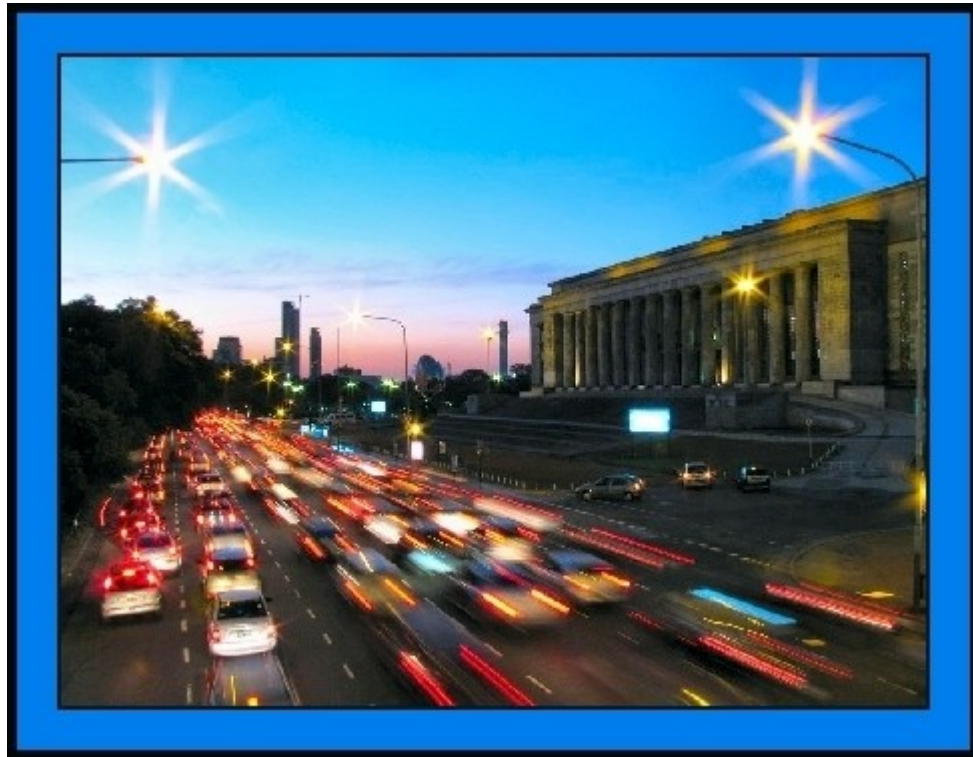# 101 Traffic Tips for Increasing Site Visitors & Sales

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Introduction

Getting traffic is something that many Internet marketers struggle with. It's quite a shame, because traffic brings additional profit.

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Let's look at an example:

If you put up a new website and your first few months of profit
look like this...

    $12 with 100 visitors in Month 1
    $45 with 500 visitors in Month 2
    $102 with 1000 visitors in Month 3

From this data, you can start to figure the per visitor value of
your website is about 10 cents each. So, the odds are that you'd
make approximately $500 with 5,000 visitors and $1000 with 10,000
visitors – assuming all things remain the same, right?

Even if you didn't change one thing on your site, you should make
significantly more money.
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It would be really great if you could just build a website and have people automatically flock to it -- but it doesn't happen that way in real life. The good news is that I'll be sharing **101 ways that you can get a lot of traffic to your site**.

Implementing these methods will take some effort on your part, but the results will be well worth it.

The most important thing is that you follow these proven traffic tips so that you can start seeing traffic to your website. Once you put these tips into action, you'll see an increase in traffic, which, over time will continue to grow.

Let's get started.

Article marketing

Article marketing is one of the best ways to generate traffic to your website.

Here's how it works.

1. You write an article.
2. You submit it to article directories.
3. Web publishers (website owners & bloggers) grab your article from the article databases and use your article on their sites free of charge.
4. Inside your article, at the end, you include a resource box that contains a link to your website. When the article is published, that portion must tag along and be published, too.

Your link tags along with your article and you get FREE advertising.

Want an example? I'll give you a few.

This is the author's resource box on one of Jimmy D. Brown's articles. You see at the end? It says...

> Jimmy D. Brown is the author of "Small Reports Fortune" - if you can write 7-15 page small reports, you can earn a living online working just a few hours each week from your home. Look for his EXCLUSIVE formula "Creating A Six-Figure Income With Small Reports" at Small Reports Fortune.

Here's another example of a author's resource box:

> Would you like to use PLR articles in your business? Nicole Dean provides the highest quality PLR articles sold in very limited quantities. If you're ready to start shopping, just stop by Easy PLR today!

So, everyone who re-publishes those articles on their own sites, blogs, etc., must include the author resource box as-is and the authors will get lots of free traffic.

There are three main ways article marketing can generate traffic for you:

- People click your link from the article directory and end up on your website.

- Webmasters publish your article (with your link intact) on their own site)

- Your search engine position increases because you'll gain more backlinks.

That makes article marketing an excellent strategy.

Tip #1 - Do your keyword research

One of the most important things you can do to make sure your articles do well is keyword research. Since people use keywords to search for information in the search engines like Google, you'll want to target appropriate keywords if you wish to show up at the top of the results pages.

A keyword can be one word up to several together in a phrase. You can find relevant keywords in many different ways, but the easiest way is to use Google's research tool.

You can find it at: https://adwords.google.com/select/KeywordToolExternal

Or, go to http://www.Google.com and search for "Google Keyword Tool"

(Note, you may need to be registered/logged in with a Google account to use this.)

Simply type in a major root or base keyword for your article or web site, and Google will give you many keyword ideas.

Example: If you've got a website about pet recipes, you would enter keywords like "cooking pet food", "homemade pet food", "natural pet food', "cook dog food", etc.

Google also gives you the numbers that tell you how often people search for each keyword. That way you know whether the keywords you're targeting are worth your efforts.

Another important piece of the puzzle is figuring out how much competition there is for each keyword. If you are targeting words that have too much competition it's going to be harder for you to reach the top of the search engine results pages. Don't worry about that happening, because it's easy to figure out how much competition there is.

Simply go to Google and type in your keyword surrounded by quote marks. The results that pop up are the other sites that are specifically targeting that term.

Example: When I search for "Pet recipes" (in quotes) I see there are 66,600 web pages that are already listed for that term. That may be too many to compete against. You can look for variations of keywords that include "pet recipes" (or which ever broad, base keyword you are researching) but do not have as many competing sites.

Ideally, finding a keyword that has less than 5,000 competing sites up to 10,000 at the most will give you the best chances of your article showing up high in the search engines (ranking high) for your targeted keyword.

To narrow it down even further, you can then use the following method to search and find out how many web sites or web pages have specifically tried to rank for the specific keyword by including it in both their web page URL and in anchor text links on the page....

Type this into the search engine (as illustrated above) and replace the x's with your keyword inside the quotes:

intitle:"xxx" inanchor:"xxx"

With this test, it's best to find keywords that have less than 1,000 results. Some marketers even say that less than 100 results is best.

I say, the fewer the better, as long as Google's research tool shows there is at least SOME search activity for the keyword per month. You can more easily rank for the more obscure keywords and make up for any low search volume by targeting as many of them as you can with your different articles.

That way, when you add up the monthly search volume for all the more obscure keywords (but, because of low competition, your articles rank high on the search engines), it can add up for better results.

It's much easier to target those "long tail" keywords with very little competition and get your articles to show up on the first pages of the search engines!

Again, when you find several of them and write different articles based on all of the long-tail keywords (pertaining to the same niche of your topic) and they all more easily show up on the first page of Google, for instance, you will DOMINATE the search results and make it much more likely that someone will click on YOUR article(s), leading them to click on YOUR offerings.

Now that you have these keywords you can use them to give you a basis for your articles. It's easiest to choose o**ne keyword per article** and focus the topic around that keyword. Remember to put the same term in your title as well.

Tip #2 - Write your articles for the reader and the search engines

There are many people who think that in order to rank highly in search engines, they need to stuff their keyword in their article an excessive amount of times. This is definitely not the best way to attract readers or get traffic to your website.

The search engines are also getting smarter and they know when you're trying to game them.

It is much better to weave your keywords in more naturally. This will serve both the search engines *and* your readers. There is no set keyword density that works well, but many experts suggest you stick to around 2 to 5%. That means for every hundred words you would include the keyword about 2 to 5 times.

Remember -- the search engines can tell if you're trying to stuff your keyword in your article. Their main goal is to provide a good user experience for people who use their search engine, and your main goal is to get people to your website.

It makes sense, then, that you would strive to provide good content that the search engines will like and that people find useful when they visit your website.

Tip #3 - Submit to the right article directories

There are many article directories, but not all of them are worth your time. Since you're trying to get traffic to your website, you want to find the very best ones. It can be hard to choose since the search engine's "love" for these directories seems to change all the time. Still, there are a few that you can always count on.

