

Your Guide to

FREE

Website Traffic

http://www



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Introduction

You might find it a little daunting to market your new website, but it can actually be a lot of fun and very rewarding.

Internet marketing and traffic generation (the process of getting people to visit your website) is simply just a step-by-step process of implementing new techniques and strategies.

Think of it like building a puzzle. You can focus on one small area at a time, and the cumulative effects will generate a larger scale result. In this instance, you will be generating traffic from all over the Internet.

There are many proven and tested ways to bring visitors to your website, and this guide is going to explain how to set them up in a very simple and straightforward manner.

The guide is written in a format that anyone should be able to follow. You simply need to read the background information and then follow the step-by-step process in order to put the techniques into action.

If you take the action that is needed, you will find that marketing via the Internet is probably the greatest business opportunity you can have. You will start to see results very quickly, and that should translate into more profits for your business.

The strategies are actually very simple once you start to implement them and practice using them. Many of the strategies contained within this book will be used again and again in the coming weeks and months.

For example, there is no reason to ever stop creating articles. This is something that you can continue to do for a long time and use whenever you need a spike in traffic or want to have more exposure.

The guide also provides techniques for using the well-known traffic sources, such as press releases and article marketing, while also going in to great detail about the new social networking websites.

You are advised to get started right away and use whichever techniques fit your needs best at this time. Take action and you will see the benefits in a very short period of time.

Good luck!

Directory Submissions

This is a step-by-step guide to generating traffic by submitting your website to the very best online directories.

WHY USE DIRECTORIES?

Using directories is a great way to get higher rankings on Google, Yahoo, and other search engines.

Directories allow you to obtain free, one-way incoming links (we'll go into more detail about these in the "How To Build Incoming Links" chapter of this book) from some of the most well-respected websites on the Internet. Having these incoming links can drastically increase your rankings in the major search engines, which obviously gives you a lot more free search engine traffic to your website.

If people are searching for something that you sell or have information about, then they will find your listing in the search engines and click to be directed to your website. You can literally gain thousands of hits to your website each day from simple linking methods.

Directories are one of the best ways to increase website traffic and to rank well in the search engines results pages (without paying for placements).

In order to get higher rankings (without paying for them), you need to submit your website to many of the online directories which can be found all over the Internet.

There are thousands of directories and directory submission services available on the Internet today. Directories are one of the best ways to build a

powerful, one-way linking campaign with high PR (Google PageRank, a system of ranking webpages) sites and get recognized in the search engines.

Of course, not all of the directories are of equal value, and some have a better reputation with the search engines than others. This means that you will gain more (in terms of traffic) by being placed in certain directories than others.

Check the table at the end of this section for a list of the best directories to submit your site to.

Remember that one-way incoming links are the very best you can find, and they will also give you great rankings in the search engines.

Most good directories have people working on them and reviewing each website in order to prevent spam sites from being included in the directory. They will only accept high-quality websites, so make sure that you have added quality content before submitting your website.

Also note that they will refuse a website that has too much advertising displayed on it.

If you are able to secure a link from a directory website, you will get a higher score within the search engines. The search engines know that human editors check the sites before giving out a link, so they assume they have more relevance to the end user.

You are strongly encouraged to take advantage of the benefits of web directories and make them part of your marketing strategy in order to increase your traffic.

BENEFITS OF ONE-WAY DIRECTORY LINKS

Here's what a directory submission strategy will provide:

- Quality back links,
- Better search engine rankings for your website,
- Targeted website visitors,
- A bigger audience for your products your market (as people link to your website),
- Increased sales,
- A higher chance of prospects finding your website, and
- Your website will be seen as legitimate and not as spam.

