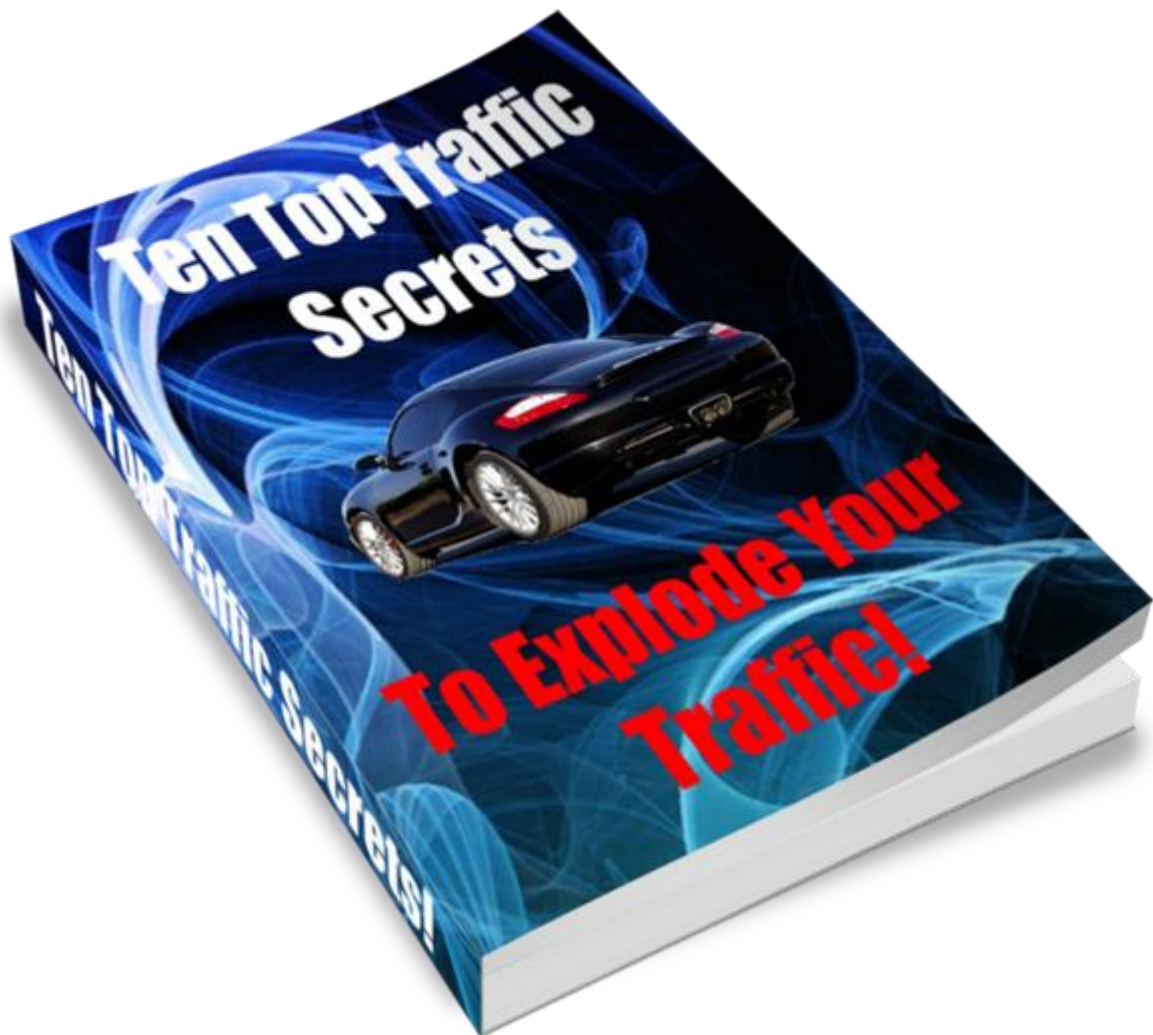


# Ten Top Traffic Secrets To Explode Your Traffic!

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# Introduction

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Hi, this is Laura and I want to say congratulations for taking action and downloading this guide!

