



Traffic Strategies

Get a flood of traffic to
your site

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In the world of internet marketing, there is one thing that everyone needs to become successful and that is traffic. Without traffic, you will not gain subscribers to your mailing list, make sales for your products, get adsense clicks or anything else you wish to achieve from your website. If you want to make money from your website then you must have traffic and that is why this ebook will benefit you greatly.

If you follow the steps outlined in this ebook, you should see a large increase in the amount of traffic you get to your website.

The most important part of online marketing is TAKING ACTION. If you can take massive action towards achieving your goals, then without a doubt you will achieve those goals much, much faster.

Strategy #1 Online Forums

Forums are a great way to get traffic to your site and best of all they are free to use. You can get traffic by simply joining forums related to your business and doing nothing but contributing to the discussions, yes, it's that easy.

You can find forums by searching google. If you want to find bass fishing forums then you just go to google and enter "bass fishing forum" and you should find exactly what you need.

Forums are full of real people with real feelings and you must respect that. If you wish to use forums effectively then talk to people the way you would a friend or a family member at home.

When you join a forum, you should do the following:

*Read the rules of the forum. You must do this as if you break the rules then you could be banned very quickly.

*Use your real name and not a silly made up name as it will be more

appealing to other members, you can brand your real name on the forum as an expert on the subject, it will show a sign of trust and not seem as though you are hiding yourself. If you do wish to use a handheld, then I would advise you to think of something good and not a silly name as you might have to keep that name for the rest of your time at the forum and that could be years.

*Provide a primary email address in your profile as other members may wish to talk to you and maybe even arrange business deals that could improve your business greatly. You want the friends you make at the forum to be able to contact you at any time.

*Make a respectable signature file and not a billboard. If you are new to forums then you may not know what a sig file is, it is a small box that will appear below your posts and you should be allowed to put a link to your website there as well as in your profile. A respectable sig file will get you more traffic than something like....

**CLICK HERE TO VIEW MY AWESOME WEBSITE
AND GET THE BEST PRODUCT IN THE WORLD
EVER. YOU HAVE TO CLICK HERE.**

Instead something along the lines of this would be better.....

Your name here

Website name here - My new product will help you to **** and ****

*Contribute as much as you can to the discussions and try to be as helpful as possible. If you do not know all that much about the subject of the forum then it might be hard to join in and help others, so you may wish to lurk for a while and gather some knowledge first. If there is something you know about then do not hesitate to join in the discussion and contribute your opinions and knowledge.

*Be as friendly to other members as you can. When you talk to others, you should be polite and friendly as it will definitely show professionalism. You will more than likely gain friends and business partners by being nice to others. Remember, most forums can be viewed by everyone and anyone and your name can quickly be

brandished as a troublemaker.

Do not join forums and do these things:

*Do not post blatant advertisements for your site. It is a very bad idea to simply post about your website and ask people to visit it as you have not gained any trust with other members. If you post blatant ads for your site, then you will more than likely find yourself getting banned very quickly and you do not want that.

*Do not start rows with other members simply because you disagree about something. Sure, I believe you should voice your opinions but starting rows will definitely not help you in the long run and you would be better to simply disagree in silence.

*Do not simply post to get your signature file shown. When a discussion is ongoing, you should not chime in and post something like “I agree” or “That’s nice” as it will be seen as you doing nothing but posting to get exposure for your link. Only contribute to the discussion when you have something of value to offer.

As you get used to the forum and the other members you will realise the good points and bad points of the forum and it will not be a problem for you to post and not break any rules.

Strategy #2 Articles

Articles are an excellent way of promoting your business and one that I use regularly. All you need to do is write from 400 to 1000 words of good information and submit it to article directories. When you submit an article you are allowed to include a bio box in which you can add a description of yourself and your website and give readers a reason to visit your website.

Articles can work for you in three ways and they are:

1) You will gain back links which will help boost your search engine rankings.

2) You will be branded as an expert on the subject and seen as an authority figure.

3) You will get traffic directly from the links in the article and as other webmasters are allowed to publish your article on their website as long as it remains the same, you will get traffic from other sites in your niche.

When you write an article, you should write to the best of your ability as the better the article is, the more chance you have of getting traffic from it and branding yourself as an expert.

In my opinion, there are three factors that should always be considered when writing an article and they are:

1) A good, catchy title. The title is the part that entices people to read your article and if it is a good one, then more people will want to read it.

2) Good quality information in the article body. If you just throw together an article with very little good information, then it will not make people interested in what you have to say. Try and provide interesting material and try to solve a problem for readers.

3) A call to action in the bio box. You need to give readers a reason to click through and visit your site and make them curious about what you provide at your site. You could tell readers that there is more information on the subject at your site or that they can get a free ebook about the subject there, just try and give people a reason to visit it.

Writing articles is a very easy way of promoting your business and is also completely free. I would definitely advise anyone to make it a part of their promotional strategies.

If you feel that you can not write good information or you do not

know enough about the subject, then simply visit some article directories and read other articles that people have submitted.

You can submit to these directories and many more:

Ezinearticles.com
Goarticles.com
Articlecity.com
Articlealley.com
Isnare.com

You can find many more directories by going to google and searching for them. There are hundreds of places you can submit to and the more people you can reach, the better.



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Strategy #3 Search Engine Optimization

Search engine optimisation is an ever changing process and it is very hard to determine what the search engines will consider when ranking websites as they are constantly changing how they do it. There are, however, some points that I believe will always be important to how your site ranks.

Getting links to your site from other sites is important as the search engines see them as being a “vote” for your site. You can use strategy #1 to help you with this as well. It is not as easy, however, as simply getting as many links as you can as fast as you can. Here are a few factors to consider when building links:

*Get links from sites that are relevant to yours. A link from a site that is relevant to yours will be much better than one from a site that had nothing to do with yours. If you wish to find sites to exchange links with, you can go to google and enter - your subject “links” - or you can simply search for websites relevant to yours and email them to ask if they would like to exchange links with you.

*Use anchor text in your links. If you wish to rank well for a certain key phrase, then you should use that key phrase as the link text to your site. This is a very important factor.

*Build links to your site consistently. If your site has zero links one day and then one thousand the next, the search engines will be suspicious of your actions and will not see it as being natural. If you get ten links a day, everyday then it will seem much more natural and regular and will benefit you in the long run.

*Do not link with sites that are banned or grey barred.

Banned = Removed from googles search results

Grey barred = Has a grey bar instead of a page rank of zero or above on the google toolbar.

You can find out if a site is banned by going to google and entering competitorswebsite.com and seeing if it is returned in the results and you can download the google toolbar from their website for free.



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Strategy #4 Email Signatures

When you send an email to anyone, you have the chance to promote your website to them. This does NOT mean simply go around finding email addresses and spamming them with advertisements but instead, when you are emailing a friend, business partner or someone you know and are just having a chat with, you can add a link to your website at the bottom of the email.

This can work exceptionally well on ebay as when someone buys a product from you, you would normally have to exchange emails with them to tell them details about delivery methods and timing so when you email them about the transaction you can simply add a short description of your site and a link at the end of your emails. If you trade on ebay a lot, then you have the chance to gain many visitors.

You can also use this method when emailing your friends and work associates.

Do not simply email people in order to advertise your site but instead

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