

# **HOT TRAFFIC SYSTEM**

**Discover 110 Ways To Get  
Lot of Targeted Traffic To  
Your Website.**

**BY**

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## **Introduction**

In today's web-obsessed world, more and more people are turning to the net for just about anything and everything. In fact, the Internet is the number one source for shopping, for researching term papers, for chatting with friends, for catching up on celebrity gossip, for buying consumer products, for watching the news and for generally staying informed with the world. This is why the World Wide Web has also been hailed a cyber-gold mine for marketing.

Regardless of what you want to do with the web, there is the potential to make a lot of money and market your product or service to the right clientele. Because the Internet is a global phenomenon, more and more marketers and every day Joes are discovering the potential of traffic. What we mean by traffic are those people who visit your website. Every time someone clicks on your website, this is traffic to your site. Want an analogy? In the real world, the equivalent would be a shop browser. Anytime someone browses through your shop, there is a better chance that he will buy something. This can be considered traffic.

Traffic generators can be a personal website, a business profile, a blog site or anything else. The rewards of this traffic are twofold. For one, if you own a business, the more traffic you can direct to your company site, the more people are going to buy your product or service. For two, if you are part of an affiliate or membership site program, you can get paid anytime someone clicks on your website from pay per click or other web marketing programs.

Sounds pretty good, doesn't it? That's what the rest of the world thinks too. And, therefore, the cyber world holds even more competition to get noticed than in real life. More and more people are using the net to broadcast themselves and their service to those who may be interested. However, the World Wide Web is so incredibly extensive that it is easy to get lost in traffic.

This is where 110 Traffic Generation Tips come in. By administering certain tips and tricks of the trade it is easier to get noticed in the cyber community and not lost in space.

Let's go back to the real world shop analogy. In a mall, storeowners constantly want the prime locations, usually by the entrances and the food court where more traffic passes by each day. This is the same concept as in cyber-space. However, because you do not have a set location, you can use simple traffic generation tips to move your store to those interested in your product.

Think of it like this: if your website is targeted to those who enjoy Skate boarding, in cyber space, it is possible to move your website right next to a virtual skate park. If your website is catered to new mothers trying to lose weight, your website can actually be placed in the same cyber location as a gym, or a baby store.

This may be hard to understand, but you need to think outside the computer box and into the crazy realm of cyber space. And we have just the tips to get you there. In fact, we have 110 of them! From

social media traffic to PPC marketing, from SEO to Blogging, we have the tricks of the trade that can generate the traffic you need.

So join the web-solution and discover how to earn traffic on your website with 110 Traffic Generation Tips. But before you start, even though you have thousands of visitors coming to your site and you are not using them to build your email list, you will lose them for ever. That is why the first thing you need to do is to have a squeeze page in your website or in a separate page to start building your list.

When you want to host your website and buy a domain for it, I strongly recommend you use [lifetime.host](http://lifetime.host) because they host your website for life (that is they host your websites and domain for ever). That is the host network thousands of internet marketers are switching to right now. Their setup fee is very cheap, you don't have to be paying money to renew your domain and hosting every month and every year on the network. Check it out here.

[Lifetime.host](http://Lifetime.host)

## **CHAPTER ONE**

### **SEO Traffic Generation**

SEO, or search engine optimization is the be-all-end-all of traffic generation. The two go hand in hand. This is because, in order to gain traffic to your site your articles, your advertisements and your website must all be search engine optimized. So, when it comes to SEO, make sure you target everything and anything around this incredibly important concept.

Essentially, there are three basic elements to SEO- keywording, linking and content. Consider keywording, linking and content the three musketeers to successful SEO. To get you started, we've offered the top ten tips to SEO. Keep these in mind for all your copy and content to ensure the maximum traffic generation results.

1. Choose good keywording phrases- instead of shaping words around articles, shape articles around words. Target your content around keywords or ideas. In order to find an angle for your article, consider using Google Adwords to see which keywords are most likely searched. Then, write an article around these key phrases and terms. This may seem like an odd concept, but as soon as your brain gets used to it, the writing will flow naturally.

2. Use keywords throughout your website, marketing and advertisement- use keywords in your title, your subheadings and in your links. If you can, even use your keyword in your URL.

3. Link away- it is okay to link to other sites. In fact, it's a good idea, especially if these sites are highly respected and informative. Sites with .edu and .gov are often the best because they represent a highly regarded source.

4. Link to your heart's content- Links do not have to just be certain words. You can also make title links and anything else you want links. People are automatically drawn to links, so switch it up and make your content stand out.

5. Use your anchor text in links- Make sure your link text features your keyword phrase. Links stand out on websites and most people will click through, especially if your keyword phrase is directed towards their interest.

