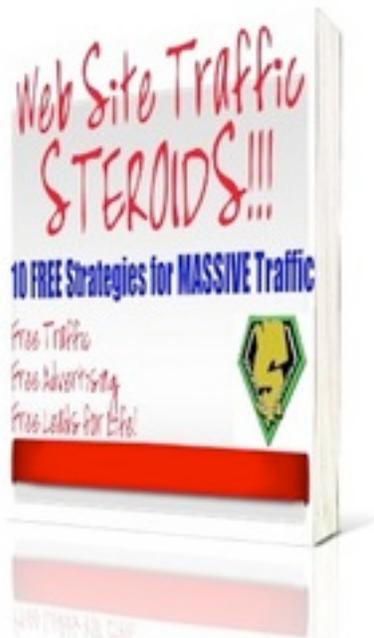


Web Site Traffic STEROIDS

10 FREE STRATEGIES FOR MASSIVE TRAFFIC!!



from your friend, Travis Winn- "The Biz Kidd"



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**GET READY FOR MORE FREE TRAFFIC, ADVERTISING,
AND TARGETED LEADS.....FOR LIFE!!**

Intro

Anyone who does any kind of business or marketing online knows that generating TRAFFIC is the most crucial part. You can have the best products or services, the most compelling sales copy, and an incredibly effective website, but unless that website is generating fresh, targeted traffic, your website will do nothing for your business or income.

You can pay to chose for website traffic if you choose, but I know for a fact that there is a MASSIVE amount of free traffic that is up for grabs. The benefits of free traffic are exciting to say the least. Free traffic equals free advertising and free lead generation.... which is the key component of growing your business or online income streams. Using free strategies allows you to maximize your traffic if you do choose to use paid advertising as well, and you can even eliminate risk and overhead by using free web promotion strategies.

I have never paid for traffic on any of my websites, and am a huge fan of “guerilla” and “bum” style marketing strategies that are completely free, YET extremely effective for generating targeted traffic. Within 6 months of using the same free and simple strategies that you are about to learn, I have increased traffic to my websites from thousands of hits a day to tens thousands of hits.... and growing fast daily..... literally.

Which brings me to the best part of ALL! When you pay for traffic, you get whatever traffic you pay for and then it's gone. If you want more traffic, you pay more money. However, the FREE strategies that you are about to master will let you put a huge part of your website marketing on autopilot, making your site a magnet for targeted visitors.

One Precaution....

You are about to learn 10 FREE strategies that will enable you to drive unlimited amounts of targeted traffic to your website. Traffic is what is needed in order to make any money online or to generate any additional business for your online or offline biz. But your website must be a well tuned tool that will allow you to maximize the amount of money that you generate from each visitor you receive.

There are many different uses for websites. Some entrepreneurs use their websites to generate sales leads for their online or offline business ventures. Others use websites as storefronts to promote their own products and services and/or those from affiliate providers. And others simply use their websites to earn totally passive income through programs such as Google AdSense.

Some traffic generation strategies work better for some uses than others. As you learn to use each of the following traffic strategies, I will offer insight as to what uses each will best serve. Many marketers, like myself, use all of the strategies mentioned, but for different reasons. As you will see they can all work together for extraordinary results.

Make sure that your website has a job, and make sure that it is doing that job. For instance, if you are going to use your website for AdSense income, take time to optimize your pages and ads for maximum revenue. If you are using your site to generate leads and build a mailing list, make sure that it is working to convert visitors into opt-ins or subscribers. And if you do not know what the main purpose or your site is, you may want to put a little more effort into your business planning.

When you have a terrific business or income systems in place through your website, it is time to drive massive amounts of traffic which will turn into profits. The methods you are about to learn will fill any site to the brim with laser-targeted

traffic, from AdSense sites to lead generation landing pages. Use them, practice them, and watch your online presence, your business growth, and your profits SOAR!

For a Little Extra Help.....

The Most Common Web Site Uses.....

CATALOGING PRODUCTS-Amazon is a great example of this use of a website. They do not direct people through any particular sales process, but rather they catalog everything they have to offer so everyone can find what they need.

ADSENSE/ADVERTISING REVENUE-Many internet entrepreneurs use profit sites to generate passive streams of income. Anyone can host their own website and fill it up with valuable information, which is known on the web as content. This attracts targeted audiences that flock to these info-rich sites, and the webmasters earn money through ad programs like Google AdSense, promoting affiliate products and services, collecting donations, and as selling ad space.

LEAD GENERATION-No matter what business you are in, you need a fresh flow of leads to generate sales and profit. Lead generation websites are intended for one purpose, to collect the contact information of people in your target market. Most marketers agree that the best way to get people to opt-in to your mailing list is to offer them something free like an ebook, report, video, or membership access.

SALES PAGES/AFFILIATE LANDING PAGES-If you sell your own product or service online, you need to create attention grabbing, informative, highly effective sales pages to get people to spend money on your product. Affiliate marketers get to use predesigned sales pages that are usually tested and proven to work very well.

Active Sites GROW Traffic!

An active website is sure to grow traffic faster than an inactive site. Websites that are active, as you will see, become traffic snowballs that can grow without limit. The idea of maintaining an active site is not necessarily a traffic generation method, but more of a principle that deserves to stand at the head of the list. Keeping an active site has many benefits that will help you create an ever-growing traffic stream flooding your site.

