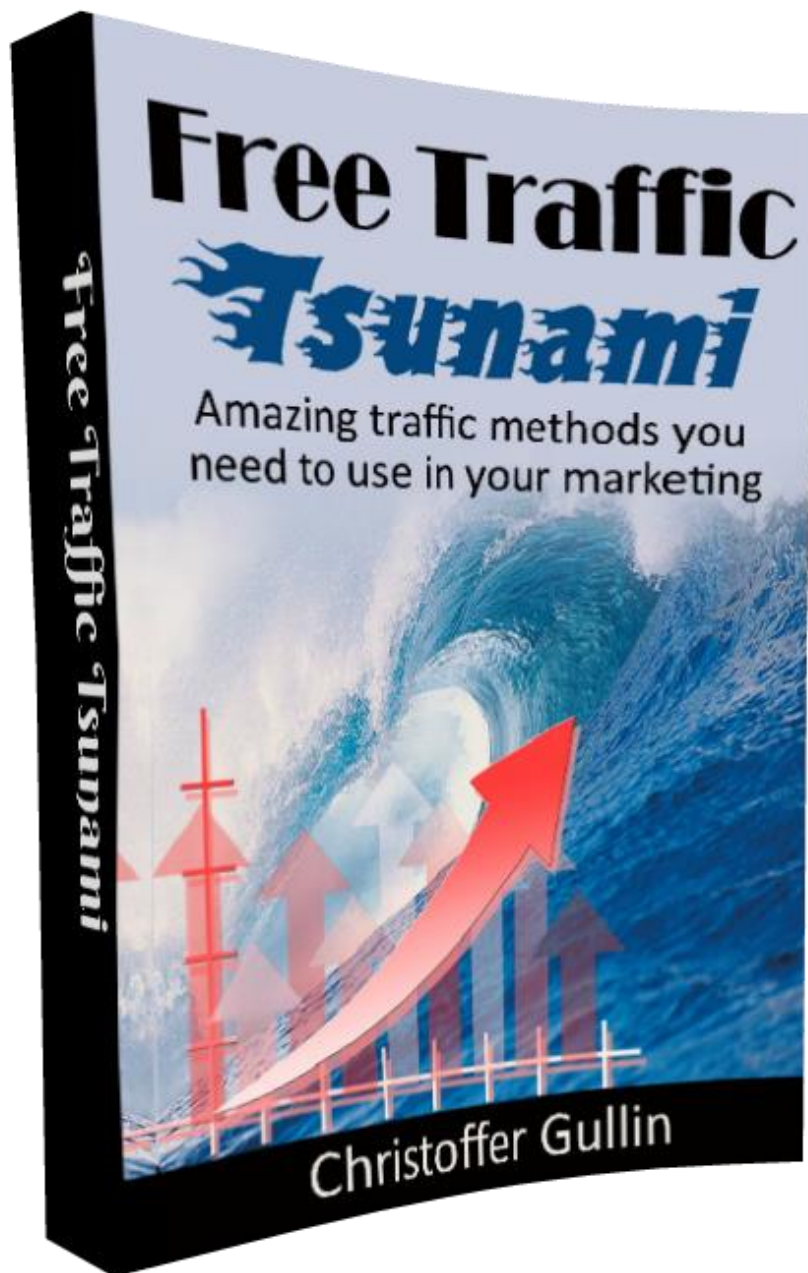


# Free Traffic Tsunami

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## Introduction

First, I would like to thank you for picking up my new eBook Free Traffic Tsunami. In this eBook I will cover some of my favorite free traffic methods I am using in my business.

There are some things I want to make sure that you understand right away: Free traffic does not exist. You always pay for traffic with either your money or your time. If you choose to pay with money you will see results faster but you will need a bigger budget to start with.

When you choose to pay with time you need to understand that it might take a while to see the results. You will not be able to implement one of these strategies and then expect to be making \$1000s the next day because that will not happen.

Since you have bought this eBook about traffic, I assume that you already have a website and a landing page builder. What you may not have (something almost everyone seems to forget) is a tracking tool.

A tracking software is crucial when testing out new traffic methods. How do you know if the method is good if you don't know where the traffic comes from?

I am using [ClickMagick](#) which is a fantastic service. I can create tracking links, rotator links and so much stuff with them. I will not explain it all here, you can read it on their website if you are interested. It is just a recommendation from me that you check them out if you don't use any tracking software.

