

Create an Overdrive of Traffic To Your Website!

# Web Traffic Overdrive



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# Increasing Your Web Traffic Starting NOW

To help you out in generating more traffic for your site, here are some seven surefire ways **in a nutshell** to increase your traffic starting from yesterday.

## 1) Instant traffic with PPC Search Engine advertising.

[Google's Adwords](#) provide a great PPC (pay per click) advertising service that assures instant traffic. However, this surefire way to increase your traffic requires research for keywords and costs money. Therefore it is not recommended for the beginner marketer. PPC Search Engine advertising has reaped mega profits for many online companies and is recommended for experienced marketers with an advertising budget.

## 2) Exchange or Trade Links with other sites.

Exchanging links with other sites will allow both parties to benefit from increased traffic. Not only will you get traffic coming from those partner sites, the search engines will favor your site because of links pointing to your site from other sites. The more links traded with more sites the more traffic could be expected.

## 3) Use Viral Marketing.

Viral marketing allows you to spread the word about your website or product with the help of your consumers with little to no start up costs. This is a marketing method that can be quite sneaky; you can attach your company's name, product or link to a certain media such as a funny video, entertaining game, an interesting article or a **gossip or buzz**.

It's called viral marketing because people spread the news (your website, video, photo etc.) to others and they will pass it on to others and it will keep spreading like a virus. ***We will cover Viral marketing in more detail in a specific chapter later.***

## 4) SEO - Use proper keywords /keyword phrases for your sites content.

Search Engines look for certain keywords that they would show in their results page. In doing so, having the right keyword and keyword phrase is a high requirement in ranking in high in Search Engine results. You could write your own content or you could hire someone to do it for you.

#### **5) Write Articles and submit them for links and traffic to your site.**

Submit articles to sites that would contain the same subject that your site deals in. If you sell car parts write press releases and articles about cars and car parts. Attach your sites description and services at the end of the article as well as the link back to your website. Perhaps the most popular article directory is [www.ezinearticles.com](http://www.ezinearticles.com)

#### **6) Join forums and form online communities.**

Search for forums related to your niche. Don't forget the massive amount of exposure that you can get from social websites like [www.myspace.com](http://www.myspace.com) and [www.facebook.com](http://www.facebook.com). Capture a market and show your expertise and credibility. When you have built trust, people will go and check out your stuff because they know that you can provide what they need.

#### **7) Email marketing – Traffic on demand.**

Building your own from scratch or renting a list of names and emails, otherwise known as email marketing is perhaps the ultimate way to get .traffic on demand. Whether it's an affiliate's product, your own product you're selling, an email list will always be one of the most powerful ways to generate sales. ***See the last chapter for more on this!***

## **How to Generate Traffic Using Free Methods**

While there are ways to jumpstart your traffic flows, many sites don't have the resources that others have to generate more traffic for your site.

Well, *you don't have to spend a cent*, by applying the following methods, all you need is drive and perseverance to work and research to start seeing a decent flow of traffic coming to your site.

Remember, your traffic will multiply when you apply more than one of these methods at the same time. But don't try them all at once if you're just starting out or you will spread yourself too thin. Target one method at a time and when its working well for you, move onto the next.

**1. Take advantage of online forums and online communities.** The great thing about forums and online communities is that they're filled with people already interested in what you want to sell them. Of course, you wouldn't join a cat lover's forum if you want to sell them products about scrap booking. Firstly, you must target the certain group that fits the demographic that you are looking for. You can become an expert and meet people while presenting your offer in your signature.

**2. Trade links with other related websites/blogs.** Search and contact other webmasters with websites or blogs in your niche and ask if they want to do a link exchange. With exchanging links, the efforts both sites do will benefit both sites. Every person that goes to the site could potentially click on the link of your site and visit your site as well. This works well especially when both sites feature the same niche.

**3. Write and submit articles** that get attention of people that have interest in a topic related to your niche or product. Try writing articles that will provide tips and guides. Writing articles that provide good info and knowledge to other people will get them wanting to know more and this results in traffic back to your website.

The traffic comes from people finding and reading your articles on [article directories](#) via Google or from sites that have picked up your article to publish on their site and clicking on your link at the end of the article.

There are hundreds of article submission directory websites that offer free submission and posting of your articles. When you submit your articles, you can **create a "bio" or resource box and insert a link back to your website**. When people find interest in your articles they have a good chance of following the link back to your website.

This type of traffic generation with the use of articles is sometimes known as the [Bum Marketing Method](#). It's a popular way for beginners to generate free traffic because it's very easy, even a "bum off the street" could do it.

