Traffic Overdrive

Send Your Web Stats Into Overdrive!
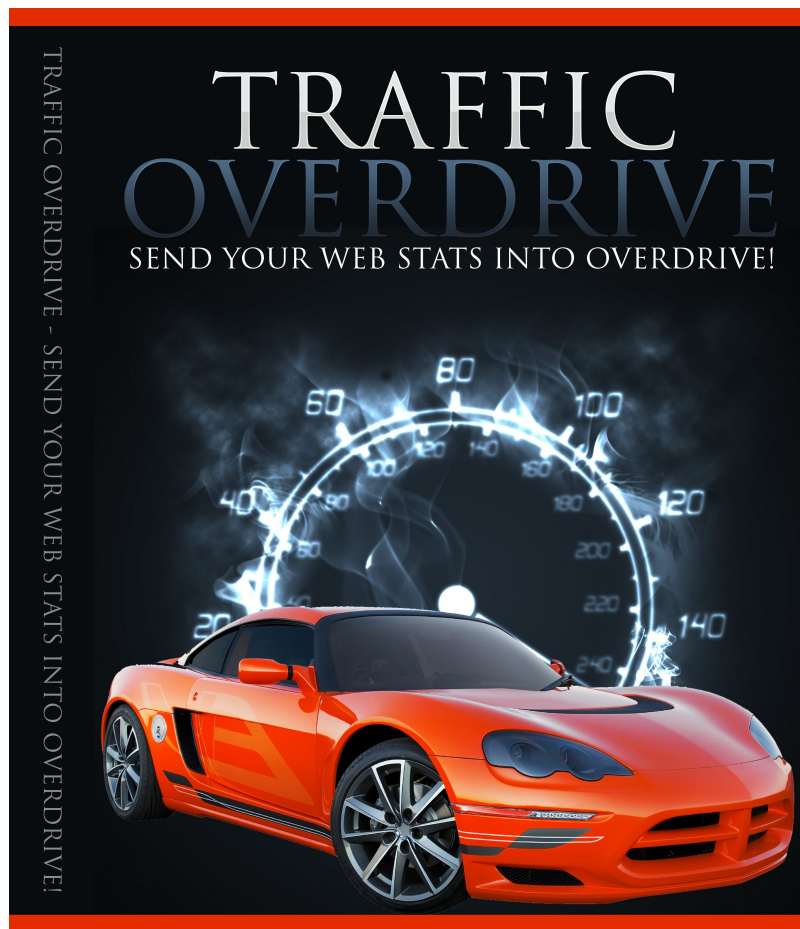
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Generating Traffic To Your Website

It's the critical ingredient in every successful online business marketing strategy, and the one component that will make or break your ability to build a profitable business and make money online.

TRAFFIC!

But not just any traffic will do.

It's easy to go out and purchase "hits" from various traffic sources, in fact, within a few minutes you could chew up your website's bandwidth limit with these random visitors, but it will do very little for your bottom line.

What you really need are heavily targeted prospects, not visitors. You need to reach deep into your market and funnel in the hungriest crowds of buyer's possible, so that you are able to maximize not only your outreach, but also the overall profitability of your online business.

After all, it makes absolutely no sense if you are able to generate 50,000 visitors if none of these people are genuinely interested in the types of products or services you are offering.

We need to flood our websites with targeted traffic that are genuinely interested in our offers, and who will become part of our customer base.

Relevant, targeted – and active traffic that will power our business and fuel our marketing campaigns!

So, the question is; how do you get your share?

There are hundreds of different ways to generate traffic to your website. From search engine optimization, to feeder site resources, to pay per click marketing and sponsorship opportunities, there is no shortage of opportunities available to you.

Setting up your traffic system and finally being able to claim your share of unlimited traffic from free online resources requires a bit of time and effort on your part, but once you've completed the process and set the wheels into motion, you'll benefit from a system that is designed to work quickly and efficiently, and over the long haul.

Are you ready to get started? Let's begin!

