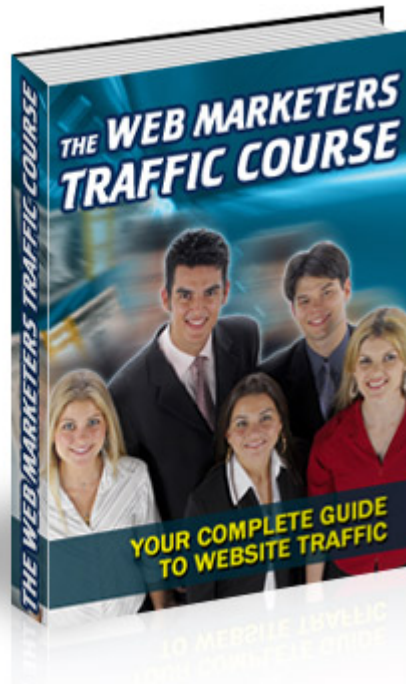


The Web Marketers Traffic Course



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Acknowledgement

This ebook is based on Private Label content originally written by Scott Raven.

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Introduction

Welcome to ***The Web Marketers Traffic Course***. It has been my experience that, with the exception of very few programs on the market today, there have really not been any definitive resources to increasing website traffic. Sure, there are a lot of really great eBooks, Teleseminars, and eCourses available on one or two aspects of how to draw visitors; but most of these just focus on a couple of methods. Here we are going to take a look at many different techniques.

The Internet Super-Highway

As you will see as we progress through this course that there are many different types of highly effective traffic generation techniques that can be used to drive traffic to your website.

While researching this book I found that the techniques used to get traffic to cross the Internet “Super-Highway” and come to my websites were actually analogous to different types of roadways. Some were slow and lazy, like an old Dirt Road, while others were fast, effective, and efficient, like an expressway.

I have also found that people also have a tendency to learn these techniques in pretty much the same way in which they learned how to drive. They start out on an old Dirt Road, then move to two-lane roads, four-lane roads, and eventually work their way up to highways and expressways.

Well, that’s exactly how we are going to teach you these traffic generation techniques. We will start out slow with the basic, proven, even often forgotten “Dirt Road” and gradually increase your skill, proficiency, and mastery of these concepts in a building block approach. Before you know it you know it, your website should have all the traffic you want and you will be flying along on the Internet Super-Highway.

Believe it or not, when they invented the Internet, they actually did a very thorough job. Honestly, no joke, the thing even comes complete with ruts and ditches! We will mark these for you with caution signs and show you how to drive defensively so that you can avoid them.

Dirt Roads

I think everyone will agree that it is probably a good idea to learn the basic concepts of how to drive before attempting to drive on a super-highway or freeway. The Internet is no different.

Where I was raised, almost everyone learns how to drive on an old dirt road in the country. Just like where your website may be right now, there is hardly any traffic. You can go slow, take your time, and learn at a comfortable pace where you are not rushed.

You learn how to maneuver your vehicle, figure out what works and what doesn't, and learn how to avoid running off the road, getting stuck in a ditch, or hitting a tree.

Anytime I see a topic on forums asking "How do I generate Free Traffic to my website?" It never fails that I see one or more of the following methods suggested. There is an excellent reason for that. These techniques **do work**, if you use them right.

In this section we will begin by teaching you seven (7) basic, free, yet effective, traffic generation techniques that you can use to get started.

Because these techniques are so basic and fundamental even the traffic generation "experts" have either forgotten or dismissed them. Yet they remain viable, effective, and often free solutions that you can use immediately to generating traffic for your website(s).

These techniques can be very helpful to people just starting their websites that need to generate traffic and sales on a tight, start-up budget.

Two-Lane Roads

Once you have mastered and are comfortable with operating on Dirt Roads, it's time to hit the pavement and learn how to operate on "Two-lane Roads."

As the name implies, traffic travels in both directions on a Two-Lane Road, so we will take a look at a few more methods that are Free but require a little more work and/or know how. They are not all that hard to implement and can generate some great traffic streams, but they are a little more involved and require a little time and effort to set up.

As mentioned above, on two-lane highways traffic travels in both directions, so in this section we will spend some time discussing bi-directional, or reciprocal linking techniques to increase your traffic flow.

Four-Lane Highways

Next it's time to pick up our speed a bit more with "Four-Lane Highways" as we move into Paid Methods. Anyone that has been marketing online for any length of time knows that paid works better than free. This doesn't mean that free is bad, just that paid methods can compound your efforts and draw in those visitors in much less time. We will discuss ideas such as purchasing links, pay-per-click advertising, and much more. Speed limits are much higher on four-lane roads and these tactics can definitely generate much more traffic.

Passing Lanes

Once you are able to operate on a four-lane highway it's time to start getting into the advanced methods of traffic generation by adding "Passing Lanes". In this section we show you techniques to use search engines to consistently generate quality traffic that continues to build momentum. We talk about how to use Search Engine Optimization to gain free traffic from places like Google, Yahoo, MSN, and more.

Expressway

If you want to learn one of the fastest, most effective ways to bring in visitors from all over the internet to your sites, the Expressway section will give you the inside scoop. This method has both free and paid alternatives and both are very powerful to the webmaster. When you think of expressways, you think of multiple lanes and wide open road. Speed limits here are at their maximum, and traffic tends to fly.

Road Signs

Finally, we cover suggestions that will not only help you generate traffic, but also help you capitalize on your new traffic.

In the "Road Signs" section we help you focus on the directionality of your web pages as well as offering additional methods to point the way to your business.

Gridlock

In the “Gridlock” section we will teach you how to make the most of this influx of visitors to help you continue to receive more and more hits to your sites and ultimately help you Earn More Money.

Dive in right now and get started building more traffic to your websites today.

The best part of **The Web Marketers Traffic Course** is that you don't have to start at the beginning. You can use any section of this manual to draw in more visitors and each section can stand on its own. The most important thing for you to do is to choose a method and apply it.

Use it until you master it and have actual results to judge it by. If any one method does not work to the capacity you want, you can always move on to other methods. However, I do suggest that you use a method long enough to have real data to judge it by.

Once you *master* a method, or roadway, move on to another one. The more methods you use at one time, the faster you will see your traffic and momentum build. As with driving a car, the more you get out and drive, the easier each roadway will become...

PS Before you read the rest of this report, I suggest claiming your FREE membership of the [Marketing Bronze Club](#).

There are loads of additional reports and manuals included in the membership to help you build your traffic and your business.

Please see the next page for details...

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Dirt Roads

Welcome to your first roadway of Traffic Generation. I call this “Dirt Roads” because where I grew up it is generally where everyone learns to drive.

In generating traffic, this is also where everyone tends to start. Whether building websites for Internet Marketing, AdSense or other Contextual Advertising Revenue, or just for fun; new site owners (also known as “newbies”) looking to drive traffic for free or as cheaply as possible start out with these methods the most.

Go to any marketing forum or webmaster forum and use the search feature. Search for “Free Traffic” or just “Traffic” in general and browse around at the topics you find. You see a recurring theme. Traffic Exchanges, Safelists, Free For All’s (FFA’s), Free Classified Sites, and Signature Files will all be suggested in some way, shape, or form.

All of these tactics listed above have their place and can help in generating new visitors to your websites...if you know how to use them correctly. Too many people are giving up on them though because they just don’t know how to use these tools properly in order to get the best results possible.

In the next few pages, we will look at these most popular and commonly used methods more closely. I will give you the best suggestions for your arsenal so you won’t have to waste your time searching and testing things that may not work as well for you.

Traffic Exchanges:

One of the most popular free traffic generation techniques is to use something called a Traffic Exchange. Let’s take a moment to define exactly what a Traffic Exchange is...

Traffic Exchanges are basically what the term sounds like. They are a website set up to allow each “member” of the exchange network to showcase their sites in exchange for viewing the websites of other network members.

Generally, for each website you view as a member you gain a credit of .50 or ½ a credit. This credit “ratio” will vary depending upon which exchange you are a member of. Each full credit means that your site is viewed by another member.

