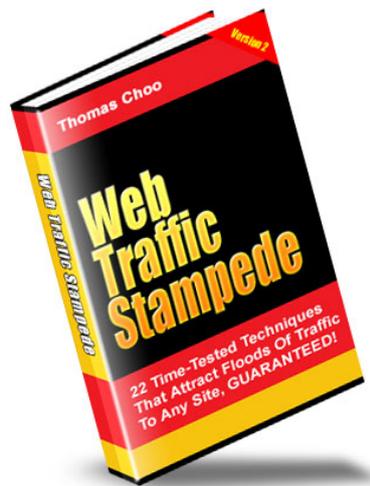


Web Traffic Stampede

22 Time-Tested Techniques
That Attract Floods Of Traffic
To Any Site, GUARANTEED!



A special report written by:

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1 Traffic - A Webmaster's Dream Or Nightmare

If you run a website, you need traffic. **Not just any traffic, but quality, targeted traffic.**

There are literally millions of frustrated website owners waiting endlessly for that elusive flood of visitors to their websites.

Let me ask you one question. How many potential visitors are finding **YOUR** website? More websites are created each day leading to an upsurge of over crowding, and all are in competition for the coveted visitors.

The Internet is a treasure house of information. It is peddled in all forms. Smart marketers soon realized that there is only one sure way to convince the search engines not to shut them down, and that is to give only **Quality Content!** Not only do the search engines love content, but visitors do too, and visitors buy.

So how do you harness the power of content? Specifically, how do you attract traffic using content?

There are 22 time-tested surefire ways to get all the traffic you need.

Towards the end of this report, I've also included some **special unconventional traffic generation methods**, which can complement the 22 techniques.

2 22 Traffic Generating Techniques Explained

Before planning and executing your assault plan to capture that elusive targeted traffic, you need to know one thing first:

Tracking your traffic is crucial!

It is absolutely necessary to track the traffic from various sources. If not, you are shooting in the dark, spending your valuable time, effort and money in the wrong traffic source.

You need to know exactly which traffic source is bringing you results, and which is not. You can shift your focus to those that are bringing you traffic, and improve or even drop those that are not.

There are two ways to track your traffic campaigns:

- a) Using an online web-based service such as [Clickalyzer](#), where you pay a monthly subscription. Among the online ad tracking services, Clickalyzer is one of the most popular options.
- b) Using an ad tracking software installed on your server, a one-time investment with no monthly fees. The one I'm using and would highly recommend is [Adtrackz](#). You have more control, and you can do split testing, cloaking, dynamic code creation, plus a host of other features and benefits.

Set up your tracking / ad tracking system first, before you launch head on into your traffic campaigns.

2.1 **Pay Per Click**

PPC is advertising provided by the search engine providers (Google, Yahoo! and others) where you PAY for top placement. Their strategies for placement differ slightly.

In either case, **you pay**. Especially for a newly launched site, it is a quick way to get your traffic flowing – but it is not the cheapest. You could spend far more than is profitable for your business if you don't know what you're doing.

Despite some people dismissing PPC advertising for its "higher" cost, it is still widely used by many top Internet marketers, as the traffic is highly targeted (which depends on how well your PPC ad is written).

Use proven advertising copy words like “how to...” “learn”, “save”, “free” and “easy” in your description. Create curiosity and provide enough specific information or you will attract under-qualified traffic.

Figure out the statistics of how many customers you need to make a sale. Based on that figure you can work out how much you are willing to spend to attract customers through pay per click

I'd like to share 4 golden tips that many people are not aware of, which cost them dearly in the PPC game:

Tip #1

Make sure that your ad has the right keywords so that you can drive laser traffic to your site. Always include all 3 variations: broad match, phrase match, and exact match. This will triple your keyword list, but more importantly, you can capture lower cost clicks.

Tip #2

Don't lump all your keywords into one big group. Divide into tightly-related groups of 10-30 similar terms, and design ads matching the common words in the keyword group.