**4. Get free traffic from the Search Engines** - Write good content for your site. Many search engines like Google track down the keywords and keyword phrases your site uses and lists it in the SERPS (search engine page results) according to how well your content is related to the search term.

*(More on Search Engines and Search Engine Optimization in the next chapter)*

A large portion of Internet users use [www.Google.com](http://www.Google.com) and other Search Engines to find what they are looking for online. The search engines respond to searches users make with related websites and webpages to the search term. With the right keywords and content on your pages, you could get high rankings in Search Engine.

**5. Use traffic exchanges.** Modern traffic exchanges provide an easy-to-use service that allows you to advertise your websites, banner ads and text ads. Basically, when you join a traffic exchange, you are given advertising credits. You use those credits to get views of your advertising. To earn more credits, you view (or display) other people's ads. In that essence, you're exchanging traffic.

For starters, I recommend you [create a free account at StartMyTraffic.com](http://StartMyTraffic.com). You will get a handful of free credits just for signing up which you can use to advertise your websites/affiliate links, banners and text ads. Then remember to check that your credits don't go too low so you can get a constant flow of traffic.

All of these methods and more will drive more traffic to your site for free. All it **takes is a bit of effort and extended man-hours**. Learn all you can about the methods depicted here and you will soon have a site with a great traffic flow without the usual costs that come with it.

There's no doubt that free traffic is the best traffic. For one of the best and easiest ways to generate free traffic, I recommend checking out [The Secret Traffic Code](#). It based around article or "Bum marketing" but takes it to an entirely new level. It really works and is perfect for all types of websites.

## **SEO - Search Engine Optimization And Why You Got to Use It**

Each day, more and more sites are adjusting and improving their pages to optimize their rankings in the search engines. Search engines are still the biggest providers of free traffic so it pays to optimize your website to be SEO friendly.

**Search Engine Optimization or SEO** is a term widely used today that means optimizing your website to get the highest rank in the search engines as possible.

**How important is a Top 10 ranking?** Most people that use Search Engines only visit the ten top search results in the first page. You can see how important it is to get a top 10 ranking. Anything else and your traffic will suffer.

**So just what is Search Engine optimization and do you apply it?**

These are a few basic rules that will improve your website's ranking.

- **Content** – You may have heard that content is king and its very true. The whole purpose of Google is to give the user what they are looking for. If you want to impress google, then you need to have relevant content on your pages to that of the keyword search terms.
- **Incoming links** – Incoming links to your site shows the SE's your site is popular – because many sites are linking to it. It's even better if sites with similar content to your's are linking to your site.
- **Page title and Meta tags** – You add these to your website pages in the HTML or PHP files. This is the text what comes up in the SERPS (search engine results pages) as the main highlighted text. Make sure you add relevant keywords in your page title at least. If you don't know how to make these, [use this free Meta tag generator](#) to create them fast and easy.
- **Domain Names** – If you have a keyword in your domain name, it will work in your favor with the SE's. It will become bold in the SERPS and attract more reader's eyes. Keep this in mind when searching for your next domain name.
- **New Fresh Content** – If your site is constantly updated with new content, Google will see this and favor your site. Remember, Google cares about giving the user the latest and most relevant content so keep your site updated with new content frequently. **Daily** blog posts are not a bad idea!

You can do all the hard SEO work yourself if you have the time, but if you can afford it, there are expert SEO services you can hire to do all work for you.

You can pretty much hire someone to do everything SEO for you – from writing the content to submitting articles to getting back links. You can outsource these types of jobs at places like [www.elance.com](http://www.elance.com) [www.guru.com](http://www.guru.com) and [www.rentacoder.com](http://www.rentacoder.com)

## How To Use A Tell-A-Friend Script To Drive Traffic Today

One of the methods that have spawned many success stories in driving traffic into websites is **viral marketing**. Viral marketing makes use of the tendency of a person to share something they find informative, entertaining or amazing to people they know and from there the viral cycle begins. Have you ever been sent a link of a video from youtube.com and then you passed it on to your friend? That is viral marketing at work!

This ingenious form of marketing is typically low cost and is a wonderful tool for any company to utilize. The benefit greatly overshadows the cost or efforts to initialize this marketing scheme. Any website would greatly benefit that viral marketing.

### **Tell-A-Friend Script**

One of the easiest methods in viral marketing is using a **Tell-A-Friend** script on your website. This is a simple programming script that you can attach to the pages of your website.