No matter how much ground work you have done in starting your business, no matter how fantastic your blog looks, how impressive your content is and how amazing your offers are, unless you have a good amount of traffic you will see absolutely no benefit from it!

How often do you feel frustrated when you visit other people's blogs or sites only to find the quality of their content is nowhere near as good as yours, the look and feel is average at best and that the attention to detail is really lacking? And yet they seem to be achieving tremendous success? I know I used to feel this way on a regular basis!

I worked really hard to have my blog looking good, well organised and easy for people to use. I spent hour after hour on ensuring that my content was really good quality content that people would really benefit from and that would have them coming back time and time again. And I gathered a massive number of free tips, ideas and resources that could benefit anyone and everyone in this industry whether they were brand new to the world of internet marketing or had been struggling within this industry for years.

I was delighted with my efforts and ready to launch. So launch I did and what happened? Not a lot. I was out there being active on my social networking sites so I did get a trickle of traffic. In fact, in my first real day of marketing my site I got 100 visitors. I thought I was on my way and that this would steadily increase to the thousands of visitors that I wanted and needed. But did it? You can guess it didn't because I didn't have any kind of marketing strategy.

So I went out there and really did my homework. I looked in to more marketing strategies that I knew even existed and I tried most of them out! Through hours and hours of hard work and effort, I slowly began to learn what worked and what didn't. And with everything that worked, I began to really focus on

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that technique, to tweak it and perfect it until I was sure that I was achieving the best results that I could with it.

Now, with the exception of one strategy, all of the marketing strategies that I am going to take you through here are free! I understand only too well that if you are just starting out in this industry or if you have been struggling in this industry for a long time, you are very unlikely to have either the ability or the desire to spend a fortune on marketing.

But let me give you a word of advice. There are some paid for marketing strategies out there that can sky rocket your traffic and therefore your earning ability and success, but they do require a fairly significant budget and of course carry an element of risk. Therefore I strongly suggest that you follow all of the free strategies that I am going to give you here and when you begin to see the traffic and results you are looking for, make sure that you take some of your profits and feed them in to your advertising budget. Then armed with your budget, do a huge amount of research in paid for advertising strategies, choose the right ones, do them well and sky rocket your traffic even further!

So where do we start? Well let me start by telling you that I am not some faceless affiliate marketer. I am an affiliate for some products, but only those that I use and believe in. I am not going to give you techniques to con people in to buying stuff that they don't want or need. I am going to give you clear and proven strategies to drive traffic to you!

If you haven't yet built your 'Brand You' then you are missing a vital piece in this jigsaw puzzle. If you don't have your own website or blog than I highly recommend you make that your first priority. In fact go straight to my website now (<http://www.lauramilne.com>) and sign up for your free copy of the MLM Success Handbook. Even if you aren't involved in MLM or Network Marketing, that book is going to be your bible in taking your first steps to success. Download it now, read it and more importantly act on it and when your 'Brand You' is ready to launch, come back and join us here to learn just how you are going to drive massive amounts of traffic to it!

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Ok, so for those of you who do have your own blog or website and are ready to drive traffic to it - we are ready to get started! Do bear in mind that these techniques will also work to drive traffic directly to a squeeze page, however that is only likely to give you success with a single product rather than building a strong foundation for future success. For that reason I would always recommend you have your own branded site or blog and make that the central feature in everything you do. You can follow the step by step guidance in The MLM Success Handbook to help you to achieve this.

So on to Marketing Strategy number one!

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# Introduction

## Summary & Action Sheet

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### *Summary*

- Even the best looking blog with the most amazing content is not going to produce results if you don't have the traffic!
- Poor quality blogs with much less valuable content than yours are performing well because they are generating traffic!
- Paid marketing techniques can sky rocket your traffic but require a generous budget and carry an element of risk.
- Begin to generate your traffic with free marketing techniques, ensuring that as you begin to see success you begin to put some of your profits aside in to an advertising budget for future use.

### *Actions*

- Commit to the hard work and commitment required to put these traffic strategies in place – only reading this book along will not help you on the road to success if you don't take action!
- Ensure you have your own branded website or blog in place and make it the central component to everything you do.
- If you don't have your own branded website in place now or don't understand the importance of 'Brand You', head straight over to my blog now, download your free copy of The MLM Success Handbook and meet us back here when you have your 'Brand You' in place.

