you to use to drive some form of traffic to your website with. All techniques listed here have been tested, not just by me, but by other online marketers and even ratings services in some cases.

There are no sources of traffic here that require you to use a credit card. (Unless you upgrade to some premium level of service, of course.) With these free services alone, anyone easily build up enough traffic to their site to make you wonder how Google can charge so much for AdWords listings!

So why am I giving this knowledge away for free, instead of hoarding all the traffic for myself? I thought you might ask that... I certainly would.

You'll find the answer to that question here under the letters "E" and "V" - This is a **Viral eBook**, which is one of the methods with the highest "Quantity" & "Time to Delivery" out of all free traffic generation types that there is. Yes, I'm getting tons of free traffic from this eBook, because it is so jam-packed with useful information. Keep that in mind as you read any section of this book; no matter which of the methods you use to drive your traffic, it all works out in the end that the only real way to convince anyone online to visit your website is to offer them something valuable.

In my case, I'm handing out this book to everyone in hopes that they check out my [Surefire Success System](#). It's quite likely the only system online that can very easily make you cash in your bank account within 48 hours, and meanwhile, it builds many multiple residual streams of income without duplicating your work. Naturally, it has an affiliate program too, where affiliates make a generous 51%, so if there was ever a product online worth using the methods in this eBook to promote, Surefire Success would be it.

Now that my motives are exposed, you should seriously ask yourself what yours are. Are you promoting any products that you can be proud of? Are you just testing these methods to see if anything online actually pays? Or are you just looking for an extra way to increase efficiency so that your current stream of income starts to really take off?

I can't stress enough that used properly many of the methods in this book are very **POWERFUL**. They may be free, but quite a few entries here are the exact same things that the pros use to gain massive, passive traffic.

So don't waste this knowledge on something that doesn't make you good money!

If you're not absolutely sure what will make you real, attainable cash this week, then I highly encourage you to swing by [Surefire Success](#) and check out all that we have to offer.

Anyway, I hope you find this Encyclopedia as useful as [many of my past readers have](#), and that it helps to make your business a huge success, no matter what that business is. I'm rooting for you, and if you ever need any advanced tactics on any aspect of your Home Business, swing by the [Home Biz Factory](#) and I'll be sure to have just the training you're looking for, all for free.

*To Your Surefire Success!*

**Luke W Parker**  
**The Surefire Success System**  
**The Home Biz Factory**

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# A

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## Affiliate Programs

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If you have a website that sells a product online, and you've built in a fair amount of room into your price for it, then you have an opportunity here to use a GREAT free traffic source.

In fact, running your own Affiliate Program helps you in more ways than one. By signing up affiliates to go out and sell your product for you, you'll not only build a huge salesforce, (assuming you make your offer tempting for them) but you will also be building hordes of one-way, targeted links back to your website as they advertise in the various places.

### **Drawbacks?**

You must be very persuasive to get an interested following to do serious selling for your product.

To overcome this issue, simply build more room into your price so that the monetary gain for your affiliates is too tempting for them to refuse. 50% commissions are quite standard these days on informational products, with some products go all the way up to 100% commission structure, so that the seller can build up a newsletter list.

I would have to say that, especially when dealing with [Clickbank](#) (the #1 infoproduct marketplace for affiliates) 75% commissions to your affiliates is the way to go. That's just because there are so many products out there competing for an affiliate's attention... So since 75% is the maximum that clickbank allows, you'll soon learn that affiliates will swarm to these products first and you'll build up a sales force (and incoming links) quickly. –And you can always turn down the commission later.

Naturally, if your product is not available for online delivery (i.e. software only) then the ability to attract affiliates will be much more difficult for you... Not impossible though, because some affiliates understand the importance of offering their readers a full range of products built around a central niche theme.

Having an affiliate program that offers multiple tiers helps as well. There isn't an affiliate marketer alive who wouldn't like to earn residual income from the work of others.

There are two different ways to get started with your own affiliate program. Both can be free, and of course you pay your affiliates out of sales afterwards.

The most common form of affiliate program is when a webmaster loads software, usually some form of PHP or Perl script onto the server, integrating it with the website. These have been sold for years to webmasters and lately have even been offered for free.

