

Core Traffic and SEO Strategies



[In Just 10 Days learn to Create Traffic and increase your Website's Reputation]

Saurabh Gupta

Increase Website Traffic through Core Traffic Strategies

(A 10 day course that teaches you how to get Constant traffic and enhance website reputation)

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Introduction:

Thanks for reading this book. If you have read my previous books and are shocked by what you have read then this book will be no different. In just 10 days I am going to show you how to stop day dreaming about your internet success and how to take some action towards dominating competition and bringing your website to the top of search engines. If you follow whatever I tell you sincerely and work hard you will not only be able to bring traffic to your website but also climb higher in search engine positioning.

People who do not believe has never accomplished anything. If you show how easy a particular thing really is they will never believe that it could be so simple and so they continue their search and keep scratching on the surface.

If you have picked this book to look for some instant magic pill that can skyrocket your profits and your website then you cannot be more wrong. This book will shake you out of your boots and teach you how to take action. In just 10 days you are going to learn a skill which will help you to create constant traffic and increase your reputation in search engines.

Discover powerful tools that will make your task of submission easier and fun. At present you have to start with the hard way. Do not read this book like other books but follow me day by day.

Your believe will define your progress.



Saurabh Gupta

Intro to Core Traffic Strategies

In this world where there is competition everywhere you have to adopt to some strategies to be successful and increase website traffic through some proven strategies. In this article let us assume that you are living on a small remote island with no connectivity to the outside world. Traffic are the bridges that connect to your website for the world outside to communicate with you. This communication is necessary for you to survive and you will want to make sure that traffic is coming from different ways as if one way is closed or blocked you will not want to be cut out from outside communications.

Traffic cannot come if you have made a website and you are doing nothing but praying for search engines to come to your site unless you take some action and build a way for people to reach you or find your website as they do not know that you exist. You are in a remote island remember without any routes to reach you.

Before we go into the core strategies and ways which can build routes to your website you have to promise me one thing and that is you are going to come out of your skeptical moods and take some serious actions to build solid traffic by following these simple rules.

1. **Work Smarter and Harder:** How many times have you heard the phrase which has just been changed by me “Work Smarter not Harder”. I am going to tell you to work smarter and harder because the goal here is despite the shouting of the SEO Gurus that you can earn money while you sleep. Yes you can do that but only when you have build your bridges and it will take serious effort to build traffic. Money can come only when there is traffic on your website. So sleep later as now is the time to work hard and also find smarter ways of doing a thing as you go along.
2. **You cannot get any returns without investments:** There is not a bank in the world which is going to give you interest without depositing any money in it. To get traffic you need to invest something either it is your money or time.
3. **Two kinds of Plan:** when you want to go somewhere say a foreign country you will always look for a map. Talk with travel agents, plan your visits etc. You will need a map of some sort. In order to make your website popular you will need to have two types of maps. The first map or plan which will be the longer plan of where you want to be say in a year’s time. The

second will be the shorter plan say what you would be doing each day to reach the destination.

4. **Consistency is everything in the internet:** I know many of you guys and girls try and work very hard for a few days but when you see that in a few days you are not getting any real results. You give up. Here everything depends upon being constant in your efforts without caring about the results.



Ok so here is what we will do. If you are reading this that means you have already committed yourself to take action. I am going to teach you in the course of ten days the exact strategies of getting traffic. And if you follow them exactly for the next 30 days you will be amazed at the results. It does not matter where you are. It does not matter what is your present condition, it does not matter if your website does not show in search engines. For the next ten days I will teach you the core strategies that will bring natural and direct traffic to your website or blog and this traffic will be forever if you are constant in your efforts. Give some comments or send me an email if you are involved and I will chat with you personally on how you are doing Ok.

So my valuable readers and friends who have spend countless sleepless nights worrying on how to get website traffic and earn some money you just have to do what I tell you to do. So today is the day when I tell you to make your longer plan.

Just take a piece of paper and pen. Notepad works fine with me. And write down the longer plan.