These include:

- EzineArticles.com
- GoArticles.com
- ArticleDashboard.com
- Buzzle.com

If you open an account at these different directories and start a regular submission schedule, you'll find that you start getting visitors to your website.

Since these are people who are looking for exactly what you're offering, your conversions should be great as well.

Tip #4 - Focus on your author's resource box

One of the most important article marketing tips you can follow is to focus on your author's resource box. This is your "take" for your site, whereas the actual article body is your "give" to the directory.

Your author's resource box should contain a compelling reason for people to continue on to your website. You may talk a little about yourself, but it really has to be more about the reader and what he/she wants.

For example, if your website is offering a solution for people suffering from acne, you want to give them a reason to visit. Clearly, you need to let them

know that you have the answer they are looking for in order to get them to visit your website.

A huge part of crafting a great resource box is including one or more links to your website. Different directories have different rules about this, but the standard is to allow you to include two links. You want to surround these links in what is called "anchor text." This is simply a way for you to name the link to let the search engines know exactly what your site is about.

Here is an example of an anchor text link:

If you want the search engines to know your site is about **acne treatments** (your keyword) you would type:

best acne treatments

If you would like the link to open in a new tab or window on the reader's browser:

<A HREF="http://acnesite.com" target="_blank">**best acne treatments**</A>

This would help boost your rankings for the keyword "best acne treatments."

Tip #5 - Submit many articles

There are webmasters who think that they can boost their search engine rankings and get tons of article directory visitors to their site just by submitting an article or two. If only this were true. Unfortunately, this isn't the case at all. You need to sustain an active level of submission to stay at the top of the search engines.

That doesn't mean you need to spend your life writing articles. As long as you're consistent in your efforts and don't stop at just a few articles you'll likely see great results. Still, those who submit many articles over a long amount of time usually see higher levels of traffic.

You'll find that the number of articles you need to submit really depends on the niche you're in. There are some niches out there where just one or two articles a month will do. There are other niches where it's ultra-competitive, so you'll need to submit more articles, more often.

The recommendation is to try to submit one article per week, every week. If that's too much, then shoot for two articles per month, every month. The key is to be consistent.

Tip #6 - Re-purpose your content

Since your main goal is to get more traffic, you'll want to use your content in as many different ways as possible. It's no use to just write an article one time, submit it to one directory, and expect to get traffic. It's a much better use of your time to use your content in more than one way. After all -- you still own the article.

In fact, many people are finding that it actually increases their rankings greatly if they use the same article at more than one article directory. There is some debate about this, so you might find that you want to rewrite it a little bit before submitting it to another directory. Still, this saves you a lot of time.

Three article submission services that have grown to get a lot of respect over the years are:

> **Isnare**: Submits to many publishers for a very reasonable price.
>
> **Article Marketer Service**: Offers a free trial. Definitely worth trying just for that reason.
>
> **Unique Article Submitter**: This is great if you are concerned about submitting duplicate articles to many article directories.

Beware signing up with other services until you check them out. These three are respected and updated constantly.

You should also take the content that you submitted to the directories and put it on your own website. This updates your site and shows the search engines that you are constantly adding new content. Adding new content often helps you get "spidered" (visited by the search engines) more frequently. The more frequently you are spidered, the faster you can rank for new content and the faster you can make money.

It's true -- content really does make the web go round. The more content you have on your websites, the more chances you have to get traffic. People are on

the web to find information so be sure to offer them lots of quality articles on your websites.

Tip #7 - Don't give it all away

A common mistake that many people make when they are using article marketing as a form of traffic generation is giving away too much information in the article body. That doesn't mean that you don't want to offer quality writing to your readers, but your main goal is to get them to visit your site.

That's why you'll want to write your articles to *entice* the reader. A good way to make this easy is to follow the A.I.D.A format of writing articles. This stands for attention, interest, desire, action.

> **A.** This means you want to capture their **attention** first with a compelling headline and a great opening.

> **I.** Then, you want to maintain their **interest** by showing them how important what you're about to say is.

> **D.** Next, you'll want to increase their **desire** for visiting your website. You can do this by handing out a solution or piece of information, but indicate that you have addressed the rest of the information on your site.

> **A.** This is a great way to get people to click on your author's resource box -- the **action** you want -- and to get more people to visit your website.

It's not at all uncommon to get a click-through rate of around 40% if you use the AIDA method.

Tip #8 - Brand yourself as an expert

One of the best perks about writing a lot of articles is that people start to recognize you as an expert. This is an excellent thing for you, because it means you'll get a lot more traffic to your site. In fact, if people are impressed enough by what you have to say and what they find at your website you'll discover that more and more people start to link to you and recommend you to others. When this happens, it becomes like a snowball effect of traffic.

The fact of the matter is, you **are** an expert because you've written so many articles and you know so much about the topic. That's another reason why it's so important to take advantage of the author's resource box, because it really helps to brand your website and your name.

That way people start to recognize you as the authority.

Tip #9 - Research the competition

You know what *you* are doing to generate traffic, but it can be even more helpful to know what your *competitors* are doing. This is especially true if you know of a website that is ranking especially high in the search engines. You can map what they've done based on their articles, and tweak their strategies to perfection for your own uses.

For example, if you go to EzineArticles.com and search for the most viewed articles in your niche, you can usually determine what other websites are doing to rank so highly.

- You might take a look at the keywords they've used in the title.
- Notice the way they've crafted their article.
- Examine the resource box.
- You can also look at their profile and see just how many articles they have submitted.
- Check out the website they are linking to as well.

That way you can find out their search engine rankings in Google to get a feel for what these rankings are doing for them.

Tip #10 - Pay attention to your profile

This is something that many article marketers forget about. If you don't set up your profile, people are going to be less likely to trust you. The more people trust you, the more likely they are to go to your website. Setting up a profile might seem trivial, but it actually has a lot to do with the kind of traffic you may receive.

This doesn't mean you have to give away a lot of information about yourself. But it does help prove yourself as an expert. Remember -- people visit the article directories frequently. If they start to like your writing they may subscribe to your articles (an option available at many directories). Your chances of them doing this greatly increases once you've added information and a picture to your profile.

Quite frequently if a person finds ONE article they like that you've written, they'll seek out others. However, if they go to your profile to do so, and there's no picture, they may lose trust that you're a real person with a real business.

Here's an example of a great author profile:
http://www.ladypens.com/author/arika-lewis/

No, this doesn't really help your search engine rankings (unless the directory allows a website link within the profile) but it does help with article directory visitor trust.

NOTE: For a comprehensive, affordable guide about **article marketing** to get free traffic to your sites and offers, get this ebook:

Free Traffic
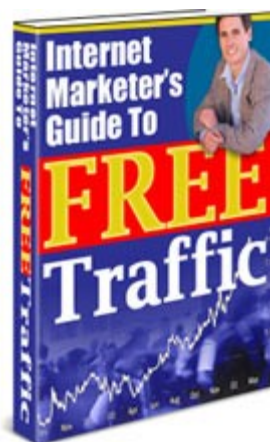
Getting Traffic Through Pay Per Click

Pay Per Click (PPC) is also an effective way to get traffic. While article marketing is free (except for the cost of your time), Pay Per Click costs money.

The most well known service is Google Adwords. Yahoo and MSN also have their own PPC networks. And, there are many smaller pay per click networks that have shown promise.

So, how does pay per click work? Basically, you pay for every visitor that you receive to your website through the pay per click service.

You'll create a text ad that entices people to click on it. Your ad will appear for searches based on the keywords you have chosen. It can cost anywhere from five cents per click to several dollars per click. This figure depends on the niche you're in and how many other people are bidding on the same keywords at that time.

It's easy to "lose your shirt" if you're not careful. That's why it's best to learn as much as you can about this useful traffic generation tool – especially how to track your results so that you can quickly find out which ads are working and which aren't and adjust your spending accordingly. The greatest thing about PPC is that the results are nearly instant. As soon as you put up your ad, you can start getting traffic.

Tip #11 - Plan carefully

As I mentioned earlier, it's very easy to get carried away and pay too much for your PPC advertising. That's because your ad might be shown more than you expected, and a lot of people click on it. If you haven't tested this you can lose a lot of money.

The absolute best thing you can do is to plan ahead and learn all you can about this method of traffic generation. The first step in planning is doing proper keyword research. You want your ads to be highly targeted so that when people search and your ad pops up, it entices them to click.

For example, if you are selling a certain brand of MP3 player you wouldn't want your ad to pop up for the search term "CD player." Instead, you would select keywords that are targeted to strictly to MP3 players.

Before you even start your campaign you need to use the Google keyword tool (or something similar) to determine what your keywords should be.

The Google keyword tool can be found here:
https://adwords.google.com/select/KeywordToolExternal

This careful planning will help you earn money instead of losing money.

Tip #12 - Test first

The best thing you can do after you've selected your keywords is to test them out. Don't start out with a huge bid amount because you can quickly lose money that way. You'll want to start off with a lower amount to see how many clicks you end up getting. It could be that you're not getting as many as you expected, so you'll want to increase your bids. Or, you might find that you're seeing some traffic and high returns.