Not all traffic exchanges are created equal. Some outperform others. Some offer better benefits, ratios, and even a downline creation so you can earn credits off

of the views of other members you have personally referred into the exchange network.

The biggest mistake most people make while using traffic exchanges is that they send the traffic directly to their website home page or a sales page for a product or service. This is very non-productive.

Most exchange networks run on a 20 or 30 second timer. This means you have, at most, 30 seconds to grab the attention of your viewer and make them want to take some kind of action. Some exchanges will automatically move on to the next member page after the timer is completed, while others (generally the better ones) require you to click on a link, a particular icon or item, or a button to move to the next page. The best ones require the item you click on to match up with what they tell you to click in order to verify you are a real person and are really using the exchange network. These types of exchanges keep “bots” or special software/scripts from running on their networks and showing false traffic.

The best way to get the action you desire is to build a special page that you use for your traffic exchanges. The sole purpose of this page is to capture leads or subscribers.

The primary benefit to using Traffic Exchanges is to get people to visit your website so that they can be “recruited” to either buy your product(s) or sign up for your membership based website.

Your link on the Traffic Exchange should point to a page on your website that has a “Reach Out and Grab You” headline, a few Bullet Points highlighting the benefits of submitting a name and email address, and an Autoresponder Form to capture those names and email addresses. That’s All. No flashy graphics. No outlandish site design. Keep the page design simple and straight forward.

The only thing you want to do with a traffic exchange is get your prospects information. There are several things that you can do with a viewer once they have subscribed from the Traffic Exchange:

1. Make a “sales pitch” to the viewer in an attempt to get them to buy your product
2. Get them to sign up for your membership based website
3. Present information on subject matter that is consistent with, and relevant to the subject matter of the Traffic Exchange category from whence your user came

Once you have your viewer’s information, then you can send them more detailed follow-up information.. In the emails you send, you have much more room to “sell” them on your site features, benefits, and so forth. This is where your marketing comes into play.

The primary reason that people may not want to give you their personal information is because they don't know what you are going to do with it once you have it.

If you are going to ask people to provide you with their information it is **imperative** that you provide them with the promise (that you keep) that you will **never** sell, rent, share, or otherwise disseminate their personal information to anyone, for any purpose, at any time.

If you are going to ask your visitor to provide you with their personal information it is also **very** helpful if you clearly state your commitment not to disseminate their information right on the page. **DO NOT** provide a link to your privacy statement. Put it right on the page below the autoresponder form.

This practice is significantly more preferable than providing a privacy link because with the link you are asking your visitor to do something, and take another action, in order to see the information. In most cases, they will instead opt to not provide you with any information at all.

If your short, simple privacy policy is clearly stated on the page, it is right for the viewer to see. It's a pretty simple, yet powerful concept when you think about it. Isn't it kind of unreasonable to expect that the reader will actually...

- Click on the privacy statement link
- Actually read the privacy statement
- Either click the "back" button or another link to return to the original page
- Fill out your form
- And actually submit the information.

Bonus Bit:

Now how would you like to increase your effectiveness and efficiency of the traffic your Traffic Exchanging generates? I'm talking about exponentially.

There is a way to do this that very few people take advantage of. Remember how I told you earlier that most traffic exchanges let you build a downline and gain extra credits for the site views of your personal referrals?

Well, believe it or not, most people do not do this. However, the people that do take advantage of this opportunity generally build up a huge number of credits, very quickly. Ultimately, these extra credits will result in the traffic exchange referring a larger number of visitors to your site over the others. Give me the results of many others' efforts over just my own any day. Be sure you

understand the terms, conditions, and policies of each specific Traffic Exchange before you join so that you may derive the maximum amount of benefit from the relationship.

Another incredibly effective way to increase your efforts is to use one traffic exchange to promote another traffic exchange.

I personally do this using a few different exchanges I am a member of. One of them is a manual site view exchange and another is a tool bar exchange where I view ads in my browser. This works on the same premise as the original exchange concept, except that instead of viewing ads in a browser window, it is a bit less intrusive. The concept of promoting one exchange with the other and vice versa is simple. You build a downline in both traffic exchanges at the same time. This can build traffic extremely fast and allow you to not only build your leads, but also generate additional traffic in record time.

Email List Exchanges:

Along the same lines as traffic exchanges, email list exchanges are another very effective method for drawing additional traffic to your business.

There are a couple of types of list exchanges that are popular and they both have their merit.

One type is a Safelist where people sign up to allow anyone on the list to send them email as long as they can send email to the entire safelist as well.

The other type is a Matrix-Based List Builder. This type of list exchange is much more effective for a couple of reasons. I personally prefer the latter to the former and I will tell you why as I discuss each type in more depth.

The great thing about email list exchanges is that unless the person using that particular exchange wants to lose their place in the network, and also lose all of the people they want to email their offers to, they will not remove themselves from the list exchange, and they will also continue to allow your offers to be sent to them.

Safelists:

Safelists were once a very good opportunity to reach out to others with your message, your offer, your website information. Unfortunately, somewhere along the line safelists have become no more than a safe haven for SPAM.

Don't get me wrong, there are safelists that are more controlled by their owners and actually serve the purpose they were set up for; but these are few and far between.

The original premise behind safelists is that you could join a list agreeing to receive offers from others and you could email the list with your own offers.

They were designed to be controlled in the amount of email you could send and the amount you would receive from each member.

Now, when you join a safelist in most cases you are allowed to send out as many emails as you would like and so can every other member. As you can imagine, you can receive enough email in one or two days to fill up most email quotas.

The sad part of this is that the majority of these emails are absolute Junk! Safelists just do not perform as they once did and they probably never will.

Matrix-Based List Builders:

Matrix-based List Builders are the future of Safelists. By far, this is my most preferred tactic in list exchanges and I use these list builders a lot. After the corruption of the safelist idea, a few forward thinkers came along and decided that the original idea was a great one, it was just dropped along the way. Great idea, huh? It gets even better.

Here is a quick run down on how these list builders work. When you sign up, you get access to the list you are offered. They work on a matrix that allows you to receive people in your list that were not personally referred by you. You are usually only allowed to email this list one time per week (unless you are a paid member). This allows the control we talked about earlier and keeps members from abusing their privileges.

You can also build a downline in these matrices by referring new members, just like in traffic exchanges. For these referrals, you get bonus members in your own matrix to email to weekly. As you can imagine, this can add an alarming number to your email list possibilities in a short amount of time.

Another feature offered is an upgrade package that allows you to export your list from the list owner to your own files for you to add to your personal autoresponder. The upgraded package will give you other additional features, but just having the ability to export your subscribers is well worth the upgrade fee.

Bonus Bit:

Remember earlier we talked about using traffic exchanges to promote each other? Well, you can use the traffic exchanges to promote your list building matrix memberships as well and vice versa. This can help build your position in those programs and increase your traffic potential. Which is what this is all about, right?

Free For All's and Top Sites:

Free For All's (FFA's) and Top Sites have been around for years. They don't have a great following because they open you up to having a lot of SPAM being sent to any email address you use to become a member of these sites.

I personally don't use these methods, but I feel compelled to mention them because a lot of people do use them. My personal choices may not fit your business plans and I don't want to leave anything off the table for your traffic generation prospects.

Free For All's (FFA's):

I don't want to go into too much detail on Free For All (FFA) pages because they no longer work as they once did. FFA's seem to have met much the same demise as safelists. FFA's were once a great traffic generating idea. Now, they just don't seem to work at all.

Well, at least no one has proven to me that they do. Although I am pretty open minded, until that happens I will suggest that you stay away from them. I only felt the need to mention them here because they are suggested so widely in forums and discussion groups all over the net.

FFA's are basically a site that you submit your website to and get it posted on one of their site's pages. Anyone can do this and it does not matter what the subject matter of your website is. This is why it is called Free For All. You usually subject yourself to a lot of SPAM this way as well.

Top Sites:

Top Sites are an updated version of Free For All sites. Someone initially took the premise of a FFA and decided that it would work better by breaking it into topics or niches and then added the element of user participation by allowing anyone to vote on the popularity of each site.