The second type is a service run off-site, through providers such as [ClickBank.com](http://ClickBank.com), **Commission Junction**, or **PayDotCom**. (There are many other, non-free ones too.) They do the added work for you of helping your products get found by more affiliates, and they even feature your product in an online marketplace of theirs. Naturally, they want their cut of the product's sale too, usually in the range of 4% to 8%. (Some let you even split that fee with your affiliates.)

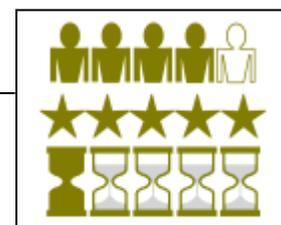
These services may be more effective in the long run for the average info-product seller, but quite often they do not offer the flexibility that many webmasters need to best promote their own product line. In those cases, using server-side software scripts is the only way to go.

Finding a free copy of your own Affiliate program software to load onto your web server is quite painless, as there are now several different scripts to choose from. To find your own script, simply google the phrases "free affiliate program software" or "free affiliate management software." They should both return helpful results for you.

Naturally, you'll have to investigate each one in depth to see if it runs on your particular server in your software environment. No matter which way you go, there will be plenty of research involved; this is not something you can start up in the next 20 minutes. (More like 2-7 days.) Once it starts though, assuming you make your offer attractive enough, this could really bring in hordes of traffic immediately.

## **Article Marketing** (A Subset of Link Building)

Writing articles about your topic of interest and sending them out to article directories, other websites, and eZines to publish is an almost ideal way to gain free advertising. I really can't recommend it enough for long-term link building campaigns. All you need is time & writing skills for this self-compounding method to make your website one of the most respected and authoritative sites on the net.



I realize that this method has been out in the open and even done to death over the last couple of years, especially with the popular trend called "Bum Marketing,"

however I find that a lot of people who have tried Article Marketing quickly give it up before seeing any success.

It seems that everyone sets out writing articles, no matter if they do it themselves or pay someone to do it for them, by submitting one or two articles to the main article directories found in the more popular article submission software suites, such as Brad Callen's great, free [Article Submitter](#) software.

Some sort of article submission software is pretty much necessary because it can take a long time to submit an article to even a handful of websites... The automation that all of these softwares offer are *not* just 'set-it and forget it,' and you Don't want them to be! The way that the Article directories are set up, you will most definitely still have to go to each site and make sure it populates all the right fields properly. (But the software makes that much faster.)

The main problem that people have with any article submission software is that when most people first try them, (I am certainly guilty of this myself) they want to 'test the waters' to see if the technique works or not before they commit to it fully.

With most purchases you make in your life, this is a fair strategy - *but not when it comes to an article submission campaign*. The real benefit in sending out your articles is by doing it in bulk, over time.

What proponents of Article Marketing have so far failed to tell me (but I learned for myself the hard way) is that one or two articles out there pointing back to my website, no matter how many directories I send it to, is only going to help an itsy-bitsy, teeny weenie bit, and then slowly fizzle away.

More than likely it won't even send a single visitor to my site... It will only help my PageRank a bit, for a while.

This of course assumes that I haven't gotten it published by an eZine owner who has a really big list... Since there is no way to be sure that you can get it published by an eZine owner with lots of influence, we won't depend on it for this example. Think of that as a surprise bonus you can sometime get with this system, if it happens at all.

The way to surely succeed with articles is to have an article submitted to all the directories EVERY WEEK, all linking back to the same website. This of course takes time and patience, which is the only reason that so many people fail at this strategy.

I don't feel it's worth my time every single week to write and submit an article, I've got more important things to do with my life. Worse yet, I've so far made a living from informational AdSense publishing (VRE) sites, so running an article campaign for each of these 250+ small websites is simply impossible.

However, over the last year I've tested 10 different campaigns of article submission for 10 of those sites, and the one result they all had in common was that bulk, regular submissions are the key.

I hired someone on rent-a-coder to submit my articles for me once a week for 3 months, and right now (4 months later) a few of those sites are #1 in Google with no other promotion except for link directory submissions.

It's a prime example of the tortoise and the hare... But in the first and second months of the campaign, I was sure my turtle was asleep!

For more advanced instruction on Article Marketing specifics, I even made a film walking you through the process. You can check that out here:

[How to Generate Serious Website Traffic with Article Marketing](#)

Enjoy!

**AutoSurfing** – A great method to bring in tons of completely uninterested traffic. See [“Traffic Exchanges”](#)

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