Don't worry -- testing doesn't take long. You can determine within a few days whether or not you should discontinue your ads, tweak them, or keep them going as they are. Being cautious is the best thing at this point, because there are way too many people who dive in headfirst with PPC and then end up with a huge bill that just didn't pay for the kind of traffic they received. If you do this right, on the other hand, the results from PPC can be faster and more profitable than they are with article marketing.

Tip #13 - Split test your ads

Sometimes, people don't click on our ads even when we think they're great. There are many different reasons for this, and that's why it's so important to split test your ads. Pay Per Click engines like Google Adwords actually make this easier than ever. You can set up two or more different ads so you can see what is the better performer over time. I recommend that you take advantage of this because you might find that one ad never gets clicks and the other gets great clicks and conversions. Once you have these results, you can delete the non-performer and

concentrate on the one that's giving you the level of traffic and sales that you want.

It's important to keep in mind that if people are searching and your ad pops up it should contain the keyword you're targeting. That's because the search engines highlight the keywords in your ad, which makes them stand out more to your prospects. This is a great way to get more clicks and more traffic.

Tip #14 - Make sure your landing page is relevant

One mistake that many people make is sending their PPC traffic to an unfocused or bad landing page.

You want the landing page to be relevant to what that person searched for. This will ensure that your visitor doesn't simply click away the second they land on your page.

People are often trying to find something very specific, and if it's not clear that you have what they want you'll lose that visitor fast. If you make an effort to customize a landing page that is relevant to your website you will find that your traffic converts a lot better.

This often means sending visitors to different web pages depending on the keyword they clicked on.

> For example, if one of your keywords targets "natural acne treatments for sale," you want to make sure the page people come to clearly showcases these natural acne treatments.

> If a different ad created references "homemade recipes for acne," that landing page had better show some homemade recipes.

It might seem picky, but the more targeted your page is, the more likely your traffic is to convert into sales.

Tip #15 - Use negative keywords

Just like you're concerned about getting the right kind of traffic, you should be just as concerned about getting the wrong kind of traffic. You, of course, want to avoid

paying for ads that don't convert. That's why you should make use of the *negative* keyword tools in your PPC engine. When you enter these, your ad will **not** show when your negative terms are searched for.

> For instance, let's say that you are selling a topical acne treatment (a cream).

> You might then choose to use "supplement," "pill," and related keywords as negative keywords so that your ad does not appear during searches that are done by people looking for an acne pill treatment (capsule).

This will save you a lot of money, which will allow you to focus on the words you really care about.

Tip #16 - Use phrase match, broad match, and exact match

There are three basic ways you can enter your keywords into the PPC engines as you bid on your keywords.

These three ways include:

- Phrase match
- Exact match
- Broad match

Let me define those for you.

> Phrase match is when your ad would appear for your keyword, plus additions to that keyword.

> For example, if you enter your keyword as **cowboy boots** your ads would appear when people search for cowboy boots, as well as **blue cowboy boots**. Your ad would not appear if someone searched for boots cowboy or cowboy shoes.

> Broad match is actually the default and it will make your ad appear whenever your keyword is used in any order.

> You may show up for for cowboy boots and boots cowboy.

Exact match is when you surround your keyword with brackets. That means you want your ad to appear only when someone searches for that *exact* term.

That means your ad will appear only for the keyword **cowboy boots** and never for anything else.

Of course, when you combine these matching methods your ad will appear for many different combinations. It's all about testing and figuring out what will work best for you.

If you want to be completely targeted and spend as little money as possible you should stick with exact match for now. Still, you may be leaving a lot of money on the table by leaving out broad match and phrase match.

Tip #17 - Pay attention to other people's ads

You can learn a lot by looking at other people's ads. If you notice that a certain website always bids at the top spot, you can rest assured that they are making some money.

Take note of the phrases they are using in their ads. If they've been running their campaign for any length of time at all, the chances are good that they have been testing their click through rate as well as their conversion rate.

No -- you don't want to copy what they are doing, but there is nothing wrong with learning from successful people. Take ideas, and change them to make them your own.

There are always ways to improve on what is already working.

Tip #18 - Decide whether you want your ads to show up for content bids

In addition to showing up at the top and right side of the search engines for paid ads, you can also choose to show up inside other people's website content.

You've probably heard of Adsense. This is when web publishers (website owners and bloggers) put Google's ads in their content.

Where do you think those ads come from? You guessed it. Adwords. So, yes, you can be on the other side of things and display ads on other people's sites.

This is called "content bids" and is a separate option in your Adwords dashboard.

There are benefits to doing this. Content bids can give you more traffic, especially since the ads show up among targeted niche content. Oftentimes, you can get content bids very inexpensively.

Before you decide to jump on this, consider the main drawback to content bids, too. That is that the people who are reading web content may not be looking to buy things. They may not be in as much of a "shopping" mentality as those searching on the search engines would be.

Many people choose not to turn on the content bids in order to save money. You'll have to test to see if it works for you and is worth your money.

Tip #19 – Bid outside the box

In addition to the standard keywords, you also want to bid on other terms people might be searching for. One of the best strategies that professional PPC users use is bidding on terms that are highly specific.

Some examples would be:

>   Company URLs
>   Company names
>   Specific product names
>   Specific product names plus the word "review"

As you become more and more used to using PPC, you will find additional terms to bid upon. You will also find some duds, so it's best to get rid of those as soon as you find out they are not working. Fine-tuning your search terms will help you increase your traffic and get targeted visitors.

Tip #20 - Optimize your bids

We don't always see every possibility available to us, especially if we are new to doing something. That's why it's a great idea to use the tools that your PPC engine offers to help you optimize your campaigns.

Google's Adwords has an especially great interface for helping you get more traffic and leads for your business. They'll even automatically go through your campaign to find ways you can optimize your bids, keywords, and other aspects of your campaign so you can get better traffic.

If you've learned one thing from this section, it should be "test, test, and test some more". Guessing is like shooting blindfolded. Testing gives you accurate, precise information that will enable you to see big profits much faster.

Web 2.0 Websites

Web 2.0 websites are simply sites that rely on user-generated content.

There's nothing fancy about them. They simply allow users to contribute value to the website and your readers' experience.

It's only been the last few years that these types of sites have really started to develop. However, they have taken off like wildfire. It's next to impossible to find someone who has not heard of MySpace or Facebook – and innovative new sites like Twitter and LinkedIN sprout up every day.

But, how can you use them for traffic? That's what we're about to cover.

Tip #21 - Use MySpace

No lesson about generating traffic online would be complete without a discussion about MySpace. This is a huge social site, and you can leverage it to get a lot of free traffic to your site.

You're going to need your own account to get started with MySpace. After you've signed up you'll get your own website of sorts... it's your own personal "space". This is where you're going to collect friends who are interested in the same things you are, write blog posts, and more.

The best thing about this is that it's like starting a whole new list as you gather more friends who are interested in your niche. You can use the search feature in MySpace to find and add friends, and if they add you back they will probably check your page often to see what you're up to. This means more visitors will come to your website since you'll be linking to it.

One of the most useful portions of MySpace is the blogging section. You're able to place a blog right on your page with links to your own website. This is a great way to build backlinks to so that you are ranked higher in the search engines.

Tip: If you want to do well with MySpace you need to interact with others and always follow the terms and conditions of the site.

Tip #22 - Use Facebook

Facebook is like MySpace in a lot of ways, though there are many differences as well.

> You can make friends with this site.
> You can update people with your blog entries.
> You can use the updates section to talk about changes you've made to your website.
> You can join networking groups that are related to the niche topic you're focusing on.
> You can place a link to your site and company in your profile so that as many targeted people (the friend's you've selected) as possible can view it.

Just like with MySpace, you want to interact with people in order to get more traffic and make connections. Your Facebook visitors will enjoy seeing what you have to offer, and you'll get more traffic.

Facebook also has an array of add-ons available that have been developed by independent programmers. These offer a way to interact with prospective customers and visitors to get them even more interested and show them what you have to offer.

For example, you can send your Facebook friends small digital gifts, which may make them more likely to visit your site and eventually become a customer.

Tip #23 - Use Blogger.com

Blogger.com is a free blogging platform that is owned by Google.

One strategy is to set up a blogger blog as your main website. It's quick and easy.

Another strategy is to set up a Blogger blog as a method to get links to your main websites.

When you set up a blog with Blogger it will be created as a sub domain on the blogspot.com domain. (For instance http://jimmydbrown.blogspot.com/)

That means you get all the link juice that comes from an authority site like blogger, which is a great thing for you.

To take advantage of this strategy for the search engines, you'd want to create a "mini blog" on Blogger that links back to your own site. This is a similar concept to adding articles to an article directory, though you have more control over the blog. The downside is that you don't get the built-in article directory traffic.

The more entries you add, the more likely you are to be found by other Blogger.com users, and to rank highly in the search engines because your blog is coming from such a respected domain.