I am not sold on this idea either, although I do think it has some additional merit in the fact that it is more targeted and it does get other eyes looking at your site, if for no other purpose than voting on its content. Some people that I know have had a small amount of luck with this type of traffic, but I personally do not use this method for my own marketing efforts.

Buying Cheap Traffic:

There are many sources for buying traffic. Not all sources are created equal, but most will deliver traffic to the site of your choice for very minimal costs. The one thing to keep in mind is that the better traffic resale sources are generally the most costly. Do make sure to research your reseller prior to purchasing from them, or at least purchase a smaller package first to limit your losses. You should also pay attention to whether the traffic you will be receiving is Targeted or not. There is nothing worse than sending someone looking for golf information to a site about women's beauty products.

This traffic can come in several forms, such as pop-under traffic, email blasts, guaranteed signups, expired domain traffic (talked about in more detail later in this manual), and other options. Pop-under traffic works just like it sounds. It is traffic that you receive to your site via pop-uppers from other sites.

Email blasters or Traffic Blasters are heavily pushed in safelists and traffic exchanges as a traffic generation tactic. I have not used these methods personally, because they do not fit my business structure to do so; however, I have known other people to use these with mixed results. Some people swear by them, others swear them off. You should definitely do your own due diligence to see if these tactics are designed for your business or not.

Buying Leads/Subscribers:

Another cheap method for building web traffic is through purchasing leads or subscribers to your email list. A lot of people use this method to build their own lists, although you must take caution in this method. With the current SPAM laws, it is easy to generate a SPAM complaint about your business or site and that can cause you undue headaches.

I have purchased leads myself in the past and the best method I found for using these leads is to send them an offer to join my mailing list through double opt-in request. This has helped me pick up some loyal subscribers without having to worry about any SPAM problems. The ones that did not opt-in were not good leads and I did not have any reason to email them again.

There are a few options to purchasing leads. You can get them cheaply at a few dollars per 1,000 or so. You can get them by category, and they may be purchased either with or without physical address and phone number.

There are so many options available and it can be difficult to weed through your options and make the right choices; but if you choose to buy leads, you do need to make sure to use them the best way possible for your business.

For those of you that may be unfamiliar with the term “Double Opt-In” lets cover that for you. For those that already know what “Double Opt-In” is please move on to the next section.

Double Opt-In Request

One of the best ways to avoid SPAM complaints is to use something called a Double Opt-In Request. A Double Opt-in is exactly what the name implies. It is basically a double confirmation system. You are going to require the user to take two separate confirmation actions before you add them to your mailing list.

The first action requires the user to click on a link. The link may be on a webpage on a link exchange, a link in a search engine, or even a link embedded in an e-mail message. This link will open a browser window and take the user to the sign-up page where they can fill out the sign up form.

Once the user fills out the form and clicks the “Submit” button their request to be added to the list is added to your database in a “pending confirmation” status. The system then forwards an e-mail to the user requesting to be added at the e-mail address they just provided.

The e-mail that is sent to the user says that this is a confirmation request. The e-mail message also contains instructions to click on a confirmation link contained within the e-mail message.

All the user has to do in order to confirm that they **really** do want to be added to the list is to click the link in the e-mail message.

The user receives the e-mail message, opens it, and clicks on the enclosed link to confirm that they truly do want to be added to your list. This second confirmation will cause the user's entry in your database to be changed from "pending confirmation" to "confirmed".

You may now begin sending messages to this user.

You will find the use of Double Opt-In confirmations very useful. Particularly if you are working with affiliate program(s) that pay sign-up and recurring commissions when you refer subscribers to someone else's subscription website(s), or refer a consumer wishing to purchase product(s) and are to be paid commissions.

This system is also **extremely** valuable in protecting yourself from SPAM allegations/complaints under the new anti-spam laws when a user, who used the double opt-in system to subscribe say a year or so earlier wakes up on the wrong side of the bed one morning, is having a bad day, and decides to accuse you of "SPAMMING" them.

If you have the record of the date/time the original sign-up form was filled out by the user, as well as the proof of the date/time that the user was sent the confirmation e-mail, and the date/time they clicked the confirmation, then you have what is necessary in order to defend yourself from a false accusation.

Before some of you decide **not** to implement a Double Opt-In system, let me remind you of some very important facts:

- The anti-spam laws are FEDERAL laws, and these laws have teeth. Obey them. We'd like to keep you as a customer for a long time and would prefer not to send your Christmas card to you at "Club Fed".
- Some states may have their own anti-spam laws in addition to the federal laws. Run afoul of these and you may face additional charges on top of the Federal ones.

In any event, ignorance of the law is no excuse (in other words, not knowing the law is there won't get you out of trouble if you break it). Therefore, we highly recommend that you speak to your attorney and make absolutely certain that you understand **all** of the Federal anti-spam laws before you begin doing **any** significant mass e-mailing.

Co-Registration Leads

A few people I know are having good luck through Co-Registration leads. Co-Registration leads are basically where one company has a membership database that has opted-in (single or double) stating that they wanted to receive email from others and allowing their information to be shared with other lists that may be of interest to them. This allows others to purchase those leads for their own programs and build up their own lists very quickly.

I have not actually had a chance to use this method yet, but I am very close to actually giving it a go.

With co-registration leads, I suggest using the same method as buying regular leads by sending them an offer to join your newsletter or mailing list. Again, this will weed out the people who are just not interested and help you build a more profitable list for yourself. The great thing about co-registration lists though is that you can use these leads without as much fear of SPAM issues because the leads have all already opted to receive information through the original list and agreed to contact by more than just one list owner.

Signature Files:

Signature files are a much overlooked tactic that you should be utilizing every chance you get. If you are a member of a discussion group or forum, most allow you to have a signature file that goes at the bottom of each post you make.

This is the best free advertising space you can find. You should be sure to use it effectively.

If you offer truly great posts, advice, or comments on forums, blogs, or anywhere else you might make a posting, people tend to take notice. They will often become curious and check out the website in your signature to see what you are promoting.

Further, this is an effective technique because of search engine crawlers. If you make a post to a forum, or a blog, particularly if the site to which you are posting is **relevant** to the subject matter of your own website, the search engine's crawler is going to see the website URL in your signature as an **external link** to your site. Search engines pay **BIG** bonus points for the search engine rankings of your site when they find links on other websites that point to your site and the content of the website pointing to yours is highly **relevant**.

Ok, I've said it two different ways, now let me bang on this one last time and I'll leave you alone, **relevancy counts with search engines BIGTIME.**

When designing your Signature File for a forum, make sure you are aware of, and **follow**, the forum rules as well as the design structure required. Most forums will not allow you to have over 5 lines in your signature.

Many forums do not use HTML for signature files, so they will not show up correctly if you use HTML to design it. Many forums use BBCode or something similar.

If there is not a help file and you have any questions on how to design your signature for a particular forum, you can usually contact the admin or a moderator to see how theirs works. Below is an example of a forum signature I use:

**Just Released –
The Web Marketers Traffic Course
Your Definitive Guide To Traffic Generation
Link-To-My-Site-Goes-Here**

As you can see from the example above, I have 4 lines in my signature and am promoting this eBook in this particular forum signature. I am using “Bold” in my signature because this forum allows it, but again you should always double check what is and is not allowed.

Another place for a signature line is in your email. Think about it. When you send out email to anyone, shouldn't you be promoting your business in every single one of them? I don't mean throw in an advertisement in the email body. I mean place a small tag line about your site and add your site URL. It really is that simple.

Free Classifieds:

Everyone who has ever been online for any length of time has seen them. Free classified ads can be found all over. Why are there so many of them? Well, for one thing, there are enough visitors to most of them to keep them going. If there are enough visitors to keep them afloat they must be generating some traffic, shouldn't you be using this too? ABSOLUTELY!

Do a search for Free Classifieds and find a few sites to check out. Look to see how many ads are placed there. Also watch them a few days to see what kind of movement you see in the ads. Are they changing a lot? Are new ones being added often? Chances are, people are using them for a reason and you should be too. Besides, it's free, right?