1. Where would I like my website to be on google or any other search engine after one year from now. One year is a long time I know and people want it fast instead they either do nothing about it or try to find unethical means which throws them totally out of the game. This one year is not an exact time and you could be successful in 6 months or 3 months or even sooner. But you have to think of a longer plan for now with my strategy which has proven itself for some of the most difficult keywords and with very tough competition right again and again.
2. Plan on what should be your earning after one year from this website or blog?
3. There is a direct formulae to calculate your earning and that is
Earning is equal to Proper Efforts
(Remember Proper Efforts does not involve going to traffic bots blasting your website with false traffic. That will make you lose your reputation and will make you go down in full force.)
4. Take another piece of paper or make another file and write traffic core strategies in it. From tomorrow this file or paper is going to have data
5. For today I suggest you have done the work for preparing yourself. So turn off your computer and enjoy this day or night with your family. As you are going to work harder. Don't worry the time that you will work will get shorter as you gain proficiency, knowledge and learn to do things faster.

Tomorrow we will be dealing with the first traffic strategy. We will follow the perfect blue print for getting traffic and we will be discussing some tools that can speed up all this. The job of the tools is just to make the work easier. If you do not want to use the tools it does not matter you have to invest more time.

I do not care if you are a SEO Guru, a person who does not know about SEO and SEM. You could be a designer or a programmer. Everyone needs traffic to succeed so read the articles for the next ten days. You are already king and already at the top of google if you learn one single thing and that is to build your bridges or routes to reach the world. See you tomorrow.

Core Traffic Strategies – Day 1

Welcome to the first day of core traffic strategies which if followed without fail will bring traffic to your website or blog. The first thing you are going to do is relax and grab a coffee or get some snack as I was very hard on everyone yesterday and those who know me were quite taken aback as some of my friends wrote me hey saurabh what happened to you? Did you lose your pajamas? Ok I did not lose my pajamas and will return to my normal self. Yesterday's article was just a jolt to those who think that you can create a magic button which will make you rich overnight. There is no magic button but you can create your own magic buttons which will be bringing you traffic from all directions. Ok some people have surely woken up and before I start the practical stuff. I want to tell you do not be serious ever in life from outside. Try to laugh at things. I am telling you this from my personal experience. You will ask me how does it affect attracting traffic. Let me answer you it will affect you a lot because you become so magnetic when you began to laugh and enjoy life. People began to like you and people means traffic.

So here is the first very important part of the core strategy.

BLOG DAILY

Now if you or either of you who have fallen from your chair. Sorry but I had to do it. As this is the most important thing to attract traffic. I know you are shaking your head you are saying it must be crazy to blog daily and you cannot blog daily. Some of you might not have a blog at all. And somebody will say what is the advantage of blogging on Sunday. Who will read your blogs.

Let me answer to all those questions above. Firstly if you do not have a blog make one today. For all those who think they have nothing to say today then write a blog about what is there that is making you say nothing about today. Those who are finding it hard to blog on Sundays can write why it is hard to blog on Sundays. I do not care where you are and whatever you are doing the first core strategy is going to be that you are going to blog daily from now on.

Why to blog daily?

You know google love content. It has finally discovered a year before that it is just a search engine and its main job is to provide information. The more information and original information (we will talk about that later) you are adding to your website and the best way to do is through a blog the more google's crawler will visit your website and you can see it visiting your website if you are using livezilla or have installed visitors tracking.

So what does it have to do with google's visit?

Everything my friend. If you can make google come to visit your website everyday you create reputation. And good reputation is the key to bring good traffic.

Blogging habit

Make blogging a habit like brushing your teeth or taking bath I know some of the computer guys are not regular even in doing that but you know what I mean.

How much should I write?

Your articles should be around (500-700) words). Do not look at me as some animal out of zoo. I know what I am saying and you committed in following me for at least 30 days.

What should I write about?

About your website's main topic. Think about your keywords it does not matter what they are and revolve your article around it. Think of the why's and how's.

Hey what I do when No ideas is coming?

I know there will be times when no idea will come to your head it is when you have written so many articles that your mind says I have written it all. Let me give you an idea but do not use it too often and that is use the content you find interesting like a video and give your comments on it. Google will love you if is a youtube video. This will be called as you are referring an outer source but writing

your comments in your own words makes it your article. But do not do this more as it is you whose reputation has to be established.

What if still my mind is blank?

Go and read something the internet is a very large place and you will find lot of content on the web on almost any topic that you are searching for. You can also watch videos and listen to audio. So search for proper ideas and try to look at it from your point of view. It does not mean that you can just simply copy paste it. Google recognizes duplicate content so instead of rewarding you it will punish you by bringing down your website's ranking and ultimately kicking you out of its index. So never do that.