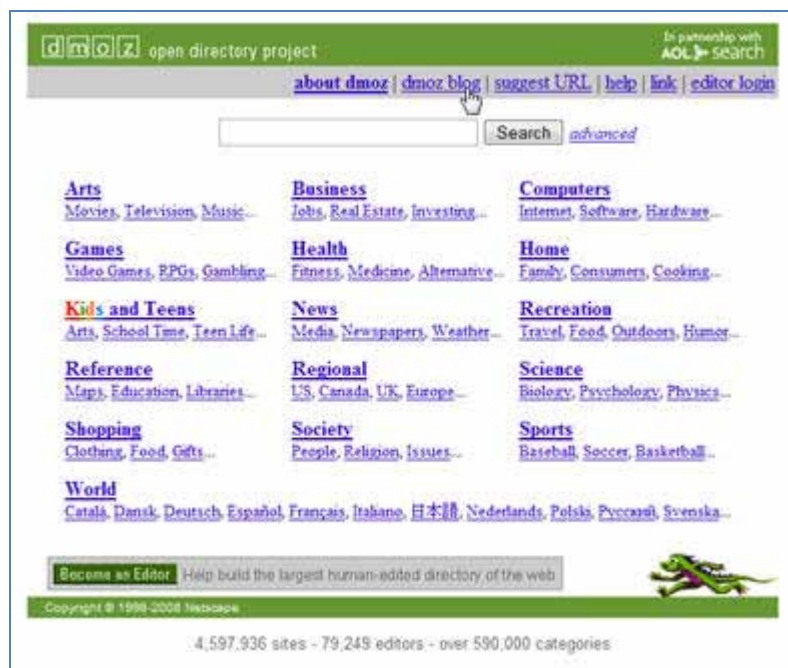
This chapter is going to provide a host of suggestions and recommendations for how to implement a powerful directory submission strategy. You will find out how to choose and submit to the very best directories in a way that is fast, effective and will bring you a lot of traffic.

STEP-BY-STEP ACTION PLAN (IN SIMPLE TERMS)

- Use the list at the end of this chapter to select a directory to submit to—one at a time to start with, OR check the search engine index and the PageRank of the directory first, if it is not on the list.
- Find the submission link on the directory website (see the example below).
- Decide which title and description you will use in the directory. Remember to vary the site title and description every ten submissions. This gives you more chance of being ranked for more keywords and removes the problems that search engines may see by having 100 links all anchored in the same text.

- You can buy submitter software to make the process automated. Some good ones include iBusinessPromoter (which you can find at <http://www.ibusinesspromoter.com/submission/site-submission-tools.htm>) and Directory Submitter which you can find at <http://directorysubmitter.imwishlist.com/>).
- Don't forget that you can buy links in certain directories, but there are a host of free directories available (which we will focus on here).

IN-DEPTH GUIDE TO SUBMITTING YOUR WEBSITE



Screenshot of "Submitting to DMOZ" video

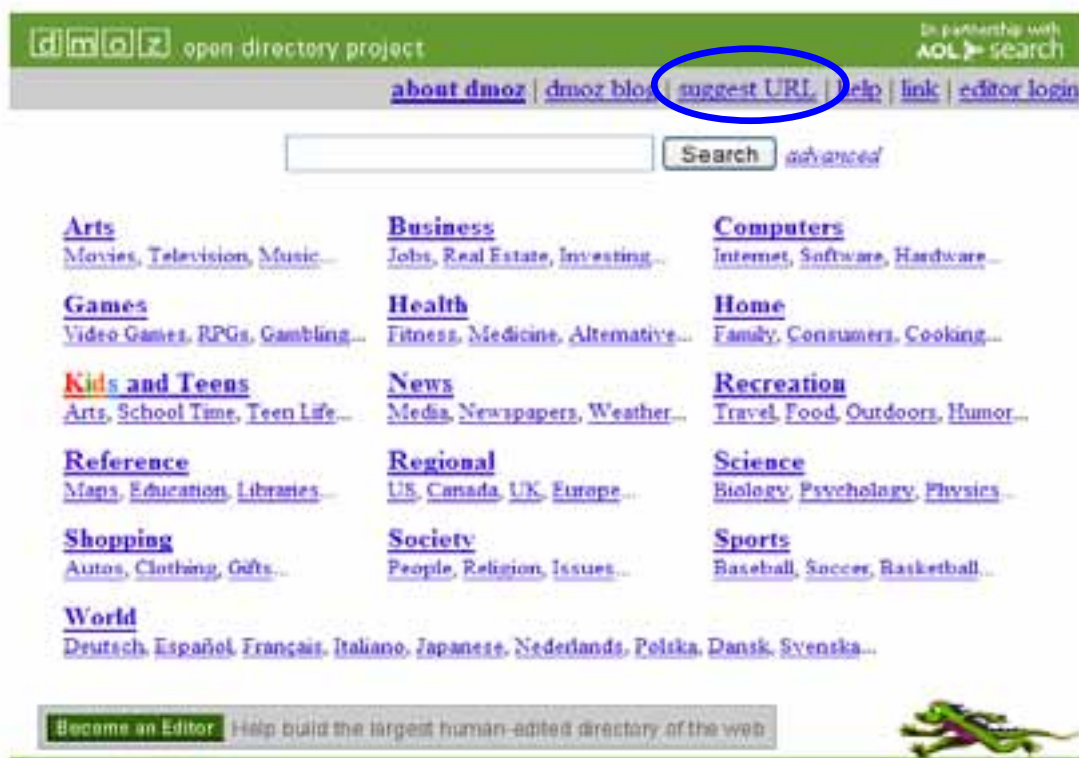
Click here to view the video *Submitting to DMOZ*: [http://instant-traffic-to-my-site.com/videos/03_dmozsubmit/dmoz%20submit\(new%20audio\)\(unbranded\).html](http://instant-traffic-to-my-site.com/videos/03_dmozsubmit/dmoz%20submit(new%20audio)(unbranded).html)