With that said, let's get started!

## Chapter 1: Blogging Bonanza

If you haven't been living under a rock for the last couple of years you know that blogging is a very popular thing to do. Why? Because it works. You can have a blog, get traffic from Google and have ads and affiliate offers on the blog and make money from that.

In this chapter I will not cover all the great things with a blog, but I will focus on why a blog is great for getting traffic to your websites and landing pages.

### Your Own Blog

Having your own blog could be the best thing ever. If you don't have a blog, I suggest you go get one. As I said, there are many benefits of having your own blog but the greatest of them all is the traffic you can get. By having a blog and having good content you can get free traffic to your blog from Google, Bing and many other search engines.

A blog doesn't require as much work as you might think. Many big blogs are not updating every single day; they make a new post about once a week. So you could basically have a blog and once a week you write a post with about 2000-3000 words. Having a post that size will tell Google that you have lots of information in the post and Google prefer to show results where they can get much information.

### 30-Day Challenge

If you are starting out however, you want people to find your blog. A great way to get your blog boosted and to get some content up is to use the 30-Day Challenge. The challenge is to write one blogpost every day for 30 days. Now, this requires work and it is not as easy as you might think. Writing posts with 2000 words for 30 days is a TON of work and you will quickly burn out if you don't plan accordingly.

I suggest that you open an Excel document (if you have a Google account, which you should, you can use Google Docs which is basically the same thing and it is free) and then you make a list of

topics you want to cover for 30 days. Look for topics to cover on other blogs in your niche, find news and other great stuff that you can cover in your blogposts. Do your research for every topic.

I mentioned that the word count should be about 2000 words. One thing you can do is to write 5-10 posts and schedule them in WordPress. This way you are not forced to write a new post every day, but just one every second or third day. If you want, you could write all 30 posts and schedule them for each day. Then you will not have to do anything during the month because you have already done the work.

### Keyword Targeting

One thing you want to make sure of when writing your posts is to target specific keywords. You want to make sure that when people search for top 3 exercises for weight loss they will find your post about the top 3 exercises for weight loss (as an example). To find the best keywords to target you should use a keyword tool such as [Google Keyword Planner](#). Here you can search for your keyword and see how the competition is and other suggestions related to your keyword. What you want to do is to try to get as many keywords as you possibly can in your post without it being ridiculous.

This is how you should not write:

*“This is my top 3 exercises for weight loss. These top 3 exercises for weight loss are great when you are trying to lose weight. Just do these top 3 exercises for weight loss one time every day and you will see quick results.”*

As you can see this is just weird and Google will quickly find out that you are not doing anything else than trying to get ranked for the keyword. A better way to write is this:

*“When I was trying to lose weight fast I were looking everywhere to find a good way. There is so much information on Google about quick weight loss and so much of it are crap, so I decided to share my top 3 exercises for weight loss that I used to see great results.”*

Read both of the sentences out loud and you will see what I mean.

### Social Sharing

If you are just starting out I recommend that you focus on writing good content, because that is what it all comes down to in the end. If you post crap content, you will not get traffic.

One thing you can do however, as a new blogger, is to make sure that it is easy to share your content. By having sharing buttons on your posts your visitors can quickly share your posts with their friends. Friends trust each other so if person A see that person B has shared something, he will be more intrigued to click and read the post than if he just saw something random (like an ad) in his feed.

If you already have an established blog and you are regularly writing good content, you should expand to other social sites. Create a Facebook Fan Page, a Twitter account, a Google+ account and make sure that when you have a new blogpost it is shared to all the platforms. This way you can create a bigger audience on multiple platforms. There are many plugins that can do this for you and in the next part I will list some great plugins I use on my websites to share the content on multiple platforms.

You can also manually share your content to social sites. If you have a blogpost that you are very proud of and it is getting many readers, go on and share it. Maybe it has been shared before, but who cares? Since then you might have gotten new followers and then it can be great to share some old content you have in your blog archive. Of course the content in the post should still be relevant, not outdated.

## Recommended Plugins

I realize that I haven't mentioned this yet but I assume that you are on the WordPress platform. WordPress is the greatest blog and website platform and the customization possibilities are endless. One of the greatest features with WordPress is the support for plugins. With plugins you can get extra features to your blog or website. These are my favorite plugins that I use on my websites and I highly recommend them. The best part? They are all free.