Making use of additional website traffic strategies mentioned in this course will naturally help you keep an active site. Most of these things can be done on a daily basis, or at least a few times per week. So following this plan and committing to it will naturally turn your site in an active site.... and a GROWING one!

Some Advantages of Keeping Your Site Active.....

ENHANCED SEARCH ENGINE EXPOSURE—Here is a fact that many webmasters do not take into consideration... search engine spiders visit websites that are constantly changing more often than those that just sit idle by. Simply making changes often to your site, you will get more of your content notice and listed by the major search engines. This is why it can be helpful to host a blog right from your site, posting daily to keep it active.

HIGHER SEARCH ENGINE PLACEMENT—As websites remain active and they get crawled more often, they gain higher Google PR which will move your listings to higher positions. This will dramatically increase search traffic to your site. This also means that your newly added content will get indexed faster, driving more traffic your way. And, if you are adding content regularly, your site will always be growing and attracting new visitors.

MORE INBOUND LINKS—Keeping your site active includes both activity on your website as well as activity on other sites. A consistent development of inbound links will positively generate more traffic, and a number of the strategies you are about to learn will help you do exactly that. Also, Google will reward a consistent growth of link popularity with a higher PR and all the benefits that come with it.. like MORE TRAFFIC!

MORE RETURN VISITORS—People who find valuable information or resources on a website or prone to bookmark it, subscribe to the blog or ezine, and return back often to see what else of value they can find. When you continually put more information that your visitors will find useful, your following will grow.

THE HABIT THAT SPAWNS GROWTH—Obviously you can see that keeping an active site has many positive benefits, but there is one other MAJOR advantage, that it creates the HABIT of activity for you. Active entrepreneurs accomplish more just as active sites do, and as you follow this plan consistently, your success on the internet will grow immensely and exponentially.

What I KNOW to be TRUE About Web Site Traffic

Anyone can generate terrific amounts of free website traffic, even if they do not get immediate results. Some of the things you are learning will give you immediate results, and others will take time to bear fruit. But, by using the strategies that seem best suited for your website and traffic needs CONSISTENTLY, you will without a doubt enjoy an abundant increase.

A PROVEN PLAN + CONSISTENT ACTION = SUCCESS

Using a blog & RSS feed

A blog is a weblog, or a chronological way to list and share information about whatever topic the blogger wants, letting anyone get recognized as an expert source in their field. Blogging can have a great impact on your levels of website traffic in a number of ways.

Some Advantages of Blogging.....

Bloggng can either be done from your primary website, or you can use additional blogs through site like wordpress.com as traffic tools to send additional streams of visitors to your primary sites. In either case, here are some advantages to blogging. I do both. Running blogs from my sites allows me an easy way to keep them active, and I also use other blogs for additional sources of traffic.

DEVELOPS RETURN VISITORS—One of the major advantages of using a blog is that it is a great way of developing a following. People frequent blogs that they find useful, and they return over and over again. RSS (Really Simple Syndication) makes it simple for people to know when you have some new content for them to check out.

FREE ORIGINAL CONTENT—Because people love sharing their opinions, they love making comments on blog posts that they enjoy. This is a great way to keep fresh content filling your blog on autopilot, while also engaging visitors for longer visits.

SEARCH ENGINE RECOGNITION—Search engines love blogs because they are active and regularly provide new content. Running a blog on your primary website is a perfect way to dramatically increase the activity of your website and therefore the attention that it receives from the engines.

QUICK AND EASY UPDATES–If one of the main purposes of your website is to keep your target audience up to date with your business, service, or product, a blog is a must. It makes it easy for you to share quick updates and for your subscribers to read them.

Keys to Successful Blogging.....

A BLOG SHOULD BE LASER FOCUSED–Your blog is not your personal rant and rave page. Your blog should be designed for a purpose, and therefore targeted to a certain audience. A niche focused blog is a powerful blog. Decide who it is you want visiting your blog, and then create the theme and content of the blog accordingly.

MAKE A HABIT OF POSTING DAILY–The whole concept and success of a blog revolves around you making it a habit to post daily, or at least on a regular basis. This will ensure the maximum advantage of your blogging efforts.

USE KEYWORDS AND PHRASES–You do not necessarily need a ton of tools to find great keywords. What terms are people in your audience using on the web? Anyone with a handle on their niche will know the common terms being searched. We will talk more about keywords in the SEO chapter (and you get a FREE tool), but for now just be aware that the words you use can attract more traffic.

USE YOUR VOICE, BE YOURSELF–Some of the most successful bloggers are the ones who are not afraid to show their true personality. Many people get intimidated by blogging because they are afraid of other people criticizing the way they write. But its not the case, and if a few people do... who cares! Show your passion and enthusiasm and others will flock to you and your blog.

PROMOTE YOUR BLOG–Promoting a blog is much like promoting a website, and just about all of the strategies in this course can be used to promote your blog as

well. One of the most effective ways to get your blog noticed, both by humans as well as the search engines, is to frequently make useful comments on related blogs and include links pointing back to your blog. This get traffic and boosts your SEO rankings.

