

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.

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