Optimizing Your Site For The Search Engines

It all beings with a highly optimized website...
Setting your website up for success all begins at home, and before you work to develop off-site marketing campaigns, you need to first focus on optimizing every square inch of your website so that you are able to generate organic traffic from the major search engines.

Organic traffic is the crème de la crème of traffic, as it's natural, targeted and organic – coming directly to your site after a user enters in relevant keyword phrases that the search engine has identified as being associated with your site.

Once your website is securely positioned within the search engines, you'll be able to generate unstoppable traffic, absolutely free – and with no further effort required.

Optimizing your website is relatively simple but it does involve editing different areas of your HTML pages. To start, you need to include a title for every page of your site, each one including relevant keyword strings based on what your website is about.

With Search Engine Optimization, there are two main components that work together to help you rank within the search engines, and maintain a top position.

These two elements are called *'on site SEO'* and *'off site SEO'.*

On-Site SEO involves manually optimizing every page on your website, from its title tag, keywords used within content to the way that your site map or overall structure is created. All of the work of on-site Seo takes place directly on your website, and is in your full control.

With off-site SEO, you are focusing on building solid back links to your website, as the more incoming links to your site from quality, relevant websites, the more authority your website is given in the search engines.

Building quality backlinks campaigns isn't difficult, but it can take some time. Still, it's a critical part of the SEO puzzle and a vital component in boosting your website ranking and maintaining your position.

When it comes to on-site SEO, there are very important factors regarding the actual structure and anatomy of your website that you need to pay special attention to in order to effectively optimize your website for top search engine rankings.

Page Title Tags:

Search engines rely on spiders to crawl websites and index pages appropriately. When a spider (otherwise referred to as a crawler) lands on your website, the first thing they take notice of is your domain name and your website's title tag.

A title tag should include a description of what your website is about, rather than just including your website's URL, you should always incorporate your primary keyword phrase into the title tags of each webpage you own.

Example: Instead of just calling your index page "Your Domain Name", include your primary keyword.

The title tag can be found in the head area of your HTML document, so you'll need to look in the source code of your HTML file to edit this area.

You want to make sure that you use different title tags on every single web page, that way you are able to rank for different terms rather than just one.

You want each page title to carry a different keyword phrase, so that you are able to rank for various phrases within the search engines.

Header Tags

Header Tags also play an important part in search engine optimization, because by using head tags within your website's content, you are able to highlight important text on your website, ensuring that search engine spiders pay special attention to the text contained within these head tags.

And because you also want to be able to showcase specific text to your website visitors, such as headlines, or bullet points, using head tags helps you emphasize important information found on your website.

Another very important element to SEO is including a site map on your website. What a site map does is helps both visitors and search engine spiders navigate their way throughout your pages and categories, by outlining all of the different areas of your site.

Next, you will want to include a meta description that includes important information regarding your website. Meta descriptions provide a summary to those visiting your website from the search engines but also help spiders identify what your website is about.

You should also use the <h1> tag throughout your pages. H1 instructs search engine spiders to pay particular attention to text located within the tags, and also helps visitors identify important areas of your site.

Another very important element to SEO is including a site map on your website. What a site map does is helps both visitors and search engine spiders navigate their way throughout your pages and categories, by outlining all of the different areas of your site.

You can create a sitemap very easily by using free services such as:

http://www.XML-Sitemaps.com

When it comes to developing your content so that you are optimizing your website for the search engines, you should pay attention to keyword proximity, prominence as well as the order of your content itself.

The prominence of your keyword is based on the first instance of where it appears within your content. A keyword phrase that is used at the end of your content will be considered less relevant than a keyword phrase that appears in the first portion of your content or article.

This means that you need to ensure that you implement your primary keyword phrases into the first half of your content, so that it is given more weight when search engine spiders index your website.

Keyword proximity is also very important in terms of search engine rankings because it indicates to the search engines that these keywords are related to one another.