APPLY SOME SEO STRATEGIES–The search engines love blogs because they are active and content rich, and therefore you blog can get visited often by the search engine spiders who crawl sites for fresh content. Whether you are using a blog on your own website or a freestanding blog to point traffic to your primary site, maximizing your blogs presence in the search engines is a very powerful thing to do. Good news... we have a whole chapter on simple and effective SEO strategies coming up.

PROMOTE YOUR RSS FEED–Promote your RSS feed to get more readers following your blog. Most blog platforms offer simple widgets that let people click to follow your blog. Make sure these are placed in prominent spots so your visitors can easily spot and click them. You can also promote your RSS feed by letting people subscribe to your blog from your primary website.

Twitter Power

Twitter has quickly become one of my absolute favorite places to generate quite a lot of web traffic with ease. A couple of tweets is all it takes for me to drive herds of people to any link that I want, whether it be a lead capture page, one of my blogs, to my AdSense sites, particular pages or products, and even various affiliate links.

If you are not generating thousands, or at least hundreds of website hits daily using Twitter, you are leaving traffic, leads, and money on the table. You will get out of Twitter what you put in, just as with all of your other marketing efforts. But I know that anyone willing to invest some time each day doing a few simple actions using a few simple FREE tools, you can turn Twitter into your own personal CASH COW.

Getting Started

If you are completely new to Twitter, it is a micro-blogging platform where users send short messages to their followers. It is very simple to figure out by just signing up for an account and spending some time using the service and viewing the pages and actions of other users.

All you need in order to start “tweeting” is a free account at [Twitter](#). All it takes is an email address. Add your picture and a few details about yourself, and start sending 140 character messages to all of your followers. To get traffic to your website you simply need to tweet the link and include a few words that will get people to click on it.

However, simply signing up for an account and tweeting your links will not get you much traffic, maybe a few hits. You need to build your network of followers, which are the people who have chosen to see your tweets. So how do you get more followers?

Quickly Building a MASSIVE Following

Most people quickly realize that the quickest way to get followers is to follow other people. There are many Twitter users who follow back those individuals who follow them, so by following other people you will naturally get a percentage of them to follow you back.

Initially you are allowed to follow 1000 people. Once you get some followers, you will be allowed to follow 1000 more for a total of 2000. This is where many people get held up, as you cannot follow more than 2000 unless you have 2000 or more followers. Once you do reach the 2000 follower mark, you are allowed to follow up to 110% of the number of followers that you have.

Example: 2500 followers X 1.1=2750 (so if you have 2500 followers you will be able to follow as many as 2750 people at any given time.)

The most effective way that I have found to follow a lot of people and to get a good percentage of them to follow me, usually around 50-70%, is to follow the followers of other Twitter users in my same market. I find a user that has a good number of followers and I follow the same people. This is a good way to get a high percentage of follow backs as well as a more targeted audience.

What do you do when you reach a plateau where you cannot follow any more people unless you get more followers? Start to unfollow the ones who did not reciprocate and follow you back. As you flush out those who you follow but are not following you, you can get more empty space to follow more people and continue building your following. I will show you a FRE tool in a moment that will make all of this a breeze.

Twitter does shut down accounts that follow and unfollow too many people in a short amount of time. They call it CHURN. I have found that I can safely follow

800 accounts in 24 hours OR unfollow 400 accounts in 24 hours. I have found that this is as much as I can do per day without getting shut down.

Turning Twitter into a RIVER of Traffic.....

ONE ACCOUNT ISN'T ENOUGH—Because of the follow/unfollow limits, you can only grow each account so fast. To make the most out of Twitter, many internet marketers use multiple accounts. I grew 15 accounts simultaneously to build a 150,000 person following within 3 months. Sure it may be a lot of work upfront, but now I can FLOOD any link I want within minutes, so I'd say it was worth it.

OPTIMIZE YOUR PROFILE TO GET FOUND—There are additional ways to get followers. Many people search within Twitter to find specific types of accounts to follow. Using keywords (health tips, gardening expert) in your profile name and profile description will help people find you so you can gain more users on autopilot.

GROW YOUR FOLLOWING DAILY—Twitter will give you back everything you put into it... and more. By taking time to build a following you will have an endless supply of free traffic, leads, and advertising for anything that you need to promote. It works to drive traffic to any link, and it never runs out of juice, but rather gets stronger as you go.

ADD VALUE—People who tweet useful information and links are more likely to get a positive response over the long term. If you spam your accounts you will find that they quickly lose value, but aim to add value and so will your accounts.

HAVE THE RIGHT TOOLS—There are many tools available that can greatly increase your productivity on the web. The most powerful FREE Twitter service I have found is [Social OOmph](#). They give you an easy way to unfollow people who are not following you, send direct messages to new followers automatically, and automate your tweets.

SEO Content is KING!

Search Engine Optimized web content is KING when it comes to magnetically attracting targeted website traffic for free. The content on your website and/or blog is most likely in place to provide your visitors with the information they are seeking, and if you make use of a few basic SEO principles, your content will not only provide information but it will also pull in free traffic from the search engines.

The 3 Fundamentals of Search Engine Traffic

PROFITABLE KEYWORDS—Keywords and key-phrases (generally 2-5 words) play a HUGE part in just about every single form of online marketing and advertising. In this instance, we are using keywords on our web pages so that the search engines know to send people who are searching those keywords to YOUR site.