Do not forget about authorship?

Whenever you are writing a blog please make sure that you have established your authorship with googleplus. As you began to write more and more articles your authorship will be established and people will began to look at you as an authority in your field.

Ok I have written an article of more than 600 words is my job finished now?

Congratulation I knew you could do that. You have to do this everyday. As per as your job being done there is one thing more that you have to do submit your blog to the blog search engines and websites I have already mentioned in one of my previous blog

<http://www.xowned.com/blog/10-ways-increase-traffic-blog/>

Where are the tools? You said something about the tools?

I know many people will like to have a tool help them write a blog everyday. And I am going to talk about tools only after you have finished your training for the first ten days. When you have done what all that I have told.

I want you to go thought the process first. When I wanted to learn HTML do you know what I did. I did not do it in Dreamweaver so that It can create much of the code for me but I started typing in notepad. Not only did it make me learn HTML but it made me very good at it. I will tell you about tools so that you can speed

many of the tasks and it will also make you very fast but at the end of the 10 days or if you minus today 9 days session.

So all my friends out there I want you to be successful. Google ranks all those websites well who have high reputation. You cannot control google's ranking but you can build your reputation through your blogs. So the first core strategy for traffic is Blog daily. Write it somewhere so you do not forget it. Let us see tomorrow which core traffic strategies is going it to be for the 2nd day. You have already started working and I am so glad.

Core Traffic Strategies – Day 2

If you are following this tutorial from the start then you would have already written your blog and wondering what we have in the core traffic strategies for day 2. Today we are going to dive into something very interesting and enjoyable. And the good thing about it is that you can do it alternatively or every 3 days but you have to stick to a pattern and follow it. So grab a cup of coffee and let us go

So the 2nd core traffic strategy is

Make Videos

It is a well known fact that video brings traffic. So you have to commit yourself to make and post a video every 3 days. It is pretty easy to make a video and the only thing you need is a headphone with mike and your imagination. You have to make a schedule of committing yourself to make videos every three days or daily whatever you prefer but you have to be constant to increase website traffic.

The best place to make a video and submit it is youtube. Now here are some tips for making a video which can bring traffic to your website.

1. Make a channel where you will be posting your videos in youtube.
2. There are three things where you should put your keywords
 - a) The title of the video
 - b) Description
 - c) Tags or keywords

Make sure that you put your main keyword in the three places. I will advise you to put it also in the fourth place and that is the video itself as videos are read by google.

3. Use voice as videos with voice attracts more attention than videos which are silent. Also if you could put music and a little style in it then it is going to be better.
4. Make it interesting and you may shout at me that how am I supposed to do it. It is pretty easy as you have lots of videos to guide you on the same term (keyword). Just pick some of the top videos and see how they are presenting according to the views. Do not look at the first 3 to 5 videos as they may have been advertised but look below them and the likes and views will tell you a lot

about the video.

5. Always put your url in the top of description. Since youtube hides description after a few words. It is always better to put your URL on top. For Example.

Visit my blog (Your Blog URL) for traffic and SEO tutorials. This is a place where...etc

So (Your Blog URL) Will have the actual url of your website and at the top where everyone viewing the video can click.

6. See the results of the video which you have posted in a month and compare the results with each other. It will give you a pretty good idea that which video attracted the most views. Try to improve on it.

Posting your video to other websites

Besides youtube there are other sites for posting video. I had already shown it to you in one of my previous blog.

<http://www.xowned.com/blog/top-10-video-submitting-sites-pr/>

So submit your video to these top 10 sites every 3 days.



Smile now

The work so far: Ok so you are submitting one blog everyday and posting it to other blog sites. You are also now going to submit a video every 3 days (or everyday) to the video sites including youtube. And if you are wondering how this is going to help you in getting traffic or if you have already done it before and it did not work. It will work this time why? Because you were not doing it constantly or you did not have a pattern. You did not have anybody watching over what you were doing. Now you have the perfect pattern and also I am helping and teaching you with more than 12 years of experience in SEO and web Design. You cannot go wrong. So smile and stop wondering. Just do as I say and I will take you there.

This is all folks today. Now you have to work in making your video and your blog. If anyone of you who is facing any problems in following the blue print let me know. You can just email me and I will be happy to answer your queries. I could have written all this in one page but I want this system to gradually fit into your lifestyle. And increase website traffic naturally and easily.