6. Always add new content- are you constantly updating and adding new content to your website? Well you need to be to ensure SEO success! This cannot be stressed enough. Content is what will make or break your site so make sure your content is entertaining, up to date and informative. For more content tips, check out the Article Marketing section.

7. Be Bold- make use of Bold HTML tags and other HTML tags to make your website stand out. Bold is beautiful.

8. Use Alt Imaging- a picture is worth a thousand words, especially on the net. Putting alt attributes on your images can allow you to place relevant text around your image, better for search engine

indexing. Keep in mind that images are searched just as much as content is.

9. Include a site map- a site map is a great way to navigate through your site and can also be submitted to Google with XML site map. Site maps help search engine robots find every page on your website in just two clicks. What this means is better search engine results for all your web pages. Make sure you link all pages properly for the best SEO results.

10. Follow the rules- SEO has a set of particular rules. You need to understand the legality of SEO so you don't get banned from search engines. So how do you do this? You research. You study. You learn. Take some time and go through the basics of SEO on the main search engines. Understanding the do's and don'ts of SEO is critical when it comes to generating traffic. After all, your SEO strategy can either make, or break your website.

## **CHAPTER TWO**

### **Social Media Traffic Generation**

The Internet is a social place. Although everything is done in the virtual world, the place is swarming with social networks, social media sites and social opportunities to target your niche market and network with the right prospects.

So why not take advantage of the social nature of the net by using social media as a way to generate traffic and target your niche. Below we have listed some of the top tips in the subject of social media traffic.

11. Get Noticed: go in with a bang by launching your new site, or new content on social bookmarking sites. Many social bookmarking sites, such as Digg, Reddit and Netscape are read on a daily basis and a perfect place to start your traffic generation debut.

12. Take advantage of free ads: GumTree is a great place to get your new website noticed. Gum Tree is a free advertisement space where you can make an ad for your website, for free! It doesn't get any better than that!

13. Get Accounted: start creating as many social networking accounts as possible. Social networking is a great way to get your product or service noticed. Set up a MySpace Page, a Facebook Page, a Yahoo Page and much more. Ask your friends to add your page as "fans" and watch your traffic jam up.

14. Use StumbleUpon- Submit your site to Stumble Upon and then get your friends to stumble on it as well.

15. Create a Yahoo Group- join or create a Yahoo group in your area of interest. Most likely others in that group will be interested in knowing about your website and checking out what you have to offer.

16. Tweet with Twitter- Tweet Tweet, you have mail. Twitter is a new social media revolution that combines text messages with the Internet. It may seem a little confronting, but it's a great way to advertise your website. Get a following and send them a tweet.

17. Contribute to Forums- one of the best ways to use social media in your favor is to make a brief contribution to Forums in your topic of interest. Include a link to your website after offering incredibly advice. However, make sure you use sparingly- don't spam.

18. Search for relevant sites- there are literally social networking sites for everyone and everything. For baby boomers, for music lovers, for avid photographers, for video gamers, for George Lucas fans, for Twilight lovers, and for every single other fetish in the world. Take advantage of this by joining social networking sites that relate to your website. This is where your prospects will be.

19. Show you care- by participating in other social media outlets, you are showing to others that you are genuinely interested in the subject. The more comments you share, the more you will be respected and revered as an active member in your niche market community.

20. Add the “tell a friend” function- on your website, add the ‘tell a friend’ function. This is a simple little button that allows people to easily connect to your website and inform others about it. In the cyber world, word of click is just as important as word of mouth. So make the most of this with social media.

## **CHAPTER THREE**

### **Article Marketing Traffic Generation**

One of the best ways to get your niche audience to your site is to target them in article marketing. Article marketing is a revolutionary way to use your words to generate traffic. Essentially you (or hired content writers) can write about a topic directed at your site and include a bio and a link to your website. Article marketers will submit articles to article directories.

When someone uses Google, Yahoo or any other search engine, often these articles will pop up and they will click on them. What this means is that only those interested in the material in the articles are reading the content. They will also be more interested to click through to the link (your page) and continue to read, as long as you write and target your articles properly. Article marketing, when properly exercised can multiple your traffic in a matter of days!

21. Write something actually worth reading- perhaps you have not browsed through the net recently, but, unfortunately there is a lot of hogwash out there. Many people attempt to use article marketing and simply write about anything and everything. Not a good idea. Write something entertaining, write something informative and write something worth reading.

22. Use keywords- keywords are searched words- words that will get your article noticed on search engines. Make your keywords specific and use them about 2-5% in each article. Any more than

this and your article could begin to sound like an advertisement, or you could be, gasp, black listed.

23. Beware of black listing- article marketing directories are well aware of the power of keywording and that is why they have technology to ensure that marketers are not simply sending them... well... crap. If you use too many keywords then you could be banned from the article directory and your articles not accepted. This is a complete and total waste of time so follow the rules of the directory and don't try any sneaky stuff!