A common sense approach will get you started toward keyword domination. Start by brainstorming the possible words and phrases that your ideal audience use to seek out information. The whole idea is to choose RELEVANT keywords so that the traffic you attract is the traffic you want and need.

However, with so much competition for listings at the search engines, the most common terms may not be the most profitable. Sure, they get a lot of action, but what are your chances of winning for these highly competitive searches? It is much more effective to seek out keywords that target your audience, that are not overly competitive (other websites/blogs using the keyword), yet still have enough demand (people searching that term) to be worthwhile.

To find profitable keywords that target your niche use this free tool at [Word Tracker](#).

UNIQUE CONTENT—Choosing relevant, in demand keywords that have little competition will give you the seeds for a ton of free website traffic, but only if you use those seeds in the right way. Individual pages of a site should be focused around their own unique keyword or phrase. You can use a few additional ones for each page to increase your long tail visibility and page relevance, but ultimately each page should be focused on a particular word or phrase.

A great way that I have found to make use many keywords and phrases on each of my niche websites is to create an article section where I write various articles and publish them on my websites. Each article uses a particular phrase that I want to target, and the content of that page revolves around it. By creating hundreds and now thousands of keyword focused pages, I am able to generate high volume traffic from each of the major search engines for FREE.

If you do not have the time or capacity to write a lot of content, take a look at [CONTENT BOSS](#) for an easy and inexpensive way to get TONS of website, blog, and article content.

Using a keyword or phrase correctly is also crucial. Keyword spamming (placing the keywords as many times as possible on a page) simply does not work. The engines are out to find real content, and they frown upon any type of manipulation. Here are the criteria for proper keyword/key-phrase use:

- 1) Use once in the Meta Title, the Meta Description, and page File Name.
- 2) Use once in a page headline.
- 3) Use in content at about 2%, which means twice for every 100 words.
- 4) Use within the first 500 characters of content after the headline.
- 5) Use in a link somewhere on the page.

Following these guidelines will ensure that the search engines know what your page is about without feeling manipulated, and they will be happy to send people

to your website who are searching for that term... as long as the search engines even know your content exists, which leads us to.....

SEARCH ENGINE RECOGNITION–Some people do a fantastic job finding keywords and writing tons of great content pages, but they still do not generate heavy amounts of search traffic. The reason is that the search engines do not even know that their content exists, or if they do they do not give it high priority! So how can you make certain they find your content and give it good rankings?

Just as connections in the real world help you gain recognition and credibility, so do online connections. Websites link to each other all the time, and this linking has become a MAJOR PLAYER in the search engine optimization world. Getting links to your website from well established websites will get your site noticed and hopefully listed.

Search engines use “spiders” to crawl through website content to use for search results, but they only crawl sites they know. However, they follow links from one site to another, so getting links from established websites will point the spiders to you so they can find and list your content, and bring you targeted free traffic.

HERE ARE 5 WAYS TO GET QUALITY LINKS FOR FREE....

- 1) Become active in forums and blogs related to your niche. Offer useful suggestions as well as links to your site. Great for traffic and quality links.
- 2) Write and submit articles to high PR article directories. Publishers can put links at the end of the articles. Write short, niche relevant articles and submit them to article hubs, putting related links in your resource box. I use [Directory Critic](#) to find great article directories.
- 3) Get listed in a high PR free website directories. I also use Directory Critic to find the best free and niche related directories to list my websites.
- 4) Use social media sites to syndicate your content and make it viral, which naturally leads to an increase in inbound links to your website.

5) Exchange links with other webmasters who have websites related to yours but not in direct competition with it. Be sure to check back often to ensure your link is still active.

MY SECRET SEO WEAPON

The search engines play a VITAL role in my overall website traffic success, and I owe my success in this area to [Site Sell Inc.](#), and their wonderful website builder... [Site Build It!](#) With the all-in-one website building kit I am easily able to find profitable niches, create content around the most profitable keywords, and have the search engines automatically updated with every single addition I make.

This is just a fraction of what Site Build It! lets you do to dominate your market and thrive online. It is the ultimate package for website owners, internet marketers, affiliates, small business owners, and home business entrepreneurs. Making money online doesn't get more straightforward that this. You can succeed online without Site Build It!, but it offers so many advantages that it is at least worth a look.

For an unbelievable SEO website builder that requires no HTML or technical knowhow, has been used by over 100,000 successful internet entrepreneurs, and gets the **MAJORITY OF ITS USER'S WEBSITES INTO THE TOP 1% OF ALL SITES ONLINE IN TERMS OF TRAFFIC**, look at my personal SECRET WEAPON..... [Site Build It!](#)

HUGE Advantages of Article Marketing

We just briefly touched on article marketing in the last chapter as it offers a perfect way to get high quality links for free, boosting your SEO power and your ability to generate search traffic. But article marketing deserves a few more pages because it really offers a terrific strategy to not only boost traffic through increase link popularity and SEO, but also through direct traffic from the articles and article directories themselves.

There is the added benefit that also comes along with article marketing, and that is your ability to brand yourself as an expert in your field. People can get to know and like you before ever visiting your site, giving you a better shot at getting them to take action once they do land on your site. As always, sharing your expertise comes with many benefits, so lets look at some tips for maximizing your article marketing efforts in terms of link building, traffic generation, and reputation building.