The basic concept of a Tell-A-Friend script is that a person sends an email via the host website to friends or associates with a link to a website page they want the recipient to see.

As the recipient receives the e-mail from his friend, he wouldn't think of the mail as spam mail because he would see the sender's name as someone he or she knows and trust.

Tell-A-Friend script eliminates greatly the chances of being blocked because they use the information inputted by the sender. This allows for wider spreading of this marketing method. It can be quite sneaky but it is very effective.

**The process begins and REPEATS again.** As more people use the tell-a-friend script, more and more people will know of the existence of the sponsoring company or site. People who read the ads inside the mail who liked what they see would go and click on the link and visit the site. This drives traffic into the site resulting to great number of potential customers.

### **Tell-A-Friend Script Availability**

A Tell-A-Friend script is very simple and does not require a complicated method of programming. In fact, you can find simple TAF scripts on the web for free. You can simply copy paste the code to your webpage and upload it. All you have to do is go to a Search Engine and type in the search box “**Free Tell-A-Friend script**” then press search.

Here's a [free tell-a-friend script](#) you can try but you need to have a little PHP and HTML knowledge. It's not really suitable for the beginner or busy marketer.

For a much more powerful and user-friendly Tell-A-Friend script that you can use right out of the box with very little work to get going, I recommend [Viral Friend Generator](#). It costs but the extra traffic you can get will pay for itself quickly.

Now that we've covered the free methods, we'll talk about investing in a bit of advertising!

## **Using Google Adwords To Drive Laser Targeted Traffic**

PPC (pay per click) marketing is an advanced way to drive traffic to your website. The biggest PPC service on the web is Google's adwords and one of the most expensive.

There are hundreds of other PPC clients you can use and I recommend trying out smaller companies if you are just starting out doing PPC marketing.

Generally, with PPC you pay for traffic on a cost per visitor. Years ago it was very cheap with the average being 5 – 10 cents for each visitor. Now for some keywords, businesses are paying up to \$20 for a single click!

There are still some keyword phrases that you can get for 10 cents but it requires some extensive keyword research.

### **Using Money to Make Money**

While there are many ways to get free traffic, paying for traffic with PPC advertising is a surefire way to get traffic right now. These days, there is no other advertising program more popular than Google's Adwords.

(<http://www.adwords.google.com/>).

In using Google's Adwords, you sign up for an advertisers account, create your ad and agree to pay a certain fee for each click that someone makes of your ad that appears in the SERPS pages and other websites across the internet.

Of course, you ad will only appear on pages with relevant keywords. You choose the keywords you want to target at the time of writing your ad and creating your campaign. Now, PPC has become very competitive so you need to be ultra careful and precise with the keywords you choose or you could lose a lot of money on untargeted traffic.

When PPC is done right, the results can be astounding. Before attempting any PPC advertising, spend time researching long-tail keywords. This ensures that your ad is readily visible in the first page of a search results and your cost will stay low.

### **Laser Targeting your Traffic**

To get value out of the traffic you buy, you must **target** your traffic. You do this by selecting keywords that will attract those most interested in your offer.

The PPC game is becoming more popular and the internet is expanding. Therefore, more specific keywords are needed for use with your PPC campaigns to keep the profit per click to a maximum. Having your keywords not targeted will be expensive and won't deliver targeted traffic.

*Some good rules to follow for your PPC campaigns:*

- The 1 campaign x 1 ad rule. This is the simple way to get started with PPC. Create one campaign and one ad and tweak and test until it is profiting for you.
- Set a daily limit for spending. Perhaps you will set only \$5 per day and raise it when your campaign is making you profit.
- Track your sales/sign ups per click ratio. There are several tracking services that will allow you to track sales per click percentage so you can see how your advertising is performing at a glance.
- Constantly monitor your ads performance. When you edit an ad, compare it's performance to the previous ad you tested. Keep track of how they all perform and eliminate the worst performing ads. Soon you'll have the perfect ad that brings in the best ROI (return on investment) so your traffic will pay for itself.

Using Google Adwords is a great way to get traffic to your website practically instantly. It requires some time and investment to master but when done right, is very effective and will pay for itself.

## Viral Marketing 101

### Viral Marketing Overview

Viral Marketing also known otherwise as Viral Advertising is a marketing technique used to build the public awareness of one's product or company. They use many forms of media to reach out to the public without actually promoting the product by riding on in other forms of addictive means that could get a person hooked and be obliged or amused to actually pass it on, with the product or company advertisement along with it.