For best results with free classified ads, I suggest that you use the same methodology that you used for Traffic Exchanges. Remember, with traffic exchanges that you could only have a small text ad and then draw people to a landing page and collect email addresses for leads.

Classified ad readers, although more targeted than traffic exchange viewers, tend to not buy on their first visit. Unless you have a reason for them to come back to your website over and over, you will more than likely lose that visitor after their first stop.

This is why you should collect their information on their visit instead of sending them straight to a sales page. Below is a sample classified ad using a “freebie” to collect email addresses to convert to sales views in the future:

**Are you interested in learning how to profit from
Google AdSense, but don't want to spend a fortune
Learning how? Visit today for a Free AdSense Guide.**

Search Engine Submission:

Unless you are breaking the Terms of Service (TOS) of any search engine, you should be manually submitting your sites to each one. This will tell them to take a look at your site and add it to their listings. This doesn't happen overnight, of course. It can take quite some time to get in their index, but when it does you pick up extra traffic. I will go into more depth on search engines in a few minutes, but I could not move on from “Dirt Roads” without mentioning that you can submit your sites to each search engine for extra results.

A well known marketer that I receive emails from recently shared with me that he submits many of his sites monthly. Is this required? No. Is it necessary? Probably not, and it varies from one search engine to another. On some, submitting your site too frequently can get you blacklisted, so make sure you read the Terms of Service.

But let me ask you something else...if you wanted someone to notice something and remember it, do you think they would do so after telling them about it only once? I look at it as insurance. You are just making sure that the search engines pay attention and you definitely were able to get your link to them. Below are the “Big 3” search engine submission pages:

[Google](#)
[Yahoo](#)

[MSN](#)

There are also websites that specialize in search engine submission to more than the “Big 3,” but you really should do your research prior to using one of them and be careful.

For every valid, reputable firm that does this type of work there are several others that just take your money and submit your site to only to a couple of the supposed hundreds to which it will be automatically submitted.

There are also free services that will do this same process for you. Do a quick search, where else but on a search engine, and you will find many sites with this specialization.

Here again, be very cautious and do your research. Whether a paid or free submission service, some follow the rules and some don't.

Some automatic submission services are considered by the search engines as “Search Engine SPAM” and if your domain is submitted via one of them it may, at minimum, be given a lower priority for being indexed, and if the service is a really badly behaved one your domain could be blacklisted all together.

Dirt Roads to Pavement:

As you can see, there are many tactics that you can use for free or on a very strict budget and still bring in some substantial traffic. The key to any of these tactics is to take the time to use them and track your progress.

You need to make sure that you have concrete evidence of what is working well, what might need some tweaking, and what is not working at all. If it is working well, by all means keep it up. If you think it could work a little better, tweak it a bit and test it some more. If it is not working all, scrap it and move on to another method.

Bonus Bit:

Did you know that there are two different ways that you can find out where your user was **before** they came to your website? This is an **extremely** useful and valuable piece of information with respect to your ability to track where your traffic is coming to you from. It is what is called a “referring URL” and it is exactly what it says, where your visitor was referred to your website from.

There are two ways to find out your visitor's referring URL. The first, and most difficult way, is to put the necessary code into the pages of your website. The

technical specifics of how you do this vary depending on what type of web technology you are using (perl, php, active server pages, java, etc), which is why we aren't going to delve into it deeply here. However, you can have the code in your webpages ask the user's browser and add the information to a database. This will allow you to track how much of your traffic is coming from which of the techniques you have implemented so that you can measure and evaluate the effectiveness of each.

In my opinion the second way of capturing this information is to just let your webserver do the work for you and have it put it into your log file. Typically, the webserver is not configured to automatically log this information by default. However, most of the more well known webserver do provide this capability, so all you need to do is turn it on.

Once you have this level of logging enabled on your webserver any good web log statistics program should be able to process the information for you and you will be able to track which of your traffic generation efforts are producing tangible, beneficial results for you and which are not.

Two-Lane Highways:

Congratulations, you have made it past the “Dirt Roads” section and are now ready for some more fun and traffic by using the more advanced “Two-Lane Highway” Techniques.

We covered a lot of material in the “Dirt Roads” section, so just making it this far is commendable. It says that you are in this business for the long haul and that you are determined to create that Virtual Traffic Jam that you so desire.

The solutions covered in this section are a bit more advanced and take a bit more time to learn and put into practice than those that we covered in the Dirt Roads section, but they are also a bit more effective at forwarding traffic to your websites as well. So let’s get started.

Link Exchanges:

Link Exchanges have been around I think since there were more than 2 or 3 web pages on the internet. Until a few years ago, Link Exchanges did not have much bearing on anything except to say “Hey, here is another site you might want to visit” and they were usually put up by people that were “linking to” a friend or family member.

Over the past few years though, with new search engine strategies coming out every day; link exchanges have become a very valuable tool to have in your online marketing arsenal. Having links coming to you from other sites, especially sites that are relevant to the same topic as yours is, will boost your position in the search engines significantly and help to increase the overall rating of your website at rating sites like Alexa (www.alexa.com).

Note: Alexa is a website that specifically ranks webpages based on their total traffic as reported by all users that have the Alexa toolbar installed in their browser. For each visit to a webpage with the toolbar, it counts toward the overall ranking of this site. This explanation is in layman’s terms and is in no way as complex as how the rankings are fully determined. For more detailed information you can visit Alexa’s description page at http://alexa.com/site/help/traffic_learn_more

There are a couple of ways to use link exchanges and I want to mention two terms briefly so that you understand the good and the bad of this practice. The first term is **Reciprocal Linking**.

Reciprocal Linking

Put simply, Reciprocal Linking is the “Quid Pro Quo”, or “you scratch my back, and I’ll scratch your back”, of the Internet.

Reciprocal linking is the practice of “exchanging” a link from one site for a link to yours. Simply put, let’s say you find a website that contains all kinds of information about gardening and you just so happen to have a site that sells gardening supplies.

If you email the webmaster of that gardening site and offer to place a link to his site on your site in exchange for him placing a link to your website on his page the chances are really good that he will accept your offer unless you are in direct competition with him for product sales. Here’s the reason why, relevancy. We said it earlier, we will say it again, **“Search engines pay BIG dividends, when it comes to rankings, when they find links between two websites where the content and subject matter on one site is relevant to the subject matter on the other.”** This is Reciprocal Linking in its finest and most difficult form.

Why should the other webmaster actually be excited to do a reciprocal link deal with you, and why did he almost instantly reply “yes when you asked? Well, it’s actually pretty simple. When the search engines find this they reward the search engine rankings of **both sites**, and he knows it. It’s great for search engine rankings, higher rankings mean more visitors that are looking for your information, more visitors mean more sales. It’s just good business, pure and simple.

Link Farms

Link Farms are something I really suggest you stay away from completely. Using link farms will get you penalized by the search engines and you will see your traffic levels fall off quickly and dramatically.

A link farm is basically a website that contains links to all types of web pages all over the world in all types of categories. They ask you to give them a link to their link farm page in exchange for a link back to you. Yes, this can be construed as the same type of reciprocal linking that we just finished talking about, which was a good thing, so why is using reciprocal linking to Link Farms a bad thing? In a word, **relevance**.

Sites that are good candidates to do reciprocal linking deals with are **highly relevant** to the content on your site. Link Farms are actually detrimental to your reciprocal linking program because they contain links to all different kinds of websites.

Every time a search engine's crawlers encounter a link farm it has to build a new relevancy link from the link farm to the site the link points to. This can result in tens, or even hundreds of thousands of additional records being added to the search engine's database every time a link farm is encountered.

As a result, search engines **really** dislike link farms, a lot, so they penalize them **and** the sites they are linked to. In my opinion, you should avoid them like the plague.

Link Farms can often be found "squatting" on unused and/or expired domains that their owners have snatched up.

In theory, it can seem like a good idea because there are a lot of links there and one could surmise that there must be a good reason people do this. Simple answer: **Don't!**

Ultimately, Link Farms tend to leave you in the same position as Free For All sites. The result simply isn't worth the effort.