Tips for Building Links & Traffic with Articles

SUBMIT TO HIGH PR SITES—PR stands for Google Page Rank, a system for ranking a websites visibility within Google. A higher PR website gets visited more often from the Google spiders, so links from sites with higher PR will have a bigger impact on your search engine exposure. There are plenty of free article directories with PR 5 and PR6. These offer the most value, but you will also find it useful to submit to a number of PR 4 and PR 3 sites as well. Find the best article submission sites at directorycritic.com.

LINK TO HIGH VALUE PAGES ON YOUR SITE—Your most valuable pages, at least when it comes to search engine optimization and marketing, are your

keyword focused content pages. Inbound links are only going to have a good impact on your traffic if those links point to content rich pages using profitable keywords that you have carefully researched. You not only want to link to high value pages in the search engines eyes, but also pages that the direct visitors you receive will also find useful. And, of course, the page you link to should add value to you and your business. It should be able to convert into leads, sales, or profits from whatever monetization model you use.

USE APPROPRIATE ANCHOR TAGS–Be sure to use anchor text in the links in your articles. Anchor text is when you imbed your links within a word or phrase, giving your link the added value of relevance. You can use the primary keywords of the webpage you are linking to for your anchor text. Here is the HTML code for imbedding a link in anchor text....

```
<a href="http://yourwebsite.com" target="_blank"> Your Anchor Text  
</a>
```

For example, if the page you were linking to used the keyword “pet tricks,” that would be the perfect keyword for you anchor text. Then the author resource box could read something like....

“For more great information on helping your pet live a happy life check out this terrific website on [Pet Tricks](#).”

Clicking Pet Tricks would be the link that leads to your site. This link will have a far greater impact your your SEO results than simply using the standard URL.

GREAT CONTENT GOES VIRAL–Every article you submit will give you a couple of links simple by placing them in the author resource box, but there is the possibility for a single article to get you 10, 20, or even 100 more links. Authors are not the only ones who use article directories, so do webmasters, bloggers, e-zine publishers, and other internet marketers who need good content. They can

use the articles as long as they leave the authors links and resource box in tact. Writing high value, content rich articles that offer REAL INFORMATION can get picked up by other sites, not only giving you more inbound links, but also more free traffic.

USE A PICTURE AND PROFILE—Many people skip over their profile when setting up their free accounts, figuring that it won't have an impact on their article marketing results, but it does. For starters, many of the top article sites highlight random author profiles on the homepage. Without a profile picture you are missing out on free exposure to your articles and links. Your profile is a great place to share a little about yourself, your expertise, and your websites. You can usually link to one or more of your sites directly from your profile, giving you even more links and traffic.

USE KEYWORDS IN YOUR ARTICLE—Just as with your own content on your site or blog, you want to optimize your articles so they can get listed in search results, bring in more traffic, and therefore send more traffic to your links. Choose a profitable keyword and use it in the headline as well as throughout the article at about 2%. Because of the high PR that some article sites carry, articles that follow basic SEO rules can easily get listed and flooded with traffic. Use the free keyword tool mentioned prior to find keywords for effective articles.

CREATE ATTRACTIVE HEADLINES—Your headline plays two CRUCIAL roles in the success of your article marketing campaign. As we just discussed, you want to make use of keywords in your headline for SEO purposes. You also want to take time to create a headline that grabs the attention of your target audience and inspires people to read your article. A poor headline will leave your article untouched, but a great one will get many people to visit your article. “How to” and “Tips,” and “Secrets” style articles usually get a positive response. Be sure to clearly state what value the reader can gain by spending a few moments to read your article. Show them that you have the info they need.

Profitable Use of FREE Web Directories

Long before search engines made their appearance on the web, people used website directories to find websites that could provide the answers to their problems and questions. Today, website directories are not used nearly as often to find websites, although they still get used by some people. You can and will get some free traffic directly from directory listings, but the biggest benefit is the one way inbound links that you can develop for your site.

If you have your own website or blog, you will find it worthwhile to submit your website to a variety of high quality free website directories. You can find a great deal of them, all with full details and stats, at Directory Critic, which I have mentioned several times already simply because it is a great resource. Here are some additional tips for getting the most out of directory submissions.

LOOK FOR HIGH PR DIRECTORIES—Just as you want to make priority use of high PR article directories, you want to seek out high PR link directories as well. The higher the PR, the more value the link will add to your website.

LOOK FOR SITES WITH HIGH TRAFFIC RANKING—Many directories get huge amounts of traffic, which means that your links could get some extra attention. While link building is the primary reason for directory submissions, I have gotten thousands of hits a month in direct traffic from some of these sites.

USE KEYWORDS IN TITLE AND DESCRIPTION—When you submit your link you will be asked for a title and a description. Using your sites primary keywords in your posting will help it get you more traffic, and because the title is generally used for the link itself, you will add relevancy to the link. Anchor text also matter here, just as with article marketing.

STAY AWAY FROM SPAM—Some newcomers think that by plastering their posting title and descriptions with keywords, that they will get more search

engine recognition and/or traffic. First of all, the search engines hate spam and therefore it should always be avoided. And because good link directories are human edited, these spam links do not get approved.