Since you're linking back to your main website you should start to see your traffic and search engine rankings increase. Remember that every little bit helps, and that results build over time, so each of these strategies will work together to increase your overall traffic.

Tip #24 - Use WordPress.com

WordPress.com is another free blogging platform that should not be confused with WordPress.org, which is a self hosted blogging application.

WordPress.com will allow you to set up a blog as a sub domain on their own domain. Just like Blogger.com, this is a great way to build links to your own website so that your rankings in the search engines increase.

You do need to be careful with WordPress.com because they're a lot stricter about having things like affiliate links throughout your blog and being overly promotional. Still, you shouldn't have to worry as long as you offer quality content and link to your own site in a smart way to get all the benefits of WordPress.com without being shut down.

Tip #25 - Use Squidoo.com

Squidoo is an excellent website that can help you generate traffic to your own site. You create "lenses" with Squidoo, which are not necessarily blogs, but not websites either. You could say lenses are something in between. Squidoo offers many different modules that help you add content quicker and easier than you might think possible.

If you've never used Squidoo before, here is a sample lens to get a better idea of the possibilities: http://www.squidoo.com/free-traffic-article-marketing

Squidoo also lets you place your RSS feed from your blog on your lens. This is a hands-off way to keep your lens fresh with content since it will update itself as you update your blog. Your blog gets the benefit of the great link.

Squidoo is also very flexible about placing links to your own site, unlike HubPages or Wordpress.com.

Google and other search engines also tend to love Squidoo, so you'll find that your lenses rank highly and send link-love to your site. You can also join groups within Squidoo in order to get even more targeted people to visit your lens, and eventually your website.

You can also earn from referring new "lens masters" to Squidoo!

NOTE: Find more info and resources about Squidoo at Resources411.info

Tip #26 - Use HubPages.com

HubPages is a lot like Squidoo in many ways. They have modules that make it easy to add content to create a miniature website in a very short amount of time. The difference between HubPages and Squidoo is that HubPages is a lot pickier about what goes on your hub. You may only have two outgoing links to your site, including any RSS feed links.

Still, HubPages has a very dedicated community behind it that can drive a lot of targeted people to your website. They are also very well-liked by the search engines so the potential is great. One of the greatest things is that people love to comment on hubs and regularly seek out new ones, so you may get a lot of questions and commentary on your hub. This will help expand your reach as an expert.

You can also earn from referring new "Hubbers" to HubPages!

NOTE: Find more info and resources about HUB Pages at Resources411.info

Tip #27 - Use Weebly.com

Weebly is yet another Web 2.0 property that can help you get higher rankings and more traffic. Weebly offers an easy way to create a small web page that is set up on the Weebly.com domain.

They have a very simple drag-and-drop interface, and you're easily able to add links to your website as well as quality content that will entice people to visit your website. In order to get the most out of Weebly, you want to make use of the different text and graphics features that will be attractive to prospective visitors.

Tip #28 - Use Twitter.com

Twitter is an amazing web 2.0 site that is becoming more and more popular all the time. This one is a little bit different than the rest of the Web 2.0 sites we've discussed so far, but that's what makes it so great. It's all about networking with others in what is called a micro-blogging platform.

When you sign up for Twitter, you'll be given a chance to collect followers and to follow other people. The point here is that you will see the updates of people you follow, and people who follow you will see your updates.

One recommended tactic is to find people who you enjoy learning from and/or networking with and see who they are following. Follow those same people.

Here are some people that I enjoy following:

> http://twitter.com/rayedwards (Amazing copywriter – amazing man)
> http://twitter.com/SuperAffil (Doug Champigny – great guy)
> http://twitter.com/Nicoledean (Affiliate Manager & Mostly-sane Marketer)

Beware of following people who have tons of followers and are only following back a few. Realize that they're viewing Twitter as a one-way street, so determine whether that's okay with you or not. For some people it will be fine, and for others, you may choose to pass.

On Twitter, you can talk about the great things you're doing to your site or in your business, as well as the things that are going on in your personal life. You can follow people who are interested in your niche, and they will most likely follow you

back. As you update and talk about the helpful content on your website, you'll start to get very targeted traffic.

Another great thing about Twitter is that your updates, or "tweets", that contain links will show up in the search engines. This gives your next chance to rank for the keywords you are tweeting about as well as add additional backlinks to your website. All of this leads to getting more traffic. It's also a way to build up relationships, which is what gives you steady followers and great rewards.

Tip #29 - Use MSN LiveSpaces

MSN Live Spaces at http://home.spaces.live.com/ is yet another web 2.0 platform.

You can create a profile as well as your own blog on this site.

Just like Blogger and WordPress, this gives you a chance to blog about your site and related content to get targeted visitors in the LiveSpaces community, as well as to improve your rankings in the search engines.

Tip #30 - Use Wikidot.com

Wikidot.com is a bit different then the other Web 2.0 sites mentioned, but it can still help you get traffic to your website. Many people have heard of and use Wikipedia.com, and this is a similar idea.

The difference here is that you get to create your own wiki site instead.

After you sign up for WikiDot you will get to create your own community wiki. You can add a front page that links to your website as well as several other pages. This can act as a gateway to your own website, which has the potential to get you a lot of traffic.

Since you're the leader of this wiki, you'll get even more respect as an expert. Not only will you get the visitors from your community members and others who stumble across your wiki, you get the benefit of the backlinks so you can rank more highly in the search engines.

It's always exciting when you can find sites like this that serve a dual purpose for giving you traffic.

Basically, there are new high ranking Web 2.0 sites evolving every day... the higher "Page Rank" a site has, the better it is for you to have your content on it with backlinks (text anchor links using your keywords as the text) to your sites, blogs, articles, etc.

BONUS TIP:

Additional Web 2.0 Sites that PAY YOU to Submit Your Articles!

Bukisa.com pays when people visit their site and view your content. You can see my Bukisa page HERE.

AssociatedContent.com will pay up front fees for articles you submit. Payments can be anything fro about $20 up to $20, depending on different factors. They also pay performance fees based on the number of views your articles get. You can view my profile page HERE.

Forum Marketing

Forum marketing is another excellent way to get more traffic. Forums, or message boards, are targeted communities where members join in order to have discussions with each other about the topic at hand.

For example, since you're interested in Internet marketing and finding ways to drive traffic to your website the chances are good that you are a member of an Internet marketing forum or two or three. The same goes for people who are interested in dog training, gardening, skin care, and nearly every niche out there.

In fact, here are two that I recommend:

> www.warriorforum.com - Where all the "big dogs" hang out. A great place to learn and get special deals.

> http://www.123webmarketing.com/forumtraffic.html – This forum allows you to earn free advertising credits for every post that you read and/or respond to.

By joining forums and interacting in the right way, you can definitely drive traffic to your sites.

Tip #31 - Find the right forums

The very first step in proper forum marketing is finding the right forum to join in the first place. You may already know of some good ones, but if you haven't found some it's very easy to do. Simply type "your niche forum" into Google or another search engine. The results that appear should point you to some great options.

Examples:

> "gardening forum"
> "skin care message board"
> "pet community"

Now, it should be said that not all of the forums that appear in the results are going to be worthwhile. Some of them are pretty dead and don't get a lot of traffic.

You want to find a very active forum with many members and many new posts every day in order to have the best results.

You should also read the forum rules and start browsing some posts to get a feel for things before you join and spend a lot of time. You are, of course, going to want to be able to put your website in your signature file and have a certain amount of freedom in your posts. That doesn't mean you are planning to spam the forum, but you're not going to get any visitors to your site if you are unable to display your link.

Tip #32 - Become known before displaying your link

The worst thing you can do is join a forum and immediately start throwing your link around. That's actually the best way to get **banned** faster than you can imagine. It is a much better tactic to start posting and adding valuable input to questions and generally getting to know the other members first.

After you've "paid your dues", you can start to put your website in your signature file and show that you've got a great website to offer. Remember, you want to entice people to visit your site, so make sure your text in your signature file is interesting enough for people to click on.

By waiting before you show your link you'll build trust. This is what will get people to visit you and to listen to what you have to say as an expert in your niche.

Tip #33 - Choose the right anchor text

Since you're going to have your link in your signature file as you make posts in the forum, you're going to want to make sure it contains the right anchor text. As you learned earlier, having anchor text that reflects your targeted keywords is a great way to boost your site's rankings for that keyword in the search engines.

> For example, if I wanted to rank for the keyword "cat food" in Google I would make sure that my forum signature file had "cat food" as the anchor.

Keep in mind that you're not just getting one back link for all the posts you'll make. You're actually going to get a back link each time you post. This can have a massive effect on your search engine rankings, which is another reason to become active and involved in a highly ranked forum.

You should also know that if there are too many backlinks coming in with the same anchor text it raises a red flag for Google. Their algorithms can figure out when people are trying to game the search engines so they guard against this.

That's why you might want to join a few good forums, so that you can have a different anchor text for each signature file you have.