As you approach your linking strategies, you need to find a way to organize and track all of the sites you are linking to, and the sites that are supposed to be linking back to you.

After getting a few reciprocal links going, this can become a daunting task. If you find over 25 or so pages to get links from, just remembering this information can become next to impossible.

I suggest that you find a method to store this information for you that will suit your needs. Some people use special software for this purpose and you can find all types of this software by searching through the search engines for it.

This software will allow you to enter the sites that you are linking to and those that are supposed to be linked back to you. The good packages will go out and "walk" these links and tell you if a page you have linked to has disappeared, or check to make sure someone that is supposed to be providing a link back to you has not only done what was promised, but that the site and the webpage from which they are supposed to be linking to you from is up, running, and available.

Trust me, you will thank me for this later, particularly when your site is doing well and we start talking about being paid commissions based on "pay per click" (PPC) traffic later.

Banner Exchanges:

If you think Banner Exchanges are the same thing as link exchanges, you're right, sort of. They are the same, with one exception. Banner Exchanges use graphical banners instead of text. Simple concept, eh?

People tend to notice graphics quickly where they will overlook text while skimming a page. I am a "skimmer" myself, so if a headline doesn't catch my eye or a graphic banner doesn't look interesting to me, I won't give it a second look.

Using banner exchanges are a little bit more difficult only because of the code necessary to make them work. Most people prefer to link to the images that your banner uses instead of storing those images on their server. This is because they prefer to save their space for their own images and pages. When doing a banner exchange, you have to make sure that your link in the code goes to the actual file that is your banner image.

Everything else using banner exchanging is just as simple as using a link exchange. You need to follow the same principles outlined above as well as make sure to organize your banner exchanges too. There are "banner farms" just as there are link farms and you can fall into the same problems with them.

Don't overlook the power of banner exchanges. There are websites that specialize in locating other webmasters that share the same topics as you do. They will help you set up a banner exchange with other webmasters for an administration fee. I usually do banner exchanges on my own though so that I can be sure of where my banner is going and I have the opportunity to talk to the webmaster personally.

There is one potential downside to Banner exchanges, bandwidth theft. Here's an example:

A Banner consists of a regular HTML based hyperlink, just like a text link, and a graphical photo or picture. Suppose you have a really nice banner, and you and another webmaster agree to do a Banner Exchange.

The picture that represents your graphical banner can be small, medium, or large in size depending on the resolution, size, and complexity of the graphics it contains.

When you send your banner to the other webmaster you will, more than likely send him a snippet of HTML code to include on his link page and the appropriate graphic to accompany it. He should also send you the same.

Here is what is “**supposed to happen**” (follow this carefully now, because it can be confusing):

The other webmaster should add your snippet of HTML code to his Banner page with all his links and add the copy of your banner image to **his** image directory on **his** server. The link he puts on his banner page should point to the local copy of your banner that he has installed on **his** server. It **should not** be pointed to pull the image of the banner from your server.

When a visitor comes to his website and asks for his banner page, the link on **his** page should tell **his** visitor to pull a copy of your graphical banner from **his** images directory on **his** server in order to give it to the user’s browser.

Essentially, what this means is that when a visitor asks to load **his** webpage he uses his bandwidth to serve up the entire contents of the page to the user’s browser.

However, If you have entered into a reciprocal banner exchange with an unethical individual here is “**what can happen**”.

The other webmaster will put the html code you gave him on his link page, so technically he has provided a link back to you, **however**, when he puts the html link onto his page, he will change it so that every time one of his visitors asks for his banner link page it will tell the visitors browser to pull the copy of the graphical image of your banner from **your** website, instead of his, every time someone asks for his page.

Now, this doesn’t sound like a major thing, and I’m sure that there is someone out there saying, “So what?”, so let me tell you what.

This isn’t a big deal if the guy you swapped banner links with is “small time” and doesn’t get a whole lot of traffic to his site. (which kind of defeats the purpose of swapping Banner Links with him in the first place because your goal was to obtain additional traffic, right?)

But what happens if he has a really busy site and gets say a million requests for his banner page every day, but you aren’t getting a whole lot of new visitors to your site because you don’t happen to be very good at making the sizzling, eye catching, whiz bang graphical banner images so that you can attract them?

What happens is that your webserver and your bandwidth usage end up serving up your banner to a million of his visitors a day and you still don’t get a whole lot of new visitors to your website.

Depending on how much bandwidth your hosting plan provides, the guy could potentially increase your monthly bill without you receiving the extra visitor traffic you expected.

Now, I don't want this little explanation to scare you away from Banner Exchanges, these incidents are actually relatively few and far between, but they do happen on occasion, so you need to be warned and prepared.

Strategically placed Banner Exchanges can do fantastic things to improve the level of traffic to your website. Further, when Banners are exchanged with other websites with content that is **highly relevant** to the content of your website, these Banner Exchanges can also help to significantly improve your search engine rankings.

BTW, in order to be able to catch a situation like this you need to be watching and analyzing the traffic coming to your website on a daily basis. The tools we mentioned earlier can tell you just exactly how much traffic is coming to your site and from where.

By the way, this same bandwidth stealing capability is often used on websites with lots of multi-media content (pictures, DVD/DIVX, MP3's etc.) So if your website has lots of multimedia content people can write they're own HTML page, so visitors to their site just the HTML code, but write that code so that it pulls the images from yours, or somebody else's site. This is how they handle so much traffic with so little bandwidth usage.

Swapping Ads:

Do you run a Newsletter or Ezine? If not, you should...but we will talk about that a little later. For now, our purpose is for the advertising that you use in these publications.

If you have a few loyal subscribers, you can easily find other newsletter or ezine publishers to swap your valuable advertising space with. I do this all the time and it gives my readers an opportunity to see some ideas or information that I may not be promoting myself. It also puts my ads on the other newsletter or ezine which allows me to get advertisements for my sites in front of people that I don't have access to on my own.

It is easy to find other publishers to swap ads with. Again, you can use a service online that helps you locate these publishers and automate the ad swaps for you. You know me though; I prefer to have control over what is going on with my

business, so I find those publishers myself. All I do is hit Google or Yahoo and search for them.

Don't just email them and ask for ad space though. Talk to them about their publication. Subscribe to it yourself and actually read it. Show them you are interested in them and what they have to say. Build a relationship with them. Now I am not advocating putting up a "false front" and butter them up only to ask for an ad swap. That's not ethical. I mean become genuinely interested in them. I have found so many friends this way and some of them have become truly great business associates and joint venture partners. One **good** ad in the right place can make you a lot of money.

Two-Lane to Four-Lane:

Now you have learned a few additional tactics to increase your traffic flow and so far, they have all been relatively simple, right? The funny thing about running an online business is that most of the steps you need to take to be successful are, for the most part, pretty simple. People tend to overcomplicate the process.

Ok, just for my own sanity, I feel that I must again warn you to **organize** your swapping tactics. I like to use Excel and build a spreadsheet with three tabs. One tab is for Link Exchanges, one for Banner Exchanges, and one for Ad Swaps. This helps me to keep up with how many pages I should have incoming

links or banners from. It also helps me to know when my ads will be running in other publications, as well as when I am to run ads for other publishers.

So...are you ready to jump into the good stuff? Why do I say good stuff? Isn't all this we have talked about so far good stuff? Well, yes it is; but I am talking about going from a stream of traffic to a roaring river. I'm talking about creating a freeway full of traffic with horns blaring.

Let's move into "Four-Lane Highways". Shall we?

Four-Lane Highways:

Up until now, the previous roadways have focused mainly on free methods, or very inexpensive methods, to draw traffic to your website(s). We have been practicing our driving so that we were ready for higher speeds and to be able to handle more curves and road conditions.

Now we need to move on to tactics that, although they can be costly, are the most efficient and powerful ways to build your business quickly.

The normal “newbie” that starts out with an online business looks to the earlier tactics for traffic generation, mainly because of cost issues...and that is smart. You should always look to reduce costs in the early stages of business.