No Sites Under Construction—Your submission will also get rejected if your website is under-construction, if it lacks content and value, and if it is just a page full of affiliate links and ads. Directories aim to list quality websites only.

Look for Niche Directories—Aside from the many general directories available, many niche directories add other great opportunities for relevant links and traffic. Always be on the lookout for directories that service your particular niche.

Secrets for Using Traffic Exchanges

Many people do not see the value in free traffic exchange services, yet other entrepreneurs have built their entire businesses using only this free form of online marketing. Traffic exchanges are just what they sound like, websites that allow you to exchange hits with other webmasters. Kind of a “you look at my site and I’ll look at yours.” They do work wonders, but only when they are used for the right reasons and in the right ways.

The Best Uses for Traffic Exchanges

There are only a few real reasons why you should be using traffic exchanges. Blogs, content sites, AdSense sites, and other “browsable” websites will not get you any favorable results from using traffic exchanges. The sites that DO work are lead capture pages, splash pages, sales pages, and affiliate links. Many marketers are able to generate FREE LEADS DAILY from traffic exchanges, and some affiliates and network marketers use this as their primary source of growing their business.

Spending a little time each day surfing THE BEST traffic exchanges can definitely get exposure to your webpages so you can generate leads, sales, and commissions. And as you are going to see, you can get to the point where all of your hits are earned automatically, so you can get free traffic, leads, and advertising without spending any time.

The KEYS to Successful Traffic Exchange Use

USE YOUR MOST EFFECTIVE PAGES/LINKS—Sending hits from traffic exchanges to ineffective pages will be a waste of effort. You only have a matter of seconds to get your message across to generate action. Splash pages, squeeze pages, sales pages, and affiliate links work the best. Test out different

pages and track the leads or sales they generate, and find the pages that get you the biggest bang for your traffic.

MAKE AN IRRESISTIBLE OFFER—Without a doubt, the most effective way to make profitable use of traffic exchange sites is to generate leads for email marketing. Most successful internet marketers generate leads through squeeze pages that get people to leave their name and email address, giving them an open line of communication perfect for marketing. An effective approach is to make a free offer (ebook, report, members area access) in exchange for their contact info. The more irresistible the freebie, the better your traffic will convert into leads.

BUILD YOUR TRAFFIC NETWORK—Most traffic exchange programs let you earn additional hits by referring new members, usually a percentage of the sites that they surf. It works much like MLM, but the goal is to create a large network of traffic exchange surfers who earn you hits. By focusing on building your traffic network you can get more traffic, automate more of your marketing, and you can earn commissions as well.

HERE ARE MY TOP 6 TRAFFIC EXCHANGES, THE ONES THAT OFFER THE MOST BANG FOR YOUR SURFING EFFORTS....

#1-[Easy Hits 4 U](#)

#2-[Traffic Swarm](#)

#3-[Traffic Splash](#)

#4-[Hit 2 Hit](#)

#5-[Start Xchange](#)

#6-[Traffic G](#)

Harness FREE Online Classified Ads

Another method of free web traffic generation that works wonders, yet is often underestimated and overlooked, is using free online classified websites. Can you use these sites to generate traffic, leads, and advertising to build your business? Absolutely. In fact, When I first got started with internet marketing, I built an affiliate network of over 300 personally sponsored affiliates within a matter of weeks using NOTHING but well written classified ads placed FREE on a number of top sites.

What kind of website gets the best results? Well, similar to traffic exchanges, classified advertising works very well for generating leads and sales through effective splash, lead capture, sales, and affiliate landing pages. But you can also generate traffic to any website, webpage, or blog that you choose. Because classified ads let you hit your target audience dead center, the traffic that is generated usually converts very well, as it has for me.

The KEYS to Successful Free Classified Ads

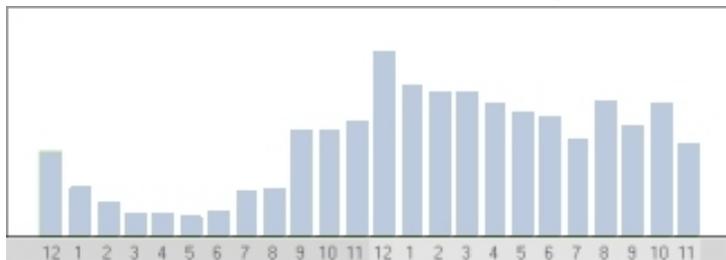
USE THE TOP SITES—There are literally thousands and thousands of free classified websites on the web, but only a percentage of them are worth your time. There are two things that you want to look for in a classified site.

- 1) Traffic Rank**—Obviously the advertising sites that have the most traffic are going to provide the most traffic to you. Look for sites that get plenty of traffic, and stay away from the ones who have not yet established themselves with a strong user base.
- 2) Page Rank**—Classified ad sites that have higher PR will give you more return than low PR sites. Your ads can get listed by the search engines under any keywords you use in your ads, and higher PR sites get listed quicker and easier. Second, you can increase your link popularity through ongoing classified ads, and high PR sites give the best links.