[Contact Form 7](#) – This is a great and simple plugin that will create a contact form on your website. Having a contact form is great. It will look more professional and your visitors can ask questions that you then can convert to a blogpost = WIN!

[ThirstyAffiliates](#) – This plugin is cloaking your affiliate links to make them look nicer. Clickbanks link are horrible and may look something like this: <http://b8c92zm2vinb891gropjk3u0a4.hop.clickbank.net/> (Instabuilder affiliate link). This is just a bunch of random characters. With ThirstyAffiliates I can make the link look like this instead: <http://christoffergullin.com/go/instabuilder/>.

[Yoast SEO](#) – This is a SEO plugin. It will tell you lots of great stuff that you might want to change or do to get better rankings on Google. It is very easy to use and it full of awesome stuff.

[Floating Sharing Buttons](#) – This is a great plugin that will let your visitors share your posts. The floating part means that when the visitor is scrolling down the sharing bar is staying in the top of the screen so the visitor will always see the sharing buttons. This makes it really easy for them to share the content.

[Facebook Auto Publish](#) – A plugin that will post on Facebook every time you have written a new blogpost. You can configure it to share with your friends or a fan page that you own. It takes some configuring to make it work but that is Facebooks fault. Works great when you have set it up.



[Jetpack](#) – A great plugin that does a lot of things. With Jetpack you can see statistics on how many visitors you get, you get SEO tips and you can share your posts to multiple social sites including Facebook, Twitter and Google+ (and some more). The reason I have a separate plugin for Facebook is because Jetpack seem to share it on your personal wall only and I want my posts to be shared in a Fan page.

Jetpack can also add sharing buttons to your posts if you want this. The sharing buttons will not follow along when the visitor scrolls down which is the reason I prefer Floating sharing bar.

The plugin also does many other things that will be too much to cover here. Just go to their plugin page and read it for yourself.

## **Guest Blogging**

Since we are talking about getting traffic using blogs it would be a crime to not mention some other great blogging methods to get traffic even if you don't have a blog yourself.

One of these methods are guest blogging. Basically how it works is that you write a good, quality post for someone else and in the end of that post you can have a link to your landing page or website. This is an easy way to get big traffic spikes to your website. The hard part is to find a blog where you can blogpost on and also how to approach the owner and make sure that he is not just taking the article/post himself but actually give you the credit.

So let's start with a blog to guest post on. You will have to do some research on this but it will be worth it in the end. You want to find a blog that is in the same niche that you are. It makes no sense to write a post about weight loss on a blog that is about cars. If you follow any blogs in your niche you can start with them. If you don't, you want to find some. Use Google to find blogs in your niche. Search for something like "keyword blog", "keyword guest post", "keyword accepting guest posts" and so on to find blogs that might be good. One important thing to make sure to check is if the blog is only accepting other blog owners or if you can have a link to a landing page instead. It depends on where you want the traffic to go.

When you have found a blog you want to know how much traffic the blog is getting. The first thing you can do is to install Alexas plugin for Chrome or Firefox. This will tell you how much traffic the website you are on are getting. It should be said that Alexa is not a perfect tool so you should check with other tools as well to make sure that the numbers are correct. To do this you can use websites like [Similarweb.com](http://Similarweb.com) or [Semrush.com](http://Semrush.com).

Okay, so now you have found a blog that is getting enough traffic. Before you are contacting the blog owner you want to check out the blog, see what posts are getting the most attention and see if there are any other guest posts on the blog and how they have done it.

Next you want to contact the blog owner. You should be personal in your email like if you talked to a friend. Do not be formal like “Hello Sir” or “Dear Mr. Blog Owner”.

You should tell them who you are. Not your life story but more like “I am a blogger/business owner at christoffergullin.com”. Let them know your title and also give them a chance to check up on you by telling them the website you own.

You should also include why they should accept you as a guest blogger. Link to older guest posts or posts on your own blog.

That is basically it. If you get an answer from the blog owner, then congratulations.