If you step back and look into cost “effectiveness” of business building, the following paid strategies are like finding the Holy Grail of traffic building methodology. I say this because, when used properly, these tactics can be like pouring gasoline on a fire.

Get ready for a Traffic Explosion...

Pay-Per-Click (PPC) Marketing:

Pay-Per-Click Marketing, also known as PPC, has become one of the fastest growing strategies for luring fully targeted traffic to your online business. PPC marketing can be both contextual and non-contextual; meaning that the ads shown on a page may be based upon the keywords of the content on that page (contextual) or just a general choice of ads based on the determination of the webmaster.

There are a number of pay-per-click networks available to you based on your specific business needs, as well as your advertising budget. Many people suggest you start out on a smaller network to “learn the ropes” and then move on up to the larger ones. This is not a bad suggestion, as you can quickly build up losses before showing any profits. The largest PPC networks are Overture and Google AdWords. Google AdWords is by far the most popular and most expensive network to get involved with. You really should make sure you understand how PPC works before setting up campaigns on these larger networks.

PPC Story Time

Here is a little story about how PPC works. An associate of mine uses Google AdWords to advertise affiliate programs (and does quite nicely, I might add). Of course, he has devised a strategy to capitalize on his use of AdWords and make larger profits; but that is a whole other eBook all within itself.

So John decides to start a campaign with AdWords marketing widgets (the all time favorite of web marketers). He is selling widgets through an affiliate program and uses a redirect page from his own website (or a landing page he has created) for his new traffic to visit and learn about widgets. When he sets up this campaign, John says that he wants to bid a certain amount for each customer that is sent to his website (each click) and only pay up to that amount per click. If he chooses to bid \$1 per click; that means that he will pay **up to \$1** for each visitor that is sent to his site through that advertising link.

Now, how does John get those clicks? Let's say I have a website that is full of information about widgets. I have articles and lots of different content giving information about the different types of widgets and the uses for each type. If I want to monetize this content, but I don't sell widgets, I can place advertisements on my site through Google AdSense. Google AdSense is the publishers' side of Google AdWords.

If you are searching through the web and are looking for information on widgets, there is a good chance you might come across my site. My content is great and leaves you wanting more information or in a mood to purchase a widget. If I set up my site correctly, this only gives you the option of clicking on one of the ads on my page. This is where John comes in. John has bid perfectly and his headline and text copy are designed to attract your attention. You click on his ad and are sent directly to John's website.

John now pays Google up to the \$1 that he bid for you as a customer and Google splits this amount (no one knows exactly what percentages are split) with me, because you clicked on John's ad from my page. That's all there is to it.

Do you see how simple it can be to draw that traffic in to your business? All you must do is set up your headline and text ad the same way you would for any advertising medium, making sure it is catchy and attractive, and then bid on your ad placement. Well, there is a little more to it than that, but I think you get the general idea.

Let's look quickly at the Big 2 in PPC Marketing and I will include a few resources for you as well. They will allow you to begin working on this more advance method of traffic generation without having to search all over for the information to get started.

Google AdWords:

As stated before, Google AdWords is the most popular and most widely recognized pay-per-click network online today. Google AdWords is also the most expensive network to use. Google allows you to set a daily maximum that you are willing to spend on your ad campaigns. This is crucial to you as an advertiser and allows you to minimize your losses, should you create a campaign that is less than perfect.

There are many styles of Google Ads shown through the AdWords/AdSense networks. Because Google allows web publishers a certain amount of control over the looks of the ads served up on site, your ads may look like ads or may even look like they are part of the webmaster's page. This is ok, because the less they look like ads, the more potential they have to bring you traffic.

Overture:

Overture is now Yahoo Search Marketing, but everyone still knows them as Overture, so that is how I am classifying them here. Overture is second only to Google in the PPC Marketing arena. Overture came first and really dominated this medium for quite some time before Google decided to compete with them.

Overture is known to have better anti-fraud measures in place within their network to determine whether an advertiser is receiving real traffic or "bogus" clicks. This is a plus when choosing a PPC network. You really do not want to pay for something that is not a real visitor to your business.

Other PPC Networks:

There are so many networks available for PPC Marketing. Although, I mainly stick to the Big 2; I would again like to suggest you do some testing and gain some knowledge through building campaigns from smaller networks. The names of some of these networks are Affiliate Fuel, FastClick, Primary Ads, Targetwords.com, and more.

Do a quick search through Google or Yahoo and find one to try out. Many of them offer a beginning credit to your account to help you get started. I would recommend you find a couple of them and use those free credits to see what PPC Marketing is capable of.

Bonus Bit:

I can't possibly talk about Pay-Per-Click Networks without talking about the opportunity for you as an online business owner to make some extra revenue through online publishing and allowing these ads to be placed on your sites. The best way to do this is to build websites that have original and unique online content; such as articles, audio, or video. Then, as you are learning to apply these traffic techniques taught in ***The Web Marketers Traffic Course***, you can be sending some of this newly found traffic to your content websites. Your visitors can build you a nice passive income through these programs.

Note: Make sure to read through the Terms of Service (TOS) of these programs very carefully and follow them to the letter. This is for your own protection and to allow you to continue a passive income without jeopardizing your account in the process.

As you can see, by purchasing advertising through pay-per-click networks, you can funnel traffic through to your website quickly and that traffic is of much more value. The traffic you receive through this method is highly targeted and will visit your site because they want to be there. This means more money in your pocket from increased sales.

Buying Links:

I did not include this technique in the earlier roadway with the link exchanges, because I want to focus on more quality of links and the fact that these links are One-Way. This just means you do not put up a link back to the site where you purchased a link from. Sure, if you want to you can go and buy all the links you want from other webmasters. However, I am sure you would agree that quality means more than quantity in most cases. Buying links is no different in this area.

Relevant/Non-Relevant:

When I speak of buying links, there are actually a couple of terms I should break down for you first. This will help you make a more informed decision as to where to purchase links to get the best results. First, we should discuss relevant versus non-relevant links. This seems pretty obvious, but a lot of webmasters will go out and throw away a whole lot of money to buy 100, 200, 500 or 1000 links back to their sites from all over, thinking that it will automatically boost their traffic and ratings.

In the beginning, this practice may show some increase in traffic. However, if you really track your stats you will see that this is very limited and you will actually lose a lot of traffic you may have been receiving from search engines. Why does it matter? Links are links, right? Well, no. Search engines are getting “smarter,” for lack of a better word, and they can actually ignore you or even penalize you for having a lot of links from non-related sites. After all, why would someone want to link to a softball related site from one about poodles?

Relevancy is playing a larger role in the search engines and this becomes an ever increasing factor each time changes are made to how the search engines operate. This is why it pays to have links only from sites that are relevant to the topic you are focusing on. If I am visiting a page about football and you have a site about football cleats, chances are I would probably be interested in visiting your site, especially if I am in need of football cleats. Make sense?

Permanent/Non-Permanent:

There are many options when it comes to buying links back to your relevant site. A large factor you want to be sure of is how long the link will stay on the page you purchased from. You don't want to spend a pretty penny only to find out that one month later your link has been removed and replaced by someone else. There are many sites that offer Permanent links. This is what I prefer to buy when shopping for One Way Links. It would be naïve to think that permanent means forever, but as long as you purchase from a reputable source you are generally assured of a few years.

Directory Listings:

Directory listings are very popular among link buyers, especially among the larger directories. Directories generate a lot of traffic on their own and are generally broken down into categories and sub-categories. This means that traffic from these directories are usually very targeted. Also, some directories have a high Page Rank in Google. Links from pages with higher page rank are usually costly, but can help you achieve higher ranking in the search engines as well.

Yahoo and Google both have their own Directory Listings (or Groups) as well as other sites that only specialize in Directories. One such site is www.DMOZ.org (the Open Directory Project). There are specific requirements for obtaining a listing in DMOZ, as well as in most directory sites. Pay attention to these requirements prior to submission and you stand a great chance to be accepted in the directory. Once listed in these types of directories, especially the larger ones like DMOZ, you will see a substantial increase in traffic and in your search engine rankings as well.