For example, if you search for the keyword phrase 'dog training tips' in www.Google.com you will pull up listings of websites that include the keyword phrase 'dog training tips'.

Without quotations, all websites that feature the keyword dog, training and tips seperately will also appear in your search results.

Since you want to rank for specific phrases, rather than just individual keywords, you need to do your best to focus on close keyword proximity, so that search engine spiders crawling your website index entire phrases rather than singular keywords.

Anchor Text & Tags

Anchor text is also exceptionally important in search engine optimization.

With anchor text, you are describing a link, whether it is internal (one page linking to another) or external (where you link to an outside website).

Example: A regular link would look like this: www.your-website-url.com but an anchor text based link would look like this: Your Keyword Phrase

Anchor text is important because it allows you to rank for specific keywords, rather than just for your main website's URL.

When creating internal and external links, you always want to do your best to focus on including your primary keyword phrases, and that you vary the text used so that you are able to rank for different keyword phrases, rather than just one.

This is exceptionally important with off-site SEO when creating back links for your website as well.

Traffic Strategy #1: Article Marketing

There are a few important ingredients to creating high performance Article Marketing campaigns that maximize the overall effectiveness of your marketing efforts, while ensuring that you receive the most exposure possible from each article that you submit into the online directories.

First, writing an article on just any topic isn't going to yield the results you're looking for, if you haven't first conducted keyword research to identify what your target audience is actively looking for, and the exact keywords and phrases they are using to be able to locate content on your topic.

This is fundamentally one of most **critical elements** of a successful article marketing campaign.

The closer you are able to target your prospective customer base with well written articles that incorporate primary keywords, the more traffic and exposure you will be able to generate.

Think about the possibilities if you carefully evaluated a niche market, creating keyword swipe files of highly relevant terms and phrases and incorporated them into your content. Not only will this help you position yourself within the search engines, but your visitors and readers will be exceptionally targeted!

When writing your articles, keep them slimmed down to only 300-400 words in length. We want to keep them short and on track, remembering our objective is to entice them to read the entire article and then click on the links featured within our author's resource box leading either to a landing page, squeeze page or direct to the merchant's website after being tagged with our affiliate link.

If you struggle to come up with topic ideas for your articles, one easy strategy is to use the 'number technique', which incorporates a bullet list into your document.

Example: ' Ten Tips To Saving Money At The Pump', or 'Top Five Methods Of Minimizing Acne'.

When writing your ads, keep in mind that there are 3 main parts to every article. Let's take a look at what these are, and how you can make sure yours are written in the best possible way.

Article Title

The first thing your reader will see is your article title, so it's an exceptionally important part of your article and serves as a headline does on a salespage.

Your title needs to captivate them, get their attention and prompt them to read further. You want your article title to be irresistible so they can't help but click on the link and read the entire page.

Article Description

When article directories submit your content into their database, typically your title shows and possibly your description, or the first paragraph within your article content.

This is one of a few reasons why that first paragraph is so important. It not only works to describe what your article is about, but just like the title or header, it also needs to work to motivate your reader to continue reading.

Article Body Content

The remainder of your article should carry the reader right to the end.

Don't think that if your title and initial paragraph is good that they will simply

continue reading, you still need to bring them along with you by weaving your article content so that it directly addresses the topic of your article.10

Keep it interesting and on topic. Use short paragraphs rather than lengthy ones and limit your article body content to 400 characters in total.

With your article, you need to:

ü   Use a clear and direct title that captures attention instantly.

ü   Follow it up with the first paragraph clearly describing the topic of your article.

ü   Continue with the body weaving a story, and doing its job by keeping the visitor reading through to the end.

ü   The closing paragraph or statement satisfying the reader with an ending to the story if you choose that style and prompting them to read the resource box below.

ü   The resource box then compels the reader to click on a link by offering free information in the form of a free report, ebook, video, tutorial, ecourse or something else, relevant to the topic of your article.

To solve the problem of how to write an article that doesn't give away too much or not enough, there is a very simple system that works every single time.

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