Tip #34 - Create an effective profile

You should always create a profile to go along with your forum user name. As you post more and become more known people are going to be interested in reading your profile. You'll want to have some meaningful content written there that describes what your website is about, as well as a link to your website. You might be surprised at how many people will end up visiting your site through your profile.

People are naturally curious about others who share great information. That's why you'll get visitors to your profile and why it's a good idea to have it ready.

Once again, you can't forget the fact that you can include your website in your profile. These profiles often get indexed by the search engines so you'll be getting yet another back link to your website.

Tip #35 - Offer to buy an ad

In addition to the free links you'll be getting from posting on the forum, the owner of the forum will probably have some ad space available. A lot of web masters stay away from buying these ads because they think it will be too expensive. That's sometimes not the case at all.

When you contact the forum owner you should ask what is available as well as the cost. If you do find that the costs are too high you can always negotiate. Even if it's not clear whether the owner has any ad space, you can always offer to buy some because it might be something they haven't considered before.

If it's a very large forum that doesn't seem to be privately owned, there is still a way for you to get your ads on their site. This is actually a method that may be

even cheaper than dealing with the forum owner directly. You can actually go into your Adwords account and target certain websites.

That means you can find a forum you really like (that already has Adsense on their site) and bid on ads that will appear there. This is a way to target people you know are going to be ideal prospects for your site – sometimes for dirt cheap prices.

Directory Submission

Submitting your website to directories is another option to generate traffic. Many of these link directories have their own visitors who love to find websites they are interested in by just browsing through the directory. Many of them are even highly ranked in the search engines and have a high page rank, which means they are more likely to give you a boost in the search engine rankings.

Once again, you're going to get backlinks as well as targeted visitors from the directories you submit to.

Keep in mind that these are different than article directories. Link directories are generally collections of links from all around the Internet. Some of them are focused specifically on one single niche, while others are collections of websites from many different niches.

We highly recommend [Director Maximizer](#) to handle your directory submissions.

Tip #36 - Get your submission ready.

It's important to get everything you need ready for submission before you actually start the process. This helps keep you organized so that there are no roadblocks in the way when you do submit. As you go through the submission process you'll notice that there are many different categories available. Different directories classify niches in different ways, so it's helpful to browse the sites to plan in advance.

Another important step to getting your submission ready is researching your keywords. Just like it was helpful for article marketing, it's also helpful for directory submission. Since you don't have much room for descriptive text, you're going to want to focus on your main keyword or a few main keywords.

Finally, you need to craft an appealing description for your site. Remember that many people go to these directories to find relevant websites. Your description needs to be as enticing as possible. This will help you get more traffic because more people will click on your site's link and visit.

Tip #37 - Choose your directories

There many different places to submit your website and many different ways to submit. For example, you can submit manually to the main directories or automatically using special software.

The best thing to do right now is to choose your directories. If you have a limited amount of time you'll want to focus on the ones that will give you the most benefit first.

You should also know that some of these are paid directories and other ones are free. Unfortunately, it's often the ones you have to pay for that will give you the most benefit. You should take a look at your budget, and how much time you have and make your decision on directories based on that.

After you've chosen the directories you'll need to sign up for them. Look at their terms of service, as always. If you're having trouble finding good directories this is a good list:

- Yahoo directory
- Best of the Web
- Dmoz
- JoeAnt
- GoGuides
- UncoverTheNet

Tip #38 - Submit to more than one category.

Sometimes you might feel like it's hard to pin down just one category your site fits into. You can often get more traffic if you put it into two or more categories. It is important to note that some directories do not allow this. You always want to check with the site's terms of service to make sure you are complying.

If it's allowed, the chances are good you'll get a lot more visitors since more people will be able to find you.

Tip #39 - Automatic submission

Automatic submission as a great way to make sure that your site shows up in as many different directories as possible. While you want to manually submit to the most popular directories, it's important not to forget the"little guys".

There many different options for a automatic submission, and some are free and others are paid. If you can afford it, you may want to go with the paid versions to ensure that your submissions will go through. Plus, they handle all of the messy steps so that you can focus on other tasks in your business.

We highly recommend: DirectoryMaximizer.com

Tip #40 - Find smaller niche directories

Manual submission to the largest directories and automatic submission to other directories is great, but don't forget the smaller directories. These are strictly focused on a specific niche, and many people who are interested in websites like yours visit them.

To find these directories you are going to have to dig a little bit. To do this, type in "your niche directory" in a search engine. (example: 'gardening directory')

Browse the directory and make sure it's high quality and already has other links there. This means there is a higher chance that it gets traffic from people who are interested in your niche.

Don't forget that these directories are also an excellent way to get backlinks to your website. In fact, you might find that the greatest benefit from the smaller directories is the backlink you get from a <u>relevant</u> site within your niche.

Video Traffic

Videos are an amazing way to get traffic to your website. There many people who search for videos online to learn information or entertain themselves.

You can take advantage of this by creating your own videos and uploading them to popular video sharing websites.

Tip #41 - Create a compelling video.

The very first thing you're going to want to make sure of is that you've created a compelling video. This means you should capture people's attention, make them interested in what you're talking about, and get more visitors to your website.

There many different ways to make your video, including creating a PowerPoint presentation and recording it, filming yourself, or using an automated process (such as Animoto.com).

You should experiment and remember to place a link to your website in the video so that people can see it clearly.

As with all things in your business, if this sounds insurmountable, then outsource it! Need help? Check out Outsource Weekly.

Tip #42 - YouTube

While there are many video sites out there, the most popular one by far is YouTube. You can get a lot of traffic to your website just by using this one video sharing website. The first thing you're going to do is make your profile and include a link to your website in your profile. Just like people who visit article directories are interested in the author, people who visit video sharing websites are interested in who made the video. You also get a backlink by including this in your profile.

You can upload your video after you're done producing it and creating your profile. Keep in mind that YouTube only allows you to have a video that is around 10 minutes long. That's just fine because people's attention spans aren't that long anyway, and your end-goal is to get them to visit your website.

While you're uploading your video, you'll notice that YouTube allows you to write a description. This is an excellent spot to put in another link to your website. People who view your video will hopefully be interested enough to visit.

It should also be said that YouTube holds a lot of weight with Google. You can expect to get some Google search engine traffic just by having a video on YouTube.

Tip #43 - Submit to other popular sites.

YouTube isn't the only player in the game -- there are many other popular sites as well.

Here is a list of some of the best:

- Google Video
- Daily Motion
- Vimeo
- Lulu

Even if you submit the same video to these different websites you'll be getting some traffic because the same people who visit one video sharing site may not visit another website. Also, you'll find that sometimes one video sharing site ranks highly in the search engines, while another one doesn't.

You want to have your video in as many places as possible so you have more chances of ranking and getting traffic as possible.

Tip #44 - Automate your video submission.

If you want a more automated route you can use software to make the process of submitting your videos even easier.

The most popular is probably [Traffic Geyser](#), though you'll have to pay a monthly fee to use the service.

Tip #45 - Promote your video.

Sometimes your video will take off right away and other times it will take a bit more work on your part. You can get some traffic to your videos by seeking out popular videos related to your niche, as well as channels related to your niche, and by commenting on them. You can sometimes link to your own videos within the comments. The people who visit that popular video may visit your video (and eventually your website).

Sites like YouTube also give you the chance to post a related video to other popular videos. Posting a related video places you right under the popular video with a little graphical icon that will entice people to click over to your video as well. Piggybacking off of other people's traffic is an effective way to get your videos noticed.

Tip #46 - Create your own channel.

If people like your videos they will be interested in watching more of what you have to offer. Fill their desire by creating your own channel on YouTube. You can get some excellent traffic, and loyal visitors by regularly updating your channel with videos promoting your website.

Experiment and see what other popular YouTube users are doing to drive traffic to their websites.

Tip #47 - Place the videos on your own website.

These video sharing websites will also give you a code so you can place your video on your own website. While this won't directly give you more traffic, it will give your site more dynamic content that your visitors will will love.

Remember -- re-purposing your content like this will help you make a better use of your time and drive more traffic to your website overall.

Tip #48 - Create more videos

After you've made your first video, you have to remember that the more videos you have out there, the more potential traffic you'll get. You can also test and track different methods of video creation, to see what visitors respond to the most. You may find that a video you thought would really take off *really doesn't*. By the same token, you may find that a video you thought was a dud gets you a ton of visitors.

Again, the more videos to get out there, the more traffic you will receive. There are more people than ever before searching for videos who want to watch them online. You can get yourself quite a following by constantly creating new videos.

Tip #49 - Be unique.

As you get better and better at creating your videos, you are going to want to put your own spin on them. More and more marketers are figuring out that videos can drive traffic to their websites. That means you have a lot more competition in the near future and the competition is only growing. That doesn't matter, however, because you can make your videos unique and include descriptions that set you apart from the rest. This will help you get better rankings in the search engines and more views on your videos.