Blogs:

One of the hottest trends online today are Blogs (or web logs). Blogs are used for many purposes, among them news and information for the general public. Blogs are quickly taking over as a more mainstream media for getting news fast from independent journalists without having the same media bias that the large media outlets are governed by. If you can think of a topic you want to learn about, you can search through any blog listing and find a blog (more like hundreds of blogs) that are specific to that topic. This can be very good for you for building traffic with links.

Besides being a popular medium to express yourself in journal form, blogs get the attention of search engines. If you have the chance to buy links on popular blogs that receive a lot of visitors and you can at all afford it, do not pass up the opportunity. You will create a steady stream of visitors just from the blog by itself; but you will also gain more popularity by the search engines, therefore increasing your free traffic as well.

Buying Ad Space:

In our discussion on buying ad space today, let's focus on buying space on other websites. These ads can be in any form from text to graphics and banners. Buying these types of ads can be very beneficial to you in your traffic quest. Be sure to research what audience you will be reaching with your ads and how many page views you will receive for your costs. Shall we discuss what types of ad space you could and should use?

Pixel Ads:

This has become the newest phenomenon in web advertising today. One day a college kid woke up with an idea to create a simple one page website that sold space in little blocks for a dollar a pixel. This simple idea turned into the Million Dollar Homepage and has made online history, not to mention making this college kid very rich. Now, there are so many copycat marketers that have jumped on the "pixel craze" and offer this type of advertising.

I have mixed emotions about pixel advertising personally. I think being a part of the first one had its merits for sure. If nothing else, you were able to get a homepage link from a website that is currently showing a Page Rank of PR7. The traffic generation from that alone was worth the price of the advertising. But have you tried to look around at the ads on that page? I mean, how great do your eyes have to be to keep from hurting them after a couple of minutes of looking around?

Unless you buy a large block of space for a big banner, your chances of being noticed are slim to none. As you can imagine, buying this much space will be very costly. The traffic would have to be significant coming into that pixel page to warrant the cost in my opinion.

Text Ad Space:

Text ads should not be ruled out in any case. I know I stated earlier that I prefer graphics to text because I am a skimmer myself. There are still many places you can place text ads that offer amazing results for the cost. Again, with text ads you have to be creative and grab the attention of your prospective visitor. Use a

headline that reaches out and gets hold of your prospect's shirt and says you have to visit here.

There are a few classified ad sites that offer paid advertisements including front page placement. I highly recommend these options whenever possible. The more you get your business in the eye of prospective traffic, the more you get noticed. And don't forget that this is a way to get another link to your site from other web pages online.

Banner Ads:

Yes, we discussed banner exchanges earlier; but here we get to focus on purchasing banner ad placement on high traffic sites where you can get the most exposure for your business. Pull up your browser and visit most any website you can think of off the top of your head. I can almost bet you that there will be at least one banner ad on the page. Why would so many other marketers use this tactic if it did not bring in the results? Fact is, they wouldn't.

Depending on the traffic count of the website, banner ads can be fairly inexpensive all the way up to costing an arm and a leg. I prefer to keep my limbs in tact, so I just stick to ones in my budget. I am sure you will agree with this strategy. Just because a page gets a lot of hits every day, does not mean it is the perfect page for your banner placement. You should test this every time you buy banner space. Always make sure you are getting your money's worth. I have seen banners on a page with only a couple of hundred hits a day outperform placement on a site with a few thousand hits a day. Why would this happen?

A number of reasons can be factored in to this equation. Location of the banner. Relevancy of the page in question. Number of ads on the page. Total number of

links for your prospect to click on, thus moving away from your banner impression. There are a lot of factors to look at, so you must trial and track this to find what works best for your business.

Newsletter/Ezine Advertising:

One of the best ways to reach others with your message or offer is through Newsletter or Ezine Advertising. Earlier we talked about swapping ads and that works well, but is very limited in scope. Now we should talk about methods to increase your exposure to your target audience through this technique.

Again, there are many ways to attack this method. What type of ad should I run? How often? How Long? Unfortunately, there is no “one size fits all” answer to these questions. This will again be based on your business model and what works best for you. Let’s quickly run through the types of advertising space available through this medium...

Classified Ads:

Just like in a newspaper or on a classified ad website, these types of ads are all in one place in the ezine and are usually 4 to 5 lines of text. This is the cheapest method of ezine advertising other than swapping ads. The reason for this being so inexpensive is that the conversion rate is so low. Sure, you do get some exposure for your site or product/service and you may even get a few sales. The simple fact is that these ads do not perform as well as Sponsor Ads or Solo Ads.

Sponsor Ads:

Sponsor Ads are simply ads that sponsor that edition of the newsletter or ezine. Generally, these ads go at the top or beginning of the issue and stand out as Sponsor Ads via a box or special text around them. Some ezines even offer multiple sponsor ads for certain placement in each issue, such as Top, Middle, and/or Bottom. Sponsor Ads are more effective than Classifieds because they stand out more. Remember, the reader has elected to receive the ezine or newsletter you are advertising in, so they have already agreed to view your advertising. This makes Sponsor Ads a bit more responsive to other forms of advertising.

Solo Ads:

The word Solo means alone, or by itself; and this is exactly what a Solo Ad is. It is an advertisement sent out to all readers of the ezine or newsletter you have chosen to buy an ad in. All of these subscribers will see your offer and only your offer. Solo Ads are by far the most responsive type of ads available to you as an advertiser. Because of this simple fact, they are also the most expensive. In a high quality ezine or newsletter that is relevant to your subject matter or product/service, you can make many times the profit back compared to the cost of placing your Solo Ad.

Press Releases:

Another great form of advertising is issuing Press Releases. Press releases are designed as an announcement by your company or business to inform the press of something news worthy. This can be announcing your business' grand opening or just being formed. It can also be an addition to your product or service line. As long as it can be deemed "news worthy," you can issue a press release about it.

Keep in mind that press releases are not advertisements. News outlets will not pick up a press release that appears as nothing but a blatant attempt to advertise your business. A good press release is written like a news story you would read in your local paper. As a matter of fact, pick up a copy of your local paper and look through it to see if you can find an announcement of a new business or even a promotion of someone within a corporation. This will give you a general idea of how to word a press release.

Free Submission/Distribution:

As with other tactics, press releases offer both free and paid distribution. There are a few online sites that specialize in free press release submission and distribution. For your first few press release attempts, I suggest that you focus on the free outlets. This will save you a lot of money and even more time and effort.

Press release distribution outlets are usually very strict in their requirements for submission. It is very common to have your press release sent back to you multiple times for corrections to fit within these requirements. If you are using a free service, you get to learn more about

submission requirements and quality standards that will pay off when you are ready to issue your first paid release.

Paid Submission/Distribution:

Paid submission and distribution outlets for press releases tend to be very expensive, but they are well worth their cost for a well written, high quality press release. A well know marketer that I know uses these types of releases quite often and has had numerous news reporters contact him about his business and do interviews, all because of a quality press

release sent out by a paid distribution service. Paid outlets will get your press release in a lot more news hands than any free service you can find.

Four-Lane to Passing Lanes:

I'm confident that after reading the "Four-Lane Highways" section of this manual, you have learned more tactics and strategies to bring in a traffic flood and how to use them effectively for your business. As stated earlier, paid methods are more effective, more efficient, and overall better for your bottom line for the long term. As soon as you are able to do so in your online marketing, you should venture out into the various paid tactics you feel comfortable beginning with. As you master one, move on to another. Soon, you will find yourself with more traffic, more sales, and ultimately more money than you know what to do with.

Passing Lanes:

Welcome to “Passing Lanes.” We are about to venture into more advanced tactics and techniques to funnel infinite traffic to your website. These ways will be like passing lanes for your traffic to pick up speed. This is more advanced stuff than anything we have discussed so far. We are going to discuss Search Engine Optimization (SEO), How to use Expired Domains, and techniques to get your website “Spidered” and Indexed quickly from the search engines.

