

Website Promotion Blueprint

Tips for promoting your website for long lasting, targeted traffic

Brought to you by:

<http://www.websitepromotionblueprint.com>

This free report and the accompanying spreadsheet is for your personal use only! You can feel free to pass it along to anyone else you think it might be helpful to but you cannot edit or modify it in any way.

I hope these tips help you get more traffic to your site, as I'm sure you can understand, I cannot make any presumptions or claims about how this might affect your income – these are just the techniques I use to get more traffic and, while I hope they work for you too, I cannot make any guarantees.

Table Of Contents

Step 1: Keyword Research	3
Step 2: Going Social	5
Step 3: Build Your Base	8
Step 4: Using Article Distribution For Backlinks.....	9
Step 5: Other Places To Get Backlinks.....	12
Step 6: Blog Commenting	15
Step 7: Getting Backlinks To Your Backlinks	16
Step 8: The Power Of RSS	18
Step 9: Video Marketing.....	20
Step 10 Analyzing Your Traffic.....	23
Article Writing Tips	24
Writing The Article	25
The Title	25
The Body	26
The Resource Box.....	28
How Many Articles Do You Need?	29
Conclusion	30

Step 1: Keyword Research

Finding good keywords is key to getting some traction in the serps. Initially, you want to have about 30 – 50 keywords for each site you plan to build out . If you have more then all the better!

But not just any keywords will do, these need to be ones that bring in a fair amount of traffic and that you have a chance of ranking for.

How do you find these?

Well, it's really a 2 step process. First find the keyword, then analyze how competitive it is.

To find the keyword, you can head on over to [Google Keyword Tool](#) and search for your main keyword phrase. Make sure that you select "Exact" under the "match type" heading.

You want to pay attention to the "Global Monthly Search" column and choose keywords that have more than 1600 searches – even 1600 is really low and if you cannot secure the #1 spot for that term then you might not get a lot of traffic, so plan accordingly.

Once you have your list of keywords, then you need to go over to google and type each one into the search bar (WITHOUT the quotes).

Take a good look at the top 10 sites that come up for that phrase and figure out if you can get in the top 3 positions. If it's a keyword that gets a lot of traffic (6000 or more searches) getting any of the positions on page 1 might be worthwhile.

Here are some things to look for when analyzing the top 10:

1. Domain age
2. Backlinks to the domain
3. Backlinks to the page
4. whether or not the page is optimized for the keyword phrase with the title, url <h1> tag and in the article on the page
5. Gov and Edu links to the page

If you use the Firefox browser and add the [SEO For Firefox](#) plugin, it will show you this information in the bar below the website listing.

I have a video that shows you exactly how to do this at:

<http://www.websitepromotionblueprint.com/step-1-keyword-research>

Step 2: Going Social

Go to any internet marketing forum and you're sure to find a host of posts about social bookmarking. There's been a ton of eBooks describing different methodologies and a host of software programs to help you do it.

Personally, I don't really get what all the hype is about. I mean, it's great for back links but to tell you the truth most of the traffic your site gets from these social sites is pretty much worthless. The visitors rarely click an adsense link or make a purchase.

Nevertheless, it is worthwhile to add social bookmarking as part of your website promotion strategy because it is easy and will gain you back links.

Social bookmarking websites are sites where people can leave links to blog posts, websites and articles of interest on a particular topic. They are setup so that people with a particular interest can come in and go to the category they are interested in and learn about new sites that *other* people have found interesting.

Many of these sites have “no-follow” links (links that won’t give you any “juice” for ranking in the SERPS) but there are also quite a few that are do-follow.

Social bookmarking your pages is easy. You sign up for an account, then login and bookmark your website pages. A bookmark typically consists of a title, brief description, tags and link back to the article. As you can see, it is much easier and faster than writing a lengthy article.

But, because it is easy, people have abused it and you have to be really careful that you don’t overdo it when bookmarking your site or you will get your account closed down.

What I usually do is I bookmark interesting articles other than my own so that my account doesn’t have only a few sites that have been bookmarked. Also, I only bookmark key pages from my own sites and never put too many at any one site. For each of the pages on my site, I might submit them to 4 or 5 different Social Bookmarking sites and leave it at that. I alternate between the different sites so no one site has too many bookmarks from one of my domains.

Some of the social bookmarking sites that have “do follow” links (at the time of this writing) include:

Blinklist.com

Mister-Wong.com

Backflip.com

Connectedy

JumpTags.com

Dizzed.com

A1-Webmarks

Spurl

Diigo

I also submit to some other sites that are “no follow” but have high authority (why bother? Because even though the “no-follow links are not supposed to get any SE love, you never really know what the SE’s are doing with these links, do you?)

Some of these sites include:

Digg

Del.icio.us

Propeller

Stumbleupon

Reddit

If you want to see some videos on how to speed up your social bookmarking and even put the whole thing on autopilot, then head on over to Step 2 at WebsitePromotionBlueprint:

<http://www.websitepromotionblueprint.com/step-2-going-social>

Step 3: Build Your Base

Remember those keywords you found in step 1? Well we're going to use those here to build the base of your site and start training Google around what your site is about.

Now, if you have a [Niche PLR Blog](#) that's great because you already have a headstart! Just add in your unique content a bit at a time – you can even combine this with autoblogging for even more posts!

OK, so the first thing is that you need an article for each of the keywords. I usually don't post the same article on my site that I use to post to article directories. That's not because I am worried about duplicate content, it's because I don't want my visitors to click through and see the same article they just read. Having said that there are a lot of IM'ers that I really respect that advise you to put the article on your blog first and then submit it to article directories. You can judge for yourself which you want to do!

What you want to do is take your articles and set them to post every other day or every 3 days or once a week – you kind of have to make a judgment call on this depending on if you have autoblogging and how many articles you have.

The idea here is to have fresh posts every day for the first 4 – 6 weeks. Then you can scale down and post a couple times a week and eventually once a week or even once a quarter. You want to train Google to come to your blog often by adding fresh content every day. That way all your new posts will get indexed quickly.

The easiest way to do this is to go in and add several articles to post in the future. That way you only have to login to your blog once a week (or once a month even!) and all your posting is done.

If you don't know how to schedule posts in wordpress, then I have a video on that for you – check it out at:

<http://www.websitepromotionblueprint.com/step-3-build-your-base>

Step 4: Using Article Distribution For Backlinks

One of the most popular and most effective ways of getting backlinks is with article marketing. This is the method that has worked the best for me in the past because you can warm up the visitor in your article and when they get to your site they really want to read more of your stuff, or better yet, buy the product you are promoting.

I frequently see people posting on forums that they have distributed 5 or 10 articles and are disappointed that they don't have a lot of traffic. I'm sorry to tell you that that simply is not enough! Unless you've discovered some great keywords with lots of traffic and no competition, you need a good 30 articles in order to see good results.

So what you want to do is take all those keywords that you found in step 1 and write articles for them.

Then you need to take all these articles and systematically submit them to (article directories as well as other web2.0 properties).

I think this is probably where a lot of people fail because it is tedious and boring work, but it is NECESSARY and it will pay off in spades because you will get targeted traffic that will build up over the months and your efforts will last for years and years.

This method has worked since day1 of the internet and it is sure to work for the foreseeable future. I have sites that I stopped doing any promotional work to years ago that still get steady traffic on the articles I submitted back then.

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