Tip #3

Always have two ads for each campaign group, to allow split testing. Vary only one word between the ads. Monitor their click-through rate (CTR). Delete the one with lower CTR, and write a new one. This way, your ads are continually improving in CTR.

Tip #4

Some people spend top dollars just to attain the top position in their ad listing. Statistically, it is found that **No. 2 or 3 position get better sales conversion than the coveted No. 1 spot.** Interesting huh?

If you have had some experience using PPC advertising, the above tips should make some sense to you.

There are many more PPC strategies and tricks which cannot be covered in this report, but there's a [Definitive Guide on Google Adwords](#) by Perry Marshall you should consider getting.

Other than Google and Yahoo, you should also not neglect the smaller ones, like Kanoodle and others (there are more than 500 PPC search engines). These still give you some traffic, and usually at a lower cost.

To see a comprehensive list of PPC search engines, you can visit [PayPerClickSearchEngines](#).

2.2 Search Engine Optimization

Traffic that comes from search engines seems an overwhelmingly attractive option, as it is free. Well, it's not really "free", as you need to spend considerable amount of your valuable time tweaking your websites to get the results you want. Additionally, you are at the mercy of search engines, and their frequent algorithm change can knock you out of business overnight.

There are a lot of companies working 'behind the scenes' to help website owners get plenty of traffic from the natural search engine listings. Natural listings mean the search engine has ranked you according to the value it believes your site will offer someone searching for a specific word or phrase.

Understanding exactly what the search engines **want to see** when ranking sites requires knowledge of the algorithms. These algorithms change all the time.

Be careful here. Don't ever rely solely on SEO to bring you traffic. You need to utilize all forms of traffic sources, not just SEO, if you want to sustain your online business.

Broadly speaking, there are two main areas for SEO:

- a) On-page optimization
- b) Off-page optimization

On-page Optimization

On-page refers to having your primary keyword (or keyphrase) in the meta tags (title, description), as well as in the content (3-7% keyword density). Don't try to optimize more than 2 keywords per web page. Stick to one primary keyword per page if you can.

This used to be enough to get a high SEO ranking, but is no longer so. More emphasis is now placed on off-page factors.

There are actually a lot to cover on SEO (on page and off page), and here's a good free book you can read: [SEO Made Easy](#) by Brad Callen.

Off-page Optimization

This generally means getting the right kind of incoming links (or backlinks) to your website, with your keyword in the anchor text. It can be acquired through article submission, press releases, reciprocal link exchange etc.

Just remember this:

"You do not need to beat the search engine, you just need to beat the number-one-ranked website"

Simply put, you need to "spy" on the competition, and do one step better than them. One powerful software that can do this is [SEO Elite](#), which focuses on improving your off-page factors.

2.3 Keyword Research

Keywords have always been important to search engines. In fact understanding and doing keyword research is key to many successful websites. However, filling a page with keywords will **NOT** get you a good rating with the search engines, but writing content that uses popular search words **WILL**.

By researching the popular keywords for your topic or product, you can create information that places these words into the background of an article then simply optimize each page for a separate keyword that you wish to use.

There are numerous keyword research software available, but the one that stands out is [The Dowser](#), which has a free version. Another free and popular Windows-based keyword software is [Good Keywords](#).

2.4 Web Pages

Websites need pages. The more, the better, but having a website filled with keyword-filled pages, or styled templates will not impress the search engines or your visitors. **Instead -- create a feeding ground for them. .**

Slowly but steadily adding pages of real content will help your site attract the search engine spiders on a **regular basis**. This is the 'tortoise wins the race' philosophy.

One way is to add articles regularly. You can find relevant articles from article directories, and put on your website (with the author's resource box intact of course). Some of the major article directories are:

- Article City
- Article Emporium
- Article Factory
- Article Hub
- Content Desk
- Ezine Articles
- Free Content
- Go Articles
- Hotlib
- iSnare
- Reprint Articles

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