In a nutshell, companies ride on the idea that if people like the something, they will pass it on to their friends, associates and family. Sometimes there is **incentive** behind it to make you want to share it as much as you can.

For example, there might be a competition to win money or a prize or if it's promoting a product, you could make a cash commission when you refer a sale.

Some examples of the types of content that can "go viral" and get passed around are photos, a cool flash game, funny videos, emails, [rebrandable ebooks](#) etc.

You've probably been involved in a viral advertising campaign yourself whether you realized it or not.

Viral marketing has become a popular means of advertising and marketing because they are relatively low cost and provide a ton of traffic once they get shared.

To avoid being tagged as spam mail, viral marketing counts on the eagerness of one person to pass on the product. If a person sees the name of the person they know as the sender, they will want to open it.

### **Using Viral Marketing to your advantage**

The main and foremost advantage of viral marketing is that you get a lot of publicity and public awareness about your site and your company while giving value to the recipient.

You get to generate a flow of traffic that are potential customers. With some ingenuity and imagination, plus some incentives or prizes (or commissions via an affiliate program) you can reach out to a great number of people and announce your existence.

Most companies are catching on to the effectiveness of Viral Marketing. For years, **viral ebooks** have been used to sell products and build email lists and are still one of the easiest and most effective viral marketing methods today.

**Creating viral ebooks** isn't hard these days with a range of PDF branding software available at very reasonable prices. One in particular is the [Easy Viral PDF Brander](#) script that works on your website.

The great thing about this tool is that the recipient can rebrand the PDF right there at your website. They don't need to download and install any buggy software.

Along with other methods in promoting your site viral marketing could easily push your site ahead.

Creating gossip about the latest 'buzz' news can also give you a burst of traffic. Many movies are promoted by using scandals and gossip to make them more popular. Remember the movie “**The Blair Witch Project**”?

Many big companies have tried viral marketing and have had many success stories with it. A classic example is **Microsoft's Hotmail**. They were the first known big company to utilize the scheme and it has worked wonders for them.

Now it's your turn to use viral marketing to work wonders for you. Act now and reap the benefits Viral Marketing will provide for you and your sales figures.

## How to Monetize Your Traffic

Now you know how to get traffic, but without the preparations to monetize it, it will go to waste.

Just traffic alone will not make you money. Realize that traffic is not created equal. Like any business, without any customers you don't get sales. The way to get customers to your site is to get the right type of traffic to your site. From there you have to convert them into buyers.

The basic formula for making money online is **Traffic + Conversions = Sales**.

### Selling a Product

One of the easiest methods of making a profit out of your traffic is **advertising a product**. This could be another person's product you are selling as an affiliate or one that you have created and are selling online. It could be a digital product or a physical product.

**When choosing a product** to sell you need to look at a few things to make sure it will be worth your while to send traffic to. If it doesn't make you a profit, then you are wasting your time.

- Is it in demand? Is it selling well already?
- Is the product good value?
- Does the sales page convert?
- Has the product been reviewed positively?

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- Does the page load quickly?
- Is the product owner contactable?
- Are there traffic leakages?
- How much will it make you per visitor?

All of these factors should be taken into view when deciding on a product.

Once you have found a good product that will allow you to make the most money from your traffic, it's time to place your ads on your website and test them.

If the test lets you come out with a profit, its time to up the scale and drive even more traffic.

### **Tips for placing advertising on your website:**

- **Place ads above the fold** – this is the money area. Every visitor will see this area when they visit your site
- **Use the side bar** – the sidebar is a good place to place ads
- **Insert links in the content body** – this is a sneaky way to get visitors to click because its part of the text
- **Don't have too many ads** – too many ads will drive visitors away
- **Use a mix of text links and banners** – too many of one doesn't look good ☹
- **Track clicks and conversions** – track your traffic and ad clicks to improve on your ad placement.

### **Selling Advertising Space On Your Site**

Another method of monetizing your traffic if you have a website or blog is to **sell advertising space**. The easiest way to do this is with a program called Google Adsense. See [www.adsense.google.com](http://www.adsense.google.com).

This is the publisher's version of adwords we talked about earlier. Basically, you will put some code on your website which displays ads relevant to your content. You get paid per click for every time a visitor to your site clicks on the ads.

As I mentioned before, the cost per click you can earn depends on how competitive the niche is that your site is about. Some clicks will earn you only 5 cents but other can earn you up to \$5 per click. Weight loss, insurance, credit cards, forex trading, dating etc are some examples of big niches.