24. Don't advertise, inform- the main point of your article is to direct your prospects to your website; however, you want to do this by proving that you actually know what you are talking about and have something informative to say. No one wants to be caught in an article-advertising trap. We get enough advertisements on radio and television, thank you very much.

25. Don't re-write- it's tempting to simply type in your keyword and rewrite similar articles. Don't do this. First of all, it's illegal. Second of all, you are not providing your prospects with anything new, and thus, your website will not be much help to them.

26. Prove you are an expert- you need to prove this with your words and with your bio line. After the article, you will most likely have a chance to explain 'about the author.' Demonstrate your knowledge by providing background information.

27. Beware of jargon- if you are writing an article about a new medical breakthrough, then it may make sense to use medical terms and diction that any regular Joe would consider to be written in Greek. Not a good idea; although you want to attract a certain group of people, regular Joes will be reading your material too. Sure, you want to sound smart, but you also want to be understood.

28. Be different- Write something that has never been said before; take a different approach to an old idea; make people read to the end. This is what generates traffic.

29. Look to help- most of us can write; however, not many can write well. And, in the article marketing business, you need to ensure that your articles are written well. If they are not, then you can kiss your success with article marketing goodbye. There are so many SEO, web content writing and web marketing companies out there that have the credentials and the experience to make all the difference in the web world.

30. Use a sociable voice- make friends with your audience reading the articles by speaking like them. Colloquial language is okay in certain situations; as long as you are not offending anyone.

31. Don't save the link for last- the link is your clincher- it's what makes your prospect actually click on your website. It is the traffic generator. So, link placement is vital. Read the rules of the article directory to determine the number of links allowed and then, if allowed, place the link throughout the article, not just at the end.

Many people will not actually make it to the end of the article, especially if the content is less-than-thrilling. So catch them before they can click away.

32. Use real-life situations- Make your writing relatable. Think like your audience when writing the articles and you will have a better chance convincing them to continue to click through to your website.

33. Make them laugh- reading something that is humorous on the web is a welcoming change. If you can add humor to your articles, go for it! This is one of the best ways to gain respect from your readers and convince your prospect to click to your site.

34. Choose point of view carefully- If you want to relate to your audience, it's best to use first person point of view. If you are offering advice, second person point of view is often a wise choice. Third person point of view can seem a little too impersonal and academic; however, in certain articles, this actually works well.

35. Choose your title wisely- it's all in the title. You need to make sure your title uses the keywords you have chosen and is specific enough to be noticed by search engines. For example: "Carpet Cleaners" is not a good title even if your website is all about carpet cleaners. Instead try "The Top Five Reasons to Use Carpet Cleaners" which gives your article an angle and an informative spin.

36. Make friends with bold subheading- many people will simply skim through an article looking for the most important parts. So give

them what they want by bolding the important parts and using bolded subheadings to split up the article.

37. Uncover the power of lists and bullets- numbered lists and bulletlists are an immediate eye-catching device. As mentioned above, most people will simply scan the article for useful information. This usually comes in the form of bulleted and numbered lists. They can attract viewers and also make your content easier to read and therefore more interesting.

38. Add a picture, if you can- if you are able to add a picture to your article then do so. However, in many instances this is not actually allowed. Make sure the picture relates back to the article information. For example, if you are discussing the best massages for your massage therapy website, a picture of a woman getting a foot massage is a great visual addition.

39. Mix up your paragraph sizes- short and long paragraphs grab reader's attention. No one wants to look down an article and see 5 perfectly shaped paragraphs- talk about boring! This isn't English grammar class after all. You don't have to use the standard 5-paragraph format anymore.

40. Shine through- let your voice and your personality shine through the pages. Speak like you are talking. Be funny, be creative and be witty. Let that voice out and paste it all over the pages of your content.

41. Stay away from swear words- don't try to be cool. Don't try to be pretentious. Don't try to be bold. Swear words look just as stupid on the screen as they sound coming out of people's mouths. They are offensive; they are crude; and they are not suitable for articles. Prove your point with other terms that are not swear words- use the thesaurus if you have to. There are plenty of other words out there!

42. Always, always, always proofread- there is nothing worse than reading through an article that has grammatical and spelling errors, unless, of course, you are the one writing it. So take the extra time and actually re-read your work. This does not mean simply pressing the spell check button. It means reading it, top to bottom and catching all of those hidden errors.

43. Remain up to date- one of the most important things to remember when it comes to content is that it is all relative on the date and year. If you are talking about Y2K, most people will click away after all, that was nearly ten years ago. Stay up to date on the political and current event trends.

44. Discover the angles- there are so many different angles you can take when writing an article. While some choose to write informative tips, others choose to write something controversial to really get the readers going. Both can work in your benefit. There are many more article angles to use. Adapt them to suit your website needs.

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