Directories don't usually require a reciprocal link (meaning you don't need to link back to them) and as such, they provide the best way to create a non-reciprocal links campaign.

You can generate traffic from people who browse the directories and other websites who use their content while also transforming your rankings in the search engines, moving your website to the first page of results.

One of the most well known directories is DMOZ. We are going to run through a case study of how to submit your website to this well-known and well-recognized directory.

Go to <http://www.dmoz.org/>.

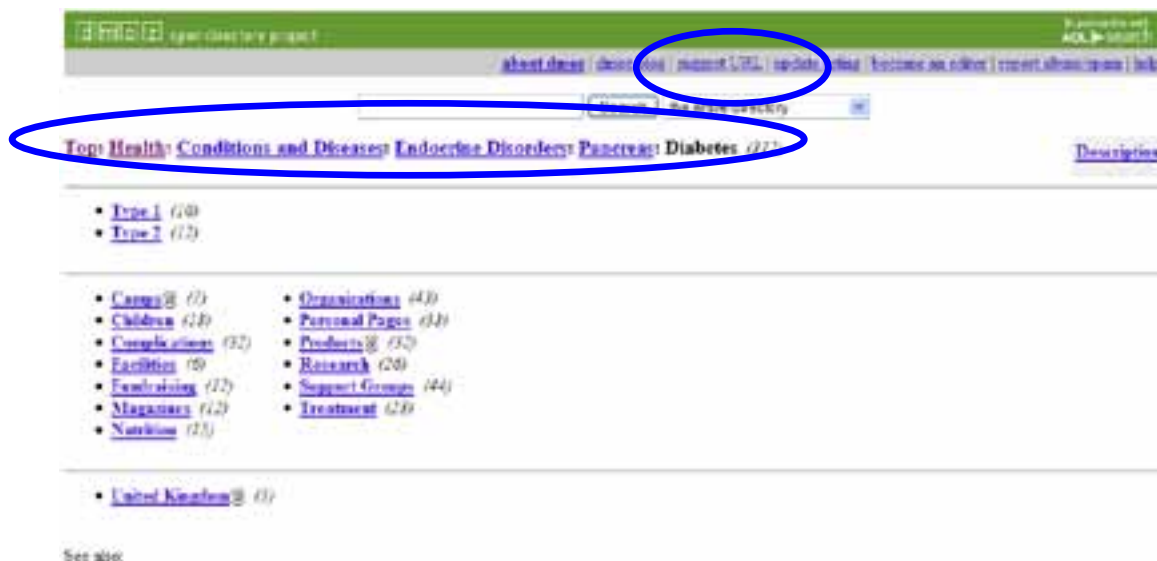


You will see the website above. Look at all the categories and sub-categories listed above. They are all organized by editors and reviewed regularly. Dmoz is a free service and open for you to link from.

From here you need to choose your category, or you can click the “suggest URL” link to read about how to submit your site.

I will run through the steps you need to take here, here and you can research it more later if you desire:

1. Find and click on the most relevant top-level category you see.
2. You will then be presented with a sub-set of categories. Again, click on the most relevant one for your website. You will need to do this a couple of times in order to get to the most specific category for your website. You will see something like the screenshot below.



3. You should have “dug” down to the most base-level category, as you can see in the “diabetes” example above. You can see the highlighted areas above have over four levels.
4. Once you have the correct category for your website, you need to click on the “suggest URL” link, as shown in the screenshot above. You will then see the image below.

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