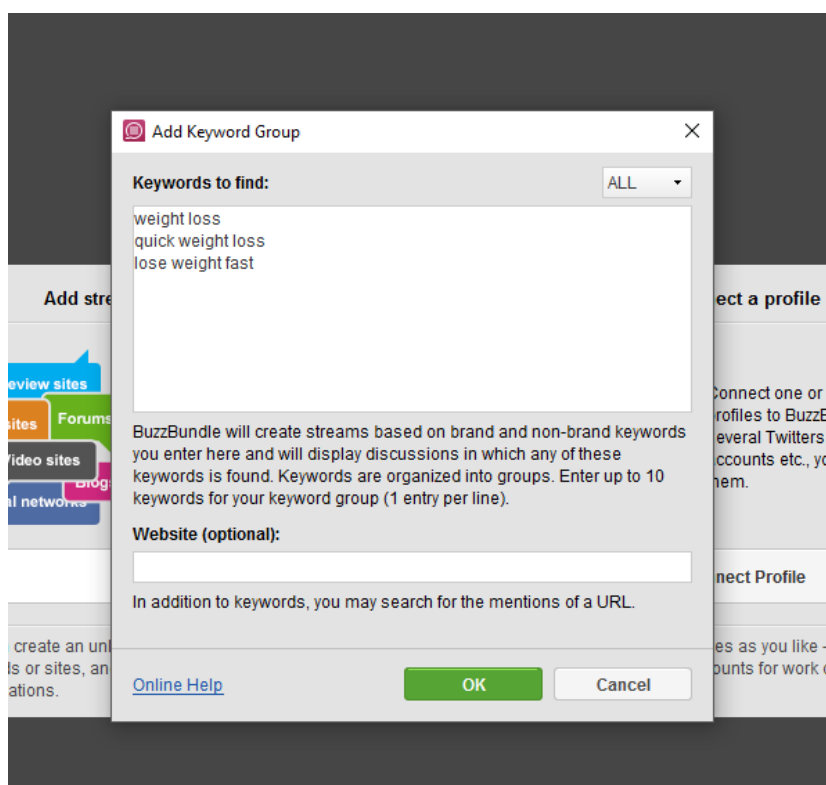
When writing the blogpost, you want it to blend in with the other posts on the website. If the other posts are a minimum of 4000 words you will have to write a post with a minimum of 4000 words. If the posts are always below 1000 words with a just a picture or two, then make sure that your blogpost is the same.

## Blog Commentating

This is also a great way to get traffic to your website or blog. If you have a blog you want backlinks which you can get with blog commentating. If you have a landing page you can share that will everyone who is reading the comment section of a blog and it is not hard to write a comment, right?

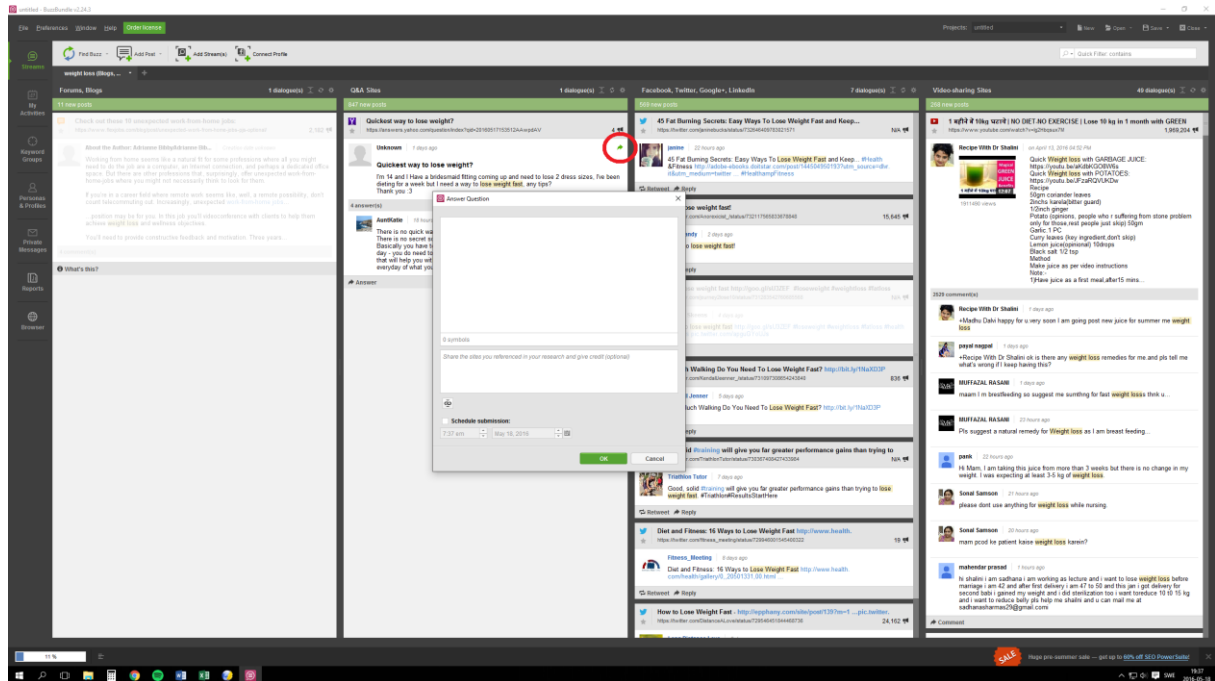
But wait, it gets better. Instead of searching for blogs and manually comment on them you can use a tool. You will still have to write your comments (which is good, because then you will know that the comment is of quality and offer value to the discussion).