If you really want to earn big with AdSense, it is best to target these big expensive niches. But there will be heavy competition so be prepared for it.

Once you sign up for your account with AdSense, you will need to have a website for them to approve your account.

You can however create an AdSense account without having your own website.

If you create an account with [www.Hubpages.com](http://www.Hubpages.com) and you will be approved with an AdSense account immediately! Another way to get an instant AdSense account is to go and create an account with [www.blogger.com](http://www.blogger.com)

After your account is approved, you can go and set up your ads. You can choose the design, size colors etc. You will then get a small piece of script code you will have to insert to your web page and upload to your website.

Seconds later, ads will begin to appear and you can start earning right away - as soon as people click on the ads. Just don't click on the ads yourself or you will probably get your account removed.

**The other way to sell advertising** is to sell it privately to other marketers. You can simply create your ad space on your site or blog and place a "Advertise Here!" banner in that space. You can set the price to anything you want – it really depends on your traffic volume, size and ad placement.

Link your "Advertise Here" banner to a page on that explains the ad terms such as pricing, length and other details. Have a contact form and your order button so people can order an ad placement instantly if they want.

## Email List Marketing

The last method for driving traffic is with email list marketing. You probably have heard that the "money is in the list" and if you have ever done any email

marketing, you will know how true that is. Sending a promotional email out is a very powerful form of direct marketing that can produce sales almost immediately.

There are **two ways** to drive traffic with email marketing. You can either..... build a list of subscribers from scratch or you can rent a list full of potential buyers.

**It's a numbers game.** Of course, the same with any form of marketing, the greater the number of people you can reach and show your offer to, the more chances of making a sale you have.

The most effective way to build a list of your own is to set up a squeeze page on a website. A squeeze page is a simple 2 or 3 page website that is used to capture the visitors name and email. In exchange for their name and email, you might offer them a free ebook or email course where you share some valuable information for free.

The email addresses and names are stored in an [Autoresponder](#) which you can program to send out emails at timed intervals to do your email marketing on auto-pilot!

**This is the beginning of the sales funnel.** You give away free stuff to get their trust and they continue to read your emails you send them. When you recommend a product, they will trust that it will help them so the chances of them purchasing increases.

An [Autoresponder](#) also allows you to **send out instant broadcasts** to the entire database of subscribers which is one of the most powerful methods to generate sales on demand. However, don't abuse this privilege to mail at will because your subscribers can also unsubscribe which means you have lost them.

If you rent a list, (do a google search for "solo ads" or "ezine advertising" or "safelist advertising") you will suffer from the "no trust" barrier that you get with a cold list.

However, they can be a good investment and can be used to build your own list from which you can start the sales funnel. Usually, you can buy ezine ads and solo email ads to safelists for a very little cost.

There are also **free list building website systems** where you join and then refer others to go in your downline which you can send emails to periodically.

Some popular ones that I have used with great success are [Your Lucky List](#) and [List Bandit](#). There are many similar but these two are the most effective ones.

With all your email marketing, here are some tips to get the most out of your email promotions.

- **Personalize** - use their name wherever possible. Most lists you can rent will give you some code that will insert the recipients first name. i.e. %firstname%
- **Build *your* list** – if you use free list builders or do solo ezine ads etc, then it's better to send them to your squeeze page so they can join your list, get your [autoresponder](#) emails and you can send them instant broadcasts whenever you like too.
- **Write a capturing subject line** – without a powerful subject line, the reader will delete your email without opening it. Use their name whenever possible.
- **Keep your email pitch short and sweet** – you want to get your reader to visit your site as soon as possible.
- **Include your link a few times** – Make it clear you want them to click on the link. If you use a tracker, make the link nice to the eyes so they won't doubt about clicking on it.
- **Track your clicks** and sales/sign up conversion rates – If you try a few different lists, track performance to see which ones gave you most bang for your buck.

Email marketing is still one of the most effective ways to drive traffic. Like I mentioned before, it's always better to **build your own list** so you can build a relationship with your subscribers.

To build a list of your own you need a squeeze page website. Then the next step is to [get traffic to your squeeze page](#). The more subscribers you can get, the more chance you have of getting click-throughs to your sales page.

I suggest making it a goal to **get a squeeze page** and sending traffic there using the methods outlined in this report or in this [Easy Squeeze Page Traffic](#) video course.

## In Closing

Thanks again for taking the time to read this report. I'm sure as you apply the valuable lessons taught in this ebook, you'll experience the traffic flow that you are looking for!

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