Tip #50 - Make it clear that others can use your videos

Other people may be interested in using your videos on their website or blog. Some marketers don't like this, but you can make it clear that **you do**, because you know it will help you drive more traffic to your site. Remember -- your video includes information about your website and helps brand your name.

You can include some text in your video description that tells people it's okay to use your video on their site. Obviously, YouTube and other video sites have the code right there for people to use (unless you turn that option off), but it often takes a call to action to get them to use it. Visitors will love this because they get extra content for their site and you'll love this because you'll get extra visitors to your own website because your video is branded.

Press Release Traffic

Press releases are an age-old tradition of announcing new companies, products or information. They have been used to get more customers for decades now.

The Internet makes it easier than ever.

Tip #51 - Gather information.

The first step to creating a good press release is figuring out exactly what you're announcing. The traditional purpose of a press release to announce a change, a new company, or another different aspect of your business.

Don't worry -- you can often find a great angle if you dig hard enough.

Heck, if you don't have a reason to send a press release, make one. Host a contest or do a charity event. Then get that release written and submitted.

It's also easy to write a press release when you consider what your company offers and which problems it solves.

You should always describe:

- **what**'s happening
- **who**'s involved
- **when** it's happening
- **where** it's happening
- **why** it's happening

You can search for some press releases on the Internet to get a feel for how these are written and the information that's included.

Tip #52 - Include the right components.

There are many different components that are essential to include in your press release. There's a certain standard people are expected to follow to be taken seriously.

You want to make sure that you include:

- Headline
- Introduction
- Body
- Call to action
- Contact information
- Summary

Tip #53 - Use keywords.

It seems like I'm harping on keywords a lot, but it really is essential to getting more traffic and ranking highly in the search engines. Just like you researched keywords for use in articles, directories, and video sharing sites -- you also need to use them in your press releases.

Search engines like Google seem to love press releases, so it's a sure bet that you can rank highly for your terms.

Tip #54 - Sell yourself

One of the biggest mistakes people make with press releases is making them too boring. You need to entice people to visit your website.

You can include some tips or tricks, a great headline to draw in your reader, and the benefits of your product service or website.

Once again, I recommend that you examine other press releases in your niche on sites like PRWeb.com that seem to be successful as a way to learn how to write your own.

Tip #55 - Submit your release.

Submit your press release to the sites that are going to offer you the best benefit. This should include high traffic websites and ones that are generally good performers. This will ensure that your press releases are seen by many different people, and news agencies and will have a greater chance of ranking in the search engines.

In case it wasn't clear before, your press release can be picked up by newspapers and other news agencies as well as other websites. This is a HUGE benefit. You not

only want to rank highly in the search engines, **you want it to be picked up by others** so you get more backlinks and more potential traffic to your site. That's why it's so important to choose the right places to submit.

Some good places to submit your press release are:

- PrWeb.com
- ClickPress.com
- PR.com
- PressReleases.com

Buying Banner Ads

Banner ads have been around since the Internet began. While advertising with banner ads is not quite as effective as it used to be, you can still get traffic to your website by advertising with Banner ads.

Tip #56 - *Do some banner ad research*

Before you get started, you need to know what kind of ad will convert well in your niche. You get a feel for this by visiting the top websites and seeing what kind of ads they have on their site. Some niches do better with an "in-your-face" kind of ad, while others do better with something more subtle. If you end up creating a banner ad that does not target the right group of people, you will have wasted your time and money.

Tip #57 - *Create your banner ad*

The next step is creating your banner ad. You can create it yourself if you are good with graphics. If you're not, there are plenty of people you can hire to do the job for you.

A great place to find graphic artists is at Elance.com.

I also like Shelancers.com and WarriorForum.com as places to find talented and affordable designers.

You may want to have two separate banners created so that you can split test which banner ad performs the best.

Tip #58 - *Contact Webmasters*

The next thing you're going to do is find websites that are relevant to *your* website. If there are other ads on the site, the chances are good that the site owner will allow you to buy ad space too. Even if there are currently no ads on the site, you may still be able to negotiate.

After you send your money, your banner, and your URL to them, you should make sure they have placed the ad in a way that you expected. It helps for you to have some tracking on the link you've submitted so you can determine how much traffic you actually receive from that link.

Your hope is that you see a whole lot more of a return than you're paying. If you're not getting that much traffic you may want to discontinue your banner ad with that site.

Tip #59- Use banner exchange networks

In addition to contacting webmasters one by one, there are banner exchange networks available. Many of these have flat pricing rates, or you'll pay by click or impression. These are often less targeted, so track your budget closely with ad exchange networks.

Some of these are free (if you'll also put other people's banners on your own website) and others are paid. You can find these networks by searching for "banner exchange network" in the search engine.

One popular example is ExchangeAd.com

Getting Links

Getting links from other websites is one of the oldest search engine optimization tricks in the book. Basically, the search engines rank you more highly based on the number of links you have. You can increase your ranking by exchanging or buying links from other webmasters.

Tip #60 - Contact Webmasters

After your site is up and running the first thing you want to do is find highly ranked websites in your niche. See if they have a links page or similar linking area where it's clear that they have sold links or exchanged links with other webmasters. If so, your chances are good that you can acquire link on that site as well.

Some of them will want to give you a link in exchange for a link on your website. Others will just want a straight-up payment to place your link on their site. This can work even better for you in the long run because Google often gives more weight to one-way links rather than reciprocal links. Three way links are an option as well if you have more than one website. That way you can add the webmaster's link to one of your sites and they can add a link to your other site on their page.

Tip #61 - Web rings

Web rings are another way to get traffic to your website through linking. These are groups of links in a certain niche that each webmaster displays on their site. If you join a web ring, you'll be given a specific HTML code that you place on your website so that visitors to your site can visit the others in the web ring.

Likewise, a link to your website will be placed in the web ring on other websites. Web rings are generally free, so this is a free way to get extra visitors to your site.

Tip #62 - Linking systems.

Linking systems are another way to get your links on other people's websites. These are usually membership sites that you sign up for to gain access to a network of sites or blogs where you can play place your links.

An example of this is if you sign up for a network that owns several high page rank blogs that you can post to with a link to your site.

Some examples of this include:

- Linkvana
- TrafficKahuna
- Firepow

These can work very well for increasing your search engine rankings and your overall traffic.

Tip #63 - Getting people to link to you naturally.

If you create some really great content on your website, oftentimes it is enough to entice other people to link to it. This is often called "link bait" because you might write something that is so amazing or controversial that other people can't help but talk about it. This works especially well on blogs, but you can use it on your website as well.

If you look at the websites that get the most visitors you'll notice they often offer a lot of valuable content. It can take some time to build up this level of authority. Still, as long as you are offering quality content, this will happen for you.

It's yet another side effect of becoming an expert in your niche.

Tip #64 - Commenting on other people's blogs.

When you comment on other people's blogs you'll often be able to leave a link to your website in the comments field. If you are commenting on a highly trafficked blog, you often get visitors to click through to your website right then and there.

Regardless of whether or not that happens for you, this will count as a link in search engines each time you leave a comment.

You can either comment on blogs manually, or even hire a freelancer to comment on blogs with a link for you. You should **never** spam a blog using automated software. Just do what you feel comfortable with, and remember that search engines like Google have ways of figuring out when you're trying to game them.

Tip #65 - Three way linking

There are certain membership sites out there that you can join to have access to a network of three way links. The site will match you up with someone who will link to you, and you'll link to someone else.

These one-way links work well because it doesn't appear that you're trying to game the search engines.

Perhaps the most well known site that offers this is 3waylinks.com

Social Bookmarking

Social bookmarking is an excellent segment of Web 2.0 that you can use to get more traffic to your website.

These websites are basically services that allow users to bookmark their favorite sites all over the web. You can make use of this by bookmarking your own sites as well as sites that you find to be interesting.

Tip #66 - Use Digg.com

Digg is one of the most popular social bookmarking sites there is. The best thing is that Google absolutely **loves** Digg right now. The point of Digg is to enter interesting stories from around the web. You can digg your own site and have other people digg it too. If you've written some really great content, the chances are good that other people will want to "digg it". You'll get traffic from the Digg visitors, as well as a great backlink to your site.

You can even invite people to Digg your story by asking them to on your page, like this example: www.MarketingComics.com (on the bottom, you'll see a button that says "Digg this".)

Tip #67 - Use Del.icio.us

Del.icio.us another social bookmarking site that is very popular. It works similarly to Digg -- when you bookmark your content in Del.icio.us, you'll get visitors to your website.

Once again, just like Digg, this'll give you a backlink to help boost your rankings in the search engines. Remember -- whenever you use these social bookmarking websites you want to focus on your keywords and make sure your content and descriptions are relevant to your website.

Tip #68 - Use other social bookmarking sites.

It's in your best interest to make sure you submit to as many social bookmarking sites as possible over a certain period of time. It might be a good idea to use software or websites that can help you bookmark your sites automatically, because it can be incredibly time consuming to do it all manually.

After all, there are a ton of social bookmarking sites out there.