[BuzzBundle](#) is an awesome tool for blog commentating. It is a software you can download for free and in the software you can create multiple personas, search on a topic and comment on it inside the program. You could basically have a discussion with yourself in a comment section by switching between different personas. Not that I suggest that, but it's possible...



When you first start BuzzBundle you will create a new project and then write down the keywords you want to search on. In the picture I have written down some weight loss keywords.

Now, take a look at this picture. This is what happens when you have clicked OK. BuzzBundle will search for these keywords on the internet and then let give you the results. In this picture, the program is still working but I got some results from a Q&A website. Now I can answer the question directly from BuzzBundle.



By clicking on the arrow (marked with the red ring around it) the program will open a window where I can answer the question. It works great.

The same thing is for blogs, Twitter and other websites. You will have to configure some stuff (like which Twitter account to send from etc) but after that you can start searching for your keywords and comment.

In the free version there are some limitations but you can still do the basic stuff that you want.

[BuzzBundle](http://christoffergullin.com) is a great tool for blog or website commentating.

## Chapter 2: eBook Submission

One traffic method I am not seeing that often is eBook submissions. The way it works is that you submit an eBook or report to a network and then people that are interested in your niche find it and download it. Inside the eBook you should have links to your landing page so that the readers can click on and BOOM, free traffic to your landing page.

Now, you will need some form of an eBook to do this method (yeah, surprising, I know) but that is not so much of a problem.

Heard about PLR? It is a great thing that is helping people keep being lazy. Instead of actually sitting down and writing an eBook you can download an eBook with PLR rights. What this means is that you can change the cover, the content, put your name on it and then sell it or release it as your own.

The source I use to find good PLR content is on a website called [idplr.com](http://idplr.com). They have over 8000 PLR products and they keep adding more every day. Here I can find a PLR eBook, rebrand it and then upload it as my own.

There are some things I want to mention about PLR though. Many PLR eBooks are not that good or that valuable, and that is not what you want. You want the reader to think “OMG, this book is good. What else has this guy done?” and then move on to your landing page. To accomplish that the eBook needs to be super valuable.

So when you have found an eBook you like on [IDPLR](http://IDPLR), you will have to rebrand it. How do we do that?

Easy. The first thing we want to do is to change the content a bit to make sure that the eBook is unique. We don't want the reader to find the same eBook somewhere else. This means that we might have to rewrite some of the eBook.

What I recommend is that you read a paragraph and then write the same information but with your own words, like if you explained it to someone. If the original sentence said:

“If you want to lose weight you have to exercise”

Then your version could say:

“Exercise if you want to lose weight”

I just turned the sentence backwards. It is saying the same thing but now my sentence is unique, while the original sentence is in an eBook that thousands of people has downloaded.

You don't need to do this for the whole eBook but do this in the beginning, the end and then in some random parts of the eBook. Just to make sure that the content is not exactly the same as the original. Also remember to insert your landing page link somewhere. In this eBook I have a link to [christoffergullin.com](http://christoffergullin.com) in the header. Try that.

Next we want to make sure that our eBook is standing out and is unique. There should only be one version of this eBook. To do that we need to change the name and the cover. Choose a name that describes the eBook and its content. Having the keyword inside the title is awesome.

Let's start with the cover. Here you have 2 options. You can go to [Fiverr.com](https://www.fiverr.com) and search for eBook covers and pay someone \$5 to design it for you.

The other option is to do it yourself. For this you will need some tools. This is another reason to join [IDPLR](https://www.idplr.com). They have a tool where you can upload your cover and create a nice looking 3D picture of your eBook. This eBook is made in that tool. But before that we will actually need the cover picture.