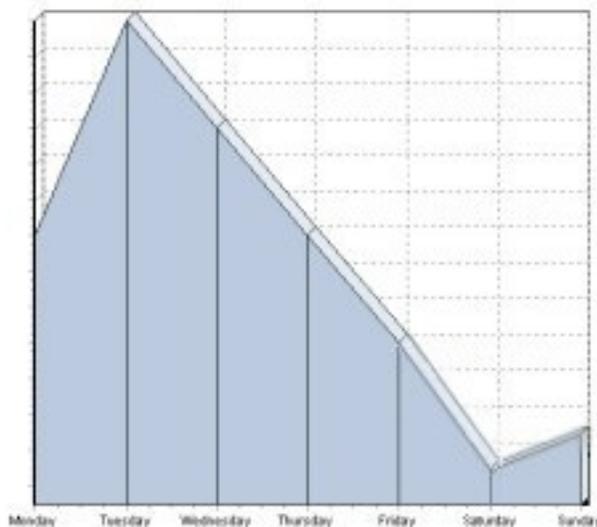
CREATE POWERFUL HEADLINES—In reality, your headline will be the most important part of your entire ad. Why? Because unless it does its job, the rest of your ad cannot get its job done either. The headline essentially has two jobs; to target your audience and to get them to click on your ad. Use a benefit oriented approach, and immediately tell what problem you solve or what benefit you offer. Also, try to use exciting, attention grabbing words.

TIMING MATTERS—The internet gets used all the time, but different times of the day get more traffic than others, and some days do too. From the pictures you can see that your ads will get the most attention at particular times and on certain days.

Internet Use at Various Times of Day



Internet Use for Various Days



BENEFIT ORIENTED COPY—Many people do not understand the keys to successful copy writing, but you can easily master the art of writing great ads with one simple technique. Always think in terms of the benefits that will be gained by your prospect from clicking on the link to your website, page, blog, or affiliate link. Remember, people are not interested in you, but they ARE interested in what you have that can benefit THEM.

A CALL TO ACTION—It seems so simple that it can often be overlooked, but a simple call to action has been proven time and again to lead to more of whatever action you are trying to get. In the case of classified ads, you are trying to get the readers of your ad to click on your link to visit your site. So, tell them to do exactly that. “Click the link for more FREE info!” is a simple example of a call to action that can get more people to actually click.... giving you more traffic.

Adding Value to Gain Massive TRAFFIC

There is a principle in business that is Universal, and it can be seen in high achievers in all industries. This principle is that those who strive to add value to their industry, marketplace, and customers... naturally add value to their own businesses as well. Webmasters who follow this “value adding” philosophy share in terrific success when it comes to generating traffic, converting leads, and making sales.

Simple Ways to Add Value to Get More Traffic

MAKE USEFUL POSTS ON FORUMS–Forums are active sites that generate a lot of traffic, and they can be the perfect place to generate traffic and inbound links. Choose high PR and high traffic forums that offer topics related to your niche. Make useful comments and posts, and provide related links to your sites. This will get direct traffic from the forum users who click your link, and more search engine traffic due to higher link popularity and better ranking.

OVER-DELIVER THE CONTENT–The internet is a giant bank of information, and sharing information is a surefire way to develop a web presence, which is a guaranteed way to enjoy streaming website traffic 24 hours a day. Are you sharing your expertise to as many as possible? Syndicate your content through all the various mediums at your disposal including....

- 1) Your Own Web Sites and Blogs
- 2) Hubpage Sites Like Squidoo
- 3) Comments on Blogs and Forums
- 4) Involvement in Social Networks
- 5) High Quality Article Marketing Sites
- 6) Your Own Information Products

- 7) Free Press Releases
- 8) Simple Videos You Can Upload to You Tube
- 9) Hosting Webinars and Tele-Conferences
- 10) Your Own Ezines and Newsletters

USE “EDUCATION BASED SELLING”–Education based selling has become the new standard for marketing and advertising in this age of information that we are living. Basically, selling and advertising has changed, and we need to change with it in order to succeed.

Typical in-your-face advertising, spam, pop-ups, flashy banners, and other annoying, blatant forms of advertising are becoming less effective. Now people often overlook regular “ads” and would rather do business with those they trust and like.

Sharing valuable information is a more effective way of gaining lifelong customers. One of the most effective examples of this is to use a free offer to entice people to opt-in to your mailing list. Use a free ebook, report, or video to attract new clients and show them that they need you!

Providing excellent content all over the web at every opportunity is a SUREFIRE way to build a massive web presence and a lifetime of FREE TRAFFIC. Give and you shall receive. Those who add value naturally succeed.

Make Your Marketing VIRAL

Viral marketing is probably the MOST POWERFUL form of marketing, both online and off. What makes this marketing style so potent? The word viral depicts something that spreads, and when the spreading agent is your content, sales message, links, or offers..... the results can be exponential and extraordinary.

Do not get intimidated by the idea of viral marketing, as you can actually put some viral traffic techniques into play with ease. In fact, most of the methods you have just learned can easily turn into viral streams of traffic with just a few simple tricks. Try out some of these web site traffic strategies to create an avalanche of visitors flooding your site....

Simple Ways to Get VIRAL Web Traffic

CREATE YOUR TRAFFIC NETWORK—We already talked about this, but it is definitely worth another mention here. We all know that the network marketing/ MLM business style is incredibly lucrative, and it is because of the leverage and viral aspects inherent in building a network or downline. Using traffic exchange programs gives you the same ability with your traffic. By developing a network of traffic exchange users, you can get ever growing free advertising.