Some websites you can add bookmarks to include:

- OnlyWire.com
- SocialPoster.com

Some software you can use includes:

- Bookmarking Demon
- AutosocialPoster.com (for Wordpress blogs)

Tip #69 - Spread your links out.

There are people who believe that they can just bookmark their site like crazy and get good rankings. Actually, that may be true for a little while, but the search engines quickly catch on. People who are lucky enough to get their sites to the top of the search engines through spamming the social sites often see their sites fall way back down to the bottom.

It's a much better idea to bookmark over a number of days to make things look more natural. Remember that the goal of all search engines is to create the best user experience possible. They know that if more people are linking to you, the chances are good that your content is worth it. As you bookmark your site you are getting the word out in hopes that other people will soon start noticing your site's worth. Your traffic will increase over time as a result.

Tip #70 - Bookmark other people's content too.

There are several different reasons why you want to bookmark other people's websites as well as your own. The first reason is because the social bookmarking sites will catch on quickly and ban you if all you're doing is bookmarking your own

content. Another reason is that these are social sites by nature. The more you participate, the more return you will see.

Explore these sites. You really find some great websites in your niche. In fact, you might even find some potential link partners or JV partners.

You can even have friends in some of these sites (like Digg). That means if you are linking to their content, they are likely to come along them link to yours as well. The more people who bookmark your content, the better off you are.

Word-of-Mouth Marketing

Word-of-mouth marketing is an excellent way to gain more traffic to your website. The basic idea is to create a campaign that's designed to get people to pass along your information, website URL, and other content you produce.

You will generally have to "think outside the box" to get people interested enough to pass the word along. This often means giving away things for free or speaking about controversial or important topics. This is an age-old marketing technique that companies have employed successfully for centuries.

You're lucky, because the Internet makes this doable for everyone – it's easy to pass things along with a simple e-mail or click on a website.

Tip #71 - Plan your campaign

Once again, proper planning is the key to success. When you plan ahead you can almost be guaranteed that your campaign will take off like wild fire and generate traffic and leads. Your campaigns have several components, with the most important being free content.

You should study what other companies have done to successfully "spread the word". The Burger King dancing chicken is one example of a successful word-of-mouth campaign. People are so interested in that dancing chicken that Burger King got a lot of business as a result (do a search on Google if you're not sure what this is referring to).

Hotmail is another great example -- they got a ton of people to use their e-mail service because they included a link to it in every e-mail people sent.

Tip #72 - Give something away for free

One of the most important components of your word-of-mouth campaign is giving away something for free. People **love** free stuff. Your free content can be a video, PDF report, white paper, audio or anything else you want it to be.

This is very exciting. As soon as you start to give things away for free you'll notice an increase in traffic. This comes from people passing your link along, and from people who are coming back to see what else you have to offer. This also makes it easier than ever to sell things to people down the line because they will know that you are all about quality information.

Tip #73 - Make sure people know they can pass campaign materials along

Many webmasters make the mistake of giving away things for free but not making it very clear that people can pass the free item along to others. Many people will not, simply because they are busy or they don't know it's even allowed. The more clearly you spell things out for them, the higher the chance they will pass it along.

> For example, if you are creating a PDF document that offers great information you need to clearly write in that document, "Freely pass this document along to friends and family."

This serves a couple of purposes.

First of all it lets people know that it's okay to pass it along -- that they're not going to get in trouble.

Second of all, it has a call to action --"Pass this along." It's telling them exactly what they need to do.

Tip #74 - Understand the key reasons people pass things along

They are two reasons people might share content with others.

These include:

- *Intrinsic motivation* - they feel good about themselves for passing it along, or do so because they know it can help others

- *Extrinsic motivation* - They may get some kind of reward that you're offering

Keep these reasons in mind as you plan your word-of-mouth campaign.

Hot Tip: If you have an affiliate program, you can offer a customizable version of your free item. If you've never seen this in action, visit BrandableStuff.com

Tip #75 - Keep the momentum going.

You need to keep your campaign going even after your initial viral marketing component is released. Make sure you're adding content to your website to draw people's attention and keep their interest. Soon enough you'll start getting the visitors that you want so you can start to make more money with your website.

Remember -- the key component here is getting the word out about your website. The profits will come in later. Just focus on getting those eyeballs on what you have to offer.

Blogging For Visitors

Blogging is an excellent way to get more visitors to your website. If your site is a blog then you already have this taken care of. If you just have a standard HTML website you'll certainly want to consider adding a blog to your site as well. The search engines tend to rank blogs very highly and it's easy for you to update the content or to outsource it to your writers.

If you need help to get your blog set up and customized, we like Shelancers.com.

Tip #76 - Search Engine Optimize Your Blog

The first thing you need to do after you set up your blog is to make sure it is search engine "friendly". That means adding some plug-ins and optimizing your content.

A popular plugin you'll want to check out is the All In One SEO Pack.

You should also change your Permalink setting in the admin area to %permalink%, because that will optimize the titles of your entries. Instead of each post having a long URL composed of numbers and letters, it will contain your title.

This will help you rank higher so you can get more traffic.

Tip #77- Optimize your content

You should definitely make sure that your blog content is optimized for search engines. That means doing your keyword research and including your keyword in the title, first paragraph, body, and last paragraph. Your content should be relevant to your niche, and you should link to internal pages in your website to give your site an extra boost.

Tip #78 - Ping your blog.

Pinging your blog is very important because it alerts the search engines and blog search engines when you update your contact.

WordPress (the most popular blogging platform) automatically pings your blog entries for you if you tell it to. Still, it doesn't use every ping site out there by default. You'll want to add an optimized ping list to your settings.

You can find a good ping list here: http://www.dailyblogtips.com/ping-list/

Tip #79 - Submit your site to RSS feed engines.

There are sites out there that are dedicated to collecting blog feeds so that readers can quickly and easily find blogs they are interested in many niche topics. These readers are great because they syndicate your content by using your RSS feed, and they also give you a link back to your blog.

> There are many different sites out there, but the most popular is http://Technorati.com

This is where many people go to search for blogs they might be interested in. You can also claim your blog at the site, which has its own benefits. If you update your blog you want to save each page as a favorite in Technorati. Other people can then pick up on your content, and you will get more traffic as a result.

Other options include:

- Feedage.com
- Feedagg.com
- Bloglines.com

Tip #80 - Write guest blog posts.

Writing guest blog posts is a great way to get traffic to your website. This is especially true if you're able to do so on a blog that is very popular. That way, when your post is published you will get the benefit of their authority, and many of their visitors will come to your site. You also get the benefit of getting a link from a quality website. The more you can boost your ranking in the search engines, the more traffic you can get.

Some sites where you may be interested in writing guest posts are:
www.LadyPens.com
www.MarriageMultiVitamin.com

www.JustPreschoolThemes.com

Of course, you'll want to make sure that you only choose places that are directly related to your field of expertise.

Tip #81 - Write link bait posts

Writing link bait is the best way to get visitors to link to your blog. Basically, your goal is to write a compelling, interesting, or controversial piece that will get other bloggers interested (or riled up) enough to link to your post. This tactic is often very successful and can get you many regular visitors if they see that your blog is well worth visiting.

Remember -- you should always leave the comments section open so that more people will comment on your blog and visit often. One of the best parts about blogging is the interaction. Link bait posts tend to get a lot of comments.

Tip #82 - Encourage people to sign up for your RSS feed

One of the greatest things about blogging is that you often get repeat visitors from those who love your content. The only problem is there are so many other blogs on the Internet that people may forget to visit you just because life gets in the way.

If you encourage them to subscribe to your RSS feed you'll have a greater chance that they will visit regularly since their feed reader will automatically update them when you've updated your content.

You can encourage people to sign up for your RSS feed by including a large graphic that clearly gives a call to action for them to sign up. You can find some RSS graphics here: http://www.rss-specifications.com/rss-graphics.htm

Tip #83 - Consider making your blog do-follow.

Most blogs are "no-follow" when you install them.

This means that when people comment on your blog, they will not get a lot of the benefit from their link since it basically tells the search engines not to follow it

(different engines handle this in different ways). If you're using WordPress, you can easily install a do-follow tag by using a plugin.

Once people know your site is a "do-follow" (let them know using a graphic), you'll find that your comments drastically increase.

> For a discussion about this topic and more explanation, you can check out this blog post:
> http://nicoleonthenet.com/2007/i-dofollow-you/
> (or go to Google.com and search for the latest information)

In fact, many visitors seek out blogs with the do-follow tag to comment on because they know that they are going to get the most benefit from the link attached to their comment in the search engines. While some people will only stick around just to leave their link, there will be others who are interested enough to read your content and what you have to say.

Better yet, the more comments to have the more social proof you have. Once you have a bit of social proof your traffic and blog interaction will increase.

Tip #84 - Blog often

The more often you blog, the more often your site will get spidered. This means that new blog posts will be indexed in the search engines quickly and you will start to become a "favorite". This doesn't mean you have to blog every day (though it helps). Just post as often and as consistently as you are comfortable with.