Tomorrow we are going to look at Day-3. For now do not let that coffee get cold.

Strategy 3 to increase website traffic

Ok fellows today is day 3 for core traffic strategies. It is great to see some of you have already started implementing my strategies. Now the 3rd strategy will be very simple as you are following the strategy of day 1 this is just going to be an extension of that. So here it is the 3rd day to increase website traffic.

Submitting to documents sites

It is very simple just convert your blog or article to pdf and to power point. And start submitting to document websites. The document sites is a great way to attract visitors to your website and if you have written an interesting blog or article you can attract many visitors to visit your website.

I have already written an article about the top documenting sites. Here is a link to it

<http://www.xowned.com/blog/top-10-document-submitting-sites-pr/>

You need to make a profile in these sites and start submitting documents to them. You can submit one document daily to these sites. But be careful about using unethical ways. What happens is that some people get a clever idea that they can create multiple users and submit the same article by different pen names or create multiple accounts. Such type of practices should be avoided. Be honest, be slow and let the traffic come to your website naturally. Search engines will mark you as a good site and your reputation will start growing.

Here are some tips on making documents which can increase views of your website.

1. **Make the heading capture visitors:** Most of the time it is the heading of a webpage that captures attention and let visitors decide whether it is worth seeing your page. So make sure that the heading you are specifying is an interesting one. Also include keyword in your headings. Now if you are including the same keyword for every title it will become quite boring. Use different keywords for different pages in specifying headings
2. **Content is king:** Google has made content the king of everything so if you are

a good writer you have great advantage over others. If you are not a good writer (like me) and have got technical knowledge then do not worry as your technical expertise is enough to let others become interested in your content.

3. **Give urls of your website :** In your document always be sure to mention urls of your website or blog. You might also add a small page pointing to the urls of all the interesting content you have written.

4. **Embed pictures in your document.** A picture says a lot more than words. Include pictures in your articles as that will make your document (you can also apply this technique in a blog). Your main aim is to capture attention of visitors. Images can help you a lot in the process.

So now the work on you is increasing. Let us look at what you have to do now.

1. Write a blog everyday
2. Make a video in every 3 days
3. Make a pdf and ppt document (sites which accept ppt files) and submit it to the sites mentioned.

I would also advice you to do one more thing. And if you are already angry with me for making you work so much do not worry as I will calm down your anger by providing you the right set of tools in the end which will make your work much easier. At the moment you can make a punching bag and paste my photo in it and can hit the bag as long as you like but please in reality do not hurt me as I am a very sensitive guy and all I am doing is helping you increase your website traffic. So the one more thing I am telling you to do is also start searching the web for other document and blog sites. When you are looking just note that these sites have a high alexa rank.



Take out your anger

In tomorrow's session we will come out of the submission mode and I will try to tell you about something which will make impact on your website's positioning. With that said carry out the good work and see you tomorrow on day 4.

Strategy 4 to increase website traffic

So now we are in the 4th day of core traffic strategies to increase website traffic and as promised today we are not going to talk about submissions. We will talk about making some modifications in our website according to SEO.

I know you are writing a blog daily and you might have submitted your video on the 3rd day and preparing for the second video. Now you might say hey I have already designed my website am I to design my website again. I am not telling you to redesign your website but to optimize it from the SEO point of view.

Optimizing your website through SEO

1. Make sure that you have specified all the meta tags. I have already written an article about the importance of meta tags from the SEO point of view. Kindly check it out and compare it with your meta tags. See that you have specified the author meta tag.

<http://www.xowned.com/blog/meta-tags-seo-importance/>

2. Make sure that your keyword is present in title, description, <h1> heading and also make sure that it appears in the first paragraph and last paragraph of your content if you are following me and writing a content of 500-700 words.

3. Make sure that your keywords do not appear more than twice in the content. Google rates keyword density from 2-7%. But I have found it by experience that it is better not to exceed the 2% limit.

4. Verify the markup of your website through the

<http://validator.w3.org/>

If there are any errors try to eliminate them.

5. Check that each image given on the website has an alt tag.

6. Check the speed of the website. If it is slow try to improve it by minifying the css and js and optimizing your web pages. An article on this is also written by me in this blog.

<http://www.xowned.com/blog/speeding-website-increase-traffic/>

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