USE FREE ADVERT EXCHANGES—How would you like to have your ads placed on thousands of other websites, for FREE? With [AdsVert](#) you can host small ads similar to AdSense ads, and each time your page is viewed you earn credits which then allows you to have your ads seen on thousands of other sites in the network. You can either add HTML code if you use your own blog or website, and it can even be used with affiliate links that you cannot edit. And just like traffic exchanges, you earn FREE traffic through referrals, so its another way to build your traffic network.

ADD VALUE IN SOCIAL MEDIA SITES—Nothing has given internet marketers the power to GO VIRAL like social media sites, primarily Facebook and Twitter, but many others as well. Some messages sent into the social media world can travel far and wide. What kind of things go viral? Messages of value, unique thoughts and ideas, breaking news, trendy topics, and anything that people find extraordinarily entertaining or useful.

CREATE EXTRAORDINARY ARTICLES—Article marketing can be a great way to build inbound links and traffic, and it can also be used for viral style marketing. The principle is the same as above, and that is simply that VALUABLE content makes the biggest impact. Great articles get published by other websites, blogs, and newsletters, building viral links to your site as well as viral streams of traffic.

BE NEWSWORTHY OR SHARE BIG NEWS—Big news travels fast, that is a fact. One of the greatest ways to go viral is to provide breaking news through your advertising mediums. Share news related to your niche, and aim to stay ahead of the game. Sharing news can not only get you syndicated, but it can also help you develop a loyal following of individuals who consider you a valuable source of great information and news that is relevant to your niche.

ONE FINAL VIRAL MARKETING STRATEGY—This viral marketing strategy can be used to promote an ad, product, banner, link, or advertising message. All you need is a webpage, and a free one will work just fine. Then find a hilarious video and build the page around it. Add a TAF prompt (tell a friend) which lets others share the page easily with their email contacts and social networks. You can find free ones by Googling “taf script.” Simply get the ball rolling by driving some traffic to the site, and then you let the natural tendency that people have to share funny stuff do the rest. How does this generate traffic to the pages and sites you are trying to advertise? Well, they ride along for free. Simply put a link or banner to your site and entice people on the funny video page to click. Or use it as a lead capture page with valuable free offer.

A Final Word on Internet Success

If you are new to internet marketing, this may all be a lot to take in at once. Therefore, do not think that you need to dive in and start using all of the methods at once. Mastering each of the methods described has taken me many months, and now I am able to use them all, plus others, daily with ease. I didn't learn them all at once, however, but rather one at a time.

The reason is this: the more you use a particular marketing method, the easier and more effective it becomes for you. Using ten or even twenty web traffic strategies in a **MEDIOCRE** way will not get you as favorable results as using one method with expertise. Start with one method, practice it and master it, and then move on to the next. After several months you can be well versed in a wide range of marketing methods, all of which can work and build on each-other.

Another point that I want to cover is that **THE MORE YOU USE THESE METHODS, THE MORE EFFECTIVE THEY BECOME**. This is not only because you get more efficient and skilled with them, but because by nature they provide escalating returns.

For example, when I first began using Twitter to generate traffic to my various web pages, I was able to generate about 100 hits within 20-30 minutes. At the time I am writing this, I am able to put forth the **EXACT SAME EFFORT**, but I can generate about 1000 hits. That number is growing daily because I invest time to build my follower base.

Another example is blogging, which clearly shows how effort OVER TIME begins to provide ever escalating benefits. When you first begin a blog, you may be producing content rich posts yet not receive any traffic. Over time, however, you get picked up by search engines and other sites, build a following of subscribers, and eventually get a lot of exposure. The more you blog, the more powerful your efforts will become

This principle will apply to just about every free website traffic, lead generation, or advertising strategy that you employ. Which brings me to THE BIGGEST KEY OF SUCCESS AS AN INTERNET ENTREPRENEUR.....

PERSISTING THROUGH THE DRY MONTHS TO REAP THE REWARDS OF A HARVEST.

Too many people look to get something for nothing, and therefore most people do not stick with internet marketing long enough to enjoy all of the rich benefits that successfully doing so offers. This is in my opinion is the biggest cause of failure among internet entrepreneurs. Only 5% succeed, which to me means nothing more than the fact that 95% gave up too soon!

If you really want to succeed as an internet entrepreneur, be committed to your goals, take action daily, and be patient for the fruits of your labor to appear. Realize that instant success isn't a reality, and that those individuals who succeed are those who gave themselves a real chance.

GOALS+PLANS+ACTION=RESULTS!

Good luck my friend, I am honestly hoping for you to enjoy big success on the internet. I hope that these tips and strategies will help you drive more free traffic to your sites, and I hope you enjoy a successful career as an internet entrepreneur.

FOR MORE GREAT FREE ONLINE BUSINESS INFORMATION, PLEASE CHECK OUT SOME OF MY OTHER INTERNET ENTREPRENEUR RESOURCES...

[Home Business Advantage](#)

[Wealthy Internet Entrepreneur](#)

[Passive Income Pro](#)

[Web Site Traffic Generation](#)

[Web Site Traffic Free eBook](#) (share this link with everyone you know who could use MORE FREE WEB TRAFFIC!)

AND LETS CONNECT AT THESE SITES...

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