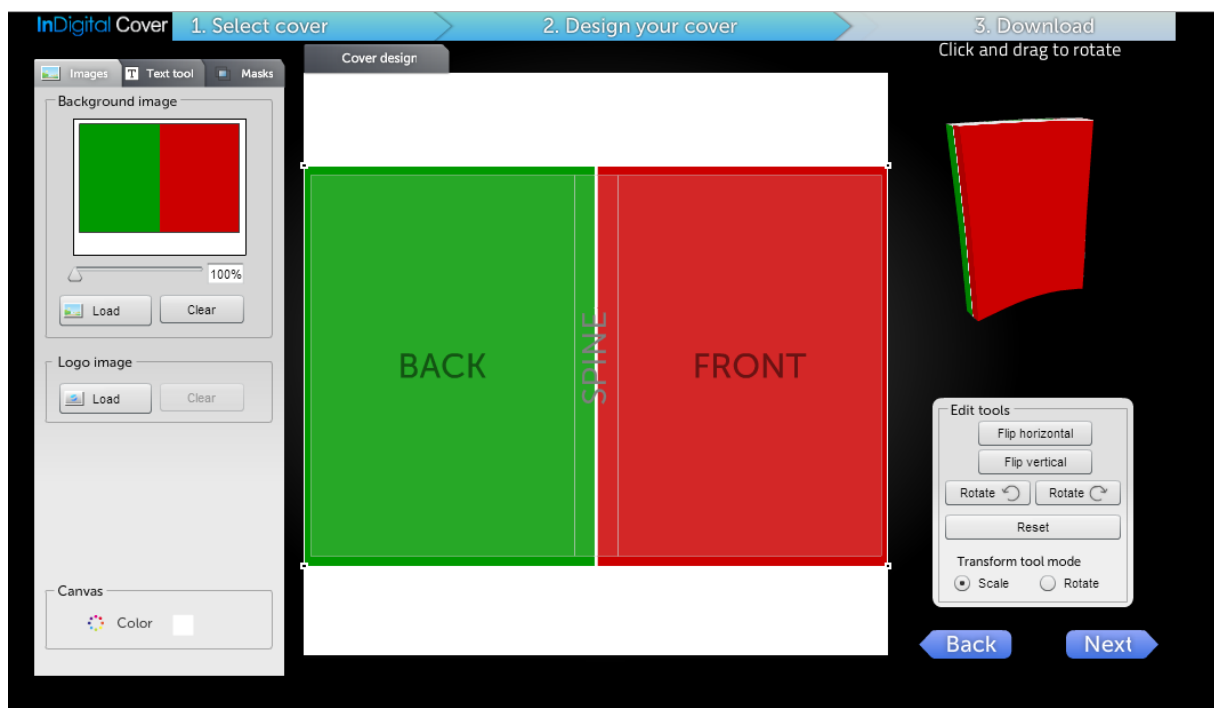
For this we will use two websites: [canva.com](https://www.canva.com) and [pixabay.com](https://www.pixabay.com). Canva is a great tool where you can create and edit pictures. Pixabay is a

website where you can find pictures to use for commercial use for free.

Start by going to [canva.com](http://canva.com) and create an account (it's free). Next you want to create a picture with a custom dimensions. Choose 1900x1300px. This will give you a pretty accurate size for the eBook later on.

In Canva you can then choose layouts. You want to choose the one that is dividing the picture in 2 parts. This makes it easy to find the middle. Then you can start design your cover. In the 3D tool later on, you will only see the front and the spine of the book so you just have to design one side of the eBook. Remember the spine as well, so just a bit more than half.

As a short example, I went to Canva, created a picture in 1900x1300 and chose the layout that is dividing the picture. In the picture below you can see how it will show in the IDPLR tool.



Up in the corner you can see the finished result. The picture will be downloadable and you can then use it for your eBook.



Pixabay is a great source if you want to have icons, figures, backgrounds or anything else on your cover. All the pictures that you find on Pixabay is okay to use for commercial use. You don't want to break any licenses and that is why you should use Pixabay and not Google.

I know it might sound complicated but I promise you, once you have created it once and you know how to do it, it will not take you more than 10 minutes to create a great looking cover. And since we want to have as many eBooks as possible on those sites, it can be very expensive to hire someone on Fiverr. What if you have 15 eBooks? That \$75 just for the covers...

However, if you want to get started quickly you can join Fiverr with my affiliate link and get a free gig. It means that you don't have to pay for your first \$5 order.

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