Both people and the search engines like to see freshly updated content. That means you'll see a lot more traffic if you're able to add a few new blog posts per week or so.

For example, you may want to make it a habit to blog at least three times every week around the same time. If people get a feel for when it's a good time to stop by they will visit more often. Best of all, people will start passing out your blog link and you'll get more links and more people visiting than ever before.

"Outside the Box" Strategies

The methods of getting traffic above are all very workable and using them will definitely help you see more traffic. Still, there are more webmasters than ever before who are also trying to get traffic to *their* websites. That means you need to use outside of the box strategies you can use to set yourself apart from the competition. Using these ideas will help you get a devoted following, and a lot of traffic.

Tip #85 - Run contests

People love to win things. If you run contests on your website you can be sure that people will stop by to see if they can win. Your hope is that they will see that you have quality content that is worth reading. This can go viral since people are likely to tell their friends about such a great contest.

Contests you can run include product giveaways, free links on your blog or site, and more. Think about what the people in your niche want the most, and give it to them.

> In fact, here's a free report you can read on the topic:
> http://www.webtrafficbasics.com/BoostTrafficwithaBlogContest.pdf

Tip #86 - Use [Yahoo Answers](#) efficiently

Many marketers are using Yahoo answers in an effort to get traffic to their websites. The problem is most of them are not using in the right way. The point of using Yahoo Answers with a link back to your website is NOT to spam. Instead, you need to seek out questions that you can answer as an expert and provide a great answer to. If your website is relevant, you can link to it as long as it is serving the needs of the person who asked the question.

Your answer needs to be very detailed and specific and showcase the fact that you are an expert in the niche. You'll have a better chance of getting chosen as the "favorite" answer, which is great for those times when Yahoo Answers ranks highly in the search engines.

Tip #87 - Sponsor a blog theme

Many people use Word press blog themes because they are attractive and very efficient, whereas you would have to pay a designer several hundred or thousand dollars to design something similar from scratch. Since you find these themes so useful, you know that other people will too. You can now be on the other side of things by sponsoring a theme.

Don't worry if you're not very technologically savvy, because you can hire a freelancer to do this for you.

Need outsourcing help? Check out Outsource Weekly

The cool part is that at the very bottom of the theme you're going to include a link to your website or blog. That way, whenever someone installs the theme on their site, you'll get the benefit of having many links over time

Tip #88 - Sponsor an HTML template

Just like you can sponsor a WordPress theme, you can also sponsor an HTML template. This works in much the same way as the blog themes above. Create a template (or have one created) that people will be sure to use, and include a link in the footer that leads back to your site.

Remember -- make this very high quality so that people want to use it.

It works even better when you create a template that is focused on your particular niche. When people use it for their site that's in the same niche it will count as a contextually relevant link.

Tip #89 - Build a network of sites instead of just one

You can do very well if you have more than one website in a niche. Interlink these sites to help you boost your search engine rankings. You can also create sites in smaller sub niches to hit more areas of the market at once. The idea is best built

up over time, but there is nothing stopping you from building more than one as soon as you can handle it. They can all "help each other out" in the rankings.

Tip #90 - Talk about the "gurus"

Every niche has a set of gurus who people either look up to or who create controversy in some way. If you create a list of these gurus or talk about them in an interesting way you can get some traffic -- you might even get some kind of response from the gurus themselves.

Try looking for keywords that are related to these people's names because they may be easier to rank for, yet are still highly searched.

Tip #91 - Research using sites that are for sale

What you may not realize is that people sell their websites all the time and basically give away all of their marketing methods. All you need to do is go look at the website listings to see what level of traffic they were getting and duplicate exactly what they were doing.

The most popular site for doing this is SitePoint.com

If you go there and look at the premium and established websites you should be able to find one that is related to your niche. Prospective buyers will usually have asked them questions about their marketing methods, and it's safe to say that if you do as the site owner has done you will start to see the same levels of traffic.

Better yet, you can improve on their strategy to get even more traffic for your own website.

Another option is to buy sites that already have traffic and use them as a shortcut to getting traffic of your own.

Tip #92 - Submit an ad or your content in magazines

Another great method is to submit an ad or write an article for offline magazines in your niche. This is great because many of the smaller niche magazines have

inexpensive ad fees and are regularly looking for writers. A lot of marketers stick to online methods and completely forget that the offline world exists. That's just fine, because you can use this method to your advantage.

This will add a lot to your credibility as well.

Tip #93 - Find related news websites

There are likely websites that offer news related to your niche. You can visit these sites to find their author submission guidelines. Browse around to see what they are looking for in a writer as well. If you think you've got a good idea, do some research to see what you need to do to send a query letter.

After your article is published, you will get a link to your website on what is likely a highly trafficked news website.

Tip #94 - Create surveys

People love to feel a part of something, and surveys are a great to include your visitors. You can use a site like SurveyMonkey.com to freely ask questions of people in your niche.

People like know that they have had some kind of input, so they'll be more likely to visit to see what kind of updates and content you have. They will also be more likely to pass along an interesting survey link to their friends. You can sweeten the deal by offering some kind of prize for completing the survey.

Tip #95 - Create lists of things

Other webmasters are always looking for things that will be helpful to link to for their the people who visit their site. You can provide them with the most perfect content to link to if you use the "top 10" list format.

Remember -- since you're going to get more visitors you should always offer an easy way for people to get updates on your content and products. This means making an RSS feed available if you have a blog. If you have a static website have an autoresponder list so that you can mail your visitors.

This takes away your reliance on search engines and puts a lot of your traffic into your own hands. What I mean by this is that, if, heaven forbid, the search engines all drop you – you'll still be able to mail your list about your offers to get traffic and make money.

Tip #96 - Create a forum

Forums are different because you actually have to drive traffic to them as well, but when you do it correctly it can be well worth the effort. People start to develop relationships with each other because they have found others who are interested in the same topics. This means that you will constantly have content created for you with the forum discussions.

You have to use a lot of the same traffic strategies you've already seen listed to get your forum started. But once you get some members it takes on a life of its own. It will be a pretty hands-free way of getting traffic from that point on.

Tip #97 - Create a PodCast

PodCasts are another way to use audio to get people interested in your content to ultimately gain more traffic. Many people who are on the go just don't have time to sit down and read a long article or watch a video on their screen. A workaround to this is to make audio content available to them.

MP3 is the most popular format and you can make the files easily downloadable from your website. You can also submit the audio to sites like iTunes.com and MP3.com to start gaining a following. This will help to solidify your role as an expert in your niche and you'll get more traffic as a result

Don't have time to create your own Podcast? Then be a guest on someone elses.

Tip #98 - Interview the experts

Once again, people love to hear from experts. You can contact these experts to see if they will allow you to interview them. The chances are good that the expert will agree because it helps to brand his (or her) name and they'll get a free link from your site.

You can also re-purpose these interviews by making them available as a gift for signing up to your list.

Tip #99 - Exchange content with others

Yet another way to increase traffic to your website is to exchange content with another authority site in your niche. Do you sometimes get tired of writing content? So do other webmasters. That's why it's a no-brainer deal to exchange content.

You will both include a link to the other person's site on your own site. Don't get too hung up on the duplicate content myth, because Google itself has debunked this. If the other person is really worried about duplicate content, you can offer to rewrite their article and your own.

It's still worth it because you will get the link from their site.

Tip #100 - Link to other blogs from yours

When you link to blogs they are automatically notified by the TrackBack system.

Some of the bloggers will ignore this, but many others will reciprocate the link "just because." The more often you link to other relevant blogs the more chances you have of getting free links. These links really do add up over time and they can increase your search engine rankings drastically. This is especially true since the content you're linking to is so relevant to your own.

Tip #101 - Create quality content.

This tip was actually referenced in several of the other tips, but it has to be said on its own and as the final tip, because it is so very important. In fact, if you throw out all the other tips and stick with this one, you will still get a lot of excellent traffic that builds up over time.

If you think about it **people want is good content** on the Internet.

- People want to read quality content for information or to to make a buying decision.

- Search engines want to include quality content at the top of their search engine rankings because they want to provide a good user experience for the people using the search engines.

- Other webmasters want to link to quality content because it makes themselves look good and improves their own quality in the eyes of the search engines.

Therefore it stands to reason that your number one goal should be to write the best content possible and provide the best user experience possible on your site -- the rest of these tips will come together. Follow this tip as your cardinal rule.

Putting it All Together

There you have it. These are 101 traffic tips that you can use today to drive a rush of traffic to your website. Don't feel overwhelmed, because it takes a while to drive your traffic levels up to reach your goals. You'll need to work consistently and constantly to make this happen, so take these tips to heart and take action every day.

In fact, you may want to create a daily schedule right now by scheduling 2 to 3 of these tips to use every single day. That way, you'll only be spending about 1/2 hour to 1 hour each day on driving traffic, but the results will build up massively over time.

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