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# Chapter One

## Making Your Content Go Viral!

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This is your ultimate aim. You want all of your content to go viral and to work for you long after you've written it. There are some golden rules to ensure that you achieve this:

### **Only ever produce high quality, useful content.**

You need to really commit to only ever producing high quality, useful content. Your content is going to go viral because it's so good and so useful that people want to share it. If it's not good enough for that, then give up now because with all the will in the world it isn't going anywhere! You need to really take time to consider your content, to always make sure it's giving real value and that it is going to leave your reader wanting more. There are hundreds of blogs out there that you can use for research so have a good look around and decide for yourself which seem to be the most relevant, popular and useful topics. You can then begin to pull together a plan of your content based upon what people really want to read and learn about.

I highly recommend that you do take some time to plan out your posts. There's nothing wrong with adding posts that reflect things that might have just come in to your mind there and then but don't leave your content down to this alone. Your structured plan with a full list of topics and when you intend to post them will really keep you on the right track.

When you are pulling your posts together take the time to ensure that they grab the reader's attention but are then very easy to read. People do not tend to take the time to sit and read a blog post fully and in its entirety. Instead they tend to scan the post, looking for the most relevant information and anything particularly interesting or valuable that will suck them in further. Therefore take some time to consider the title that you are using for your post. Make sure that your posts make sense individually as often a single post will be [Visit my blog - www.lauramilne.com](http://www.lauramilne.com)



seen by people on other sites outside of the context of your blog. Your ultimate aim with each post should be to encourage the reader to want to come to your blog and spend time learning more about you.

In terms of the length of your posts, you need to get the balance right here. Too long and people are not going to read them. People want quick results and want to get to the juicy information quickly, avoiding the waffle! Too short however and your posts are not going to rank. Try to aim for between 250 and 400 words and you won't go too far wrong.

When you have written your post, before you publish it, go back and review it asking yourself the question of whether your post is giving the reader something of value. If not then go back and re-write it. You need to make sure that you are offering your reader something of value with each and every post you write.

### **Make sure the content is seen in as many places as possible.**

Once you are comfortable with the content of your post, you need to take the initial ownership in getting your content seen in as many places as possible. You can start by submitting your content to your social networking sites. A good example of this is automatically importing your blog in to facebook. You can use the application under 'notes' and 'import a blog' to automatically pull your feed in from your blog, however this is going to pull in the full post. Rather than doing this I recommend that you either sign up with 'networkedblogs' and they will import your blog for you or that you share each post manually as you publish via the share buttons on your blog (if you don't have share buttons you should add them as a priority – if you are not sure how to do this there is a simple tutorial on my website that you can follow.)

By doing it this way you will only add the title and a few lines of your post to your facebook page with a link back to your blog rather than adding the full post. This will generate more traffic to your blog than if people could read the whole post on facebook. You do however need to make sure you are using

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titles that draw people in and that the first few lines of your post are going to encourage people to want to read more. As long as you do this not only are you putting your content in front of every one of your contacts on Facebook, you are also drawing traffic back to your blog.

You can also add your blog posts on Twitter, MySpace and all of your other Social Network and bookmarking sites. Remember, the more places you have it, the more people are going to see. Just remember to always encourage people to come back to your blog within the posts that you will be sharing on other sites. Your superb content will do the rest for you.

And of course don't forget to share your blog and blog posts with all of the blog sites and aggregators out there. Submitting your blog feed to aggregators is a great way to get your content shared. There are hundreds to choose from and you can even upload plug-ins to your wordpress blog to automate the whole process (although these don't tend to be free). If you are happy to do this manually then just make a list of all of the aggregators you are going to use and build it in as part of your routine every time you post to your blog.

Do some research to compile your full list but to begin with you can start uploading your blog feed to the following aggregators:

blogbunch.com

blogged.com

feedage.com

feedlisting.com

millionrss.com

rssbuffet.com

rssmicro.com

rssmountain.com

rssnetworkfeedsdirectory.com

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