Search Engine Optimization:

As a disclaimer here, I need to tell you that I am not a SEO expert. I do, however, know a few things that make a big difference to how Google and the others view your sites and list them in their index. If you want more in-depth information on SEO, check out the SEO guide available free from the Marketing Bronze Club (it’s inside of the Webmasters Resource Kit) – [click here](#) to claim your free Marketing Bronze Club membership.

White And Black Hat SEO: Do you remember the old cowboy movies? Good guys always wore the white hats and the bad guys wore black, right? The funny thing about SEO is that we have sort of a “cowboy movie” type debate that goes on daily. “White Hat” techniques versus “Black Hat” techniques. White Hat tactics are supposed to be straight-laced, by the book types of methods that do everything on an ethical scale. Black Hat methods on the other hand are considered by many to be dishonest or unethical. Let’s look at a few differences...

White-Hat:

White Hat tactics are basically anything done by humans for humans to see that are considered legal and ethical. The pages are designed to be read by visitors who are looking for quality information and these types of methods tend to last for the long haul.

Some white hat techniques include your domain name, keyword usage, content clarity, quality of page design, and much more. For example, if your page is built with a good quality site design, you have articles that utilize your targeted keywords effectively, and you have a quality domain name; you are well on your way to good optimization for the search engines.

Black-Hat:

Black Hat methods are generally the opposite of white hat. Pages are built using software instead of by hand. Content tends to be unclear. Page design is usually poor. Disposable domains are used. The sites are basically for search engine results only and not really designed specifically for human viewers. Black hatters are also known to stuff large blocks of keywords into the page and have even been known to “hide” those keyword blocks by making the text the same color as the background.

This has become the latest trend for AdSense sites. Many people are building multiple sites with duplicated content scraped from article databases. The sites are mainly designed for someone to find in Google or another search engine and click on the AdSense ads instead of finding good quality content. These sites are very Black Hat, although they are making some webmasters very good incomes.

Shades of Gray:

In my SEO methods, I prefer to stay in grey areas. White hat methods are great for long term results, but black hat tactics give a great jump-start for results. Now, don't get me wrong...I am not advocating Search Engine Spam. I hate digging through junk results in Google as much as you do. What I am talking about is using your keywords effectively on your pages and using a lot of them, without “stuffing” them on the page. Using linking strategies that may or may not be considered “white hat” methods.

The general thing to keep in mind when creating or optimizing your web pages is that if your site is easily accessible to all web users, especially those with disabilities; then it is usually pretty optimized for the search engines as well. Search engines are text-centric, so they look for the text on your pages. Be sure to apply text tags to all images and graphics on your sites so that the search engines are able to “read” them as well.

Really good SEO can take a site with minimal results and turn it into a traffic machine. I have seen very simple changes made based on a few basic SEO techniques take a site from result 200+ out of 1,000,000+ and put that same site on the first page of Google search results. As a result, the same site has increased its traffic beyond belief. SEO works!

Expired Domains:

One of the easiest and most productive tactics to generate unlimited web traffic is through the use of Expired Domains. Sometimes domains expire because the former owner has decided to drop the project altogether. Other times the owner just forgot to extend their registration another year. If you can swoop in and get hold of these types of expired domains, you are well on your way to a traffic monsoon.

Redirected Traffic:

Most traffic brokers and resellers offer redirected traffic from expired domains in their purchase choices. Generally, they will take a domain they have in their portfolio and redirect it to the site of your choice. This can be a pretty good way to increase traffic, but is not very controllable from your personal standpoint. What I mean is that you have no control as to what type of domain this traffic is coming from. You don't know if the old domain is potentially relevant to your subject matter. Basically, you purchase a certain amount of traffic in the form of "hits" to your website and the reseller tracks these hits by how many people are redirected from their domain to your site. Once the hits have been delivered, they redirect those hits to someone else.

Purchase Your Own:

By far, the best method to utilize for expired domain traffic is to simply buy your own expired domains. There are many different techniques to find these domains based on a number of factors. Besides relevancy, you want to consider Link Popularity, their Alexa traffic rating (if still listed), and are the domains listed in any online directories (especially paid directories). These factors will increase the value of your newly acquired expired domain name.

Expired domains, as stated before, can incredibly boost your traffic flow and the more targeted the domains that are being redirected from, the better opportunities you have for capitalizing on that traffic and making more sales.

Faster Spidering/Indexing:

Search engines use what is termed as a "spider" to scour the internet and look at all the web pages that it wants to include in the search index. Spidering or Indexing can take from a few days to a few months, depending on the methods you use to attract the attention of these spiders. Fortunately, there are a few ways that we can help to speed up the process and attract those spiders faster.

Blogs:

We talked a little about blogs in the section on buying links. Blogs are by far the fastest way to let the spiders know about your website and have them scurrying over to take a look and see if they like it. I'm not talking about just getting links from other blogs. I mean start your own blog based on the same topic as your website. Post to your Blog at least a couple of times per week, and preferably more often (especially at first) so the search engines will be hitting you more often.

The very nature of a blog is designed around constantly updated content. This makes the search engines go wild. When you start your own blog, it will not be long until the search engines have started spidering it and in turn will pay attention to any links you have leading from it. To speed this process up even further, you can create a blog using Blogger.com. Do you want to know a secret? Ok, so it's not so secret; but Google owns Blogger.com. Don't you think that makes Google pay a little more attention to blogger blogs than others? I think so, though I suppose there is room for debate on the issue.

Other blogging platforms exist besides Blogger.com. You can host Blogger on your own website as well. When hosting a blog on my own website, I prefer to use Wordpress than Blogger because Wordpress tends to be quicker to install and easier to maintain. A convenience of Wordpress is that it can automatically installed by Fantastico, which is a feature of most cPanel control panels of a web host. Every blogger will have their own ideas and thoughts on blogging platforms and to each his own. As you begin working with your own blogs, you will find which one works best for you and make your own choice as well.

Site Maps:

Another great method to make Google sit up and take notice is through the use of Site Maps. Site maps are basically a file that shows the entire structure, including linking, of your entire website. Google has a service where you can submit your site map directly to them in much the same way you submit your site to the search engines. It does require you to have a site map in XML format, but you can find site map generators all over the net.

To submit a site map to Google, simply create an account with Google Site Maps and submit the link to your site map. Google will give you a file name that you must upload to your site in the root folder. Now don't get intimidated here. All you do is open up Notepad and click "save as." Copy the file name exactly as Google gives it to you and then change the "file type" to html. Once you save this file, upload it to your site and tell Google that it is completed. Google will verify the file and your site map is submitted. That's it. Very easy.

There is definitely room for debate over whether site maps actually serve much purpose. It has been my experience that they work well for most of the sites I have submitted. And to be quite honest, it couldn't hurt; could it?

Expressway Ahead:

Advanced techniques like SEO are intimidating to say the least. I was scared to death to try to learn them at first because I thought that I would get so confused in the process. I was afraid that I would end up mixing things up so bad that my business would suffer extensively. What an incredible surprise to find out that not only was I wrong, but it was quite the opposite. Not only was it very simple to learn the basic SEO techniques needed to help in search engine rankings, but it also made a huge difference in my online business.

Learning basic SEO has turned some of my sites around from failing miserably to actually doing quite nicely. I definitely advise that if you are looking for search engine traffic, you take the time to learn a little SEO and maybe a little mix of "gray hat" tactics, and utilize the tools available to you. It will make an incredible difference in your business and as a result, your bottom line.

It's funny. After reading through these techniques, they don't seem so advanced anymore; do they? That is because they are really not any more advanced than building a website or balancing your checkbook. They just seem so much harder because we tend to make things more difficult than they really are. Now that we have stepped back and looked at them a little closer, we have nothing to fear. Jump in...the water's fine.

Building an Expressway:

I bet you are looking for the Ultimate Secret Weapon to drive expressways full of quality, targeted traffic to your online business. Sure you are, because we all are. If making an income online is appealing to you, every bit of traffic generating methodology is important to you. But the human side of us also wants that Secret Formula, that Silver Bullet. Well, guess what! I have found that Silver Bullet...and surprisingly, it's no Secret.

The tried and true, sure fire way to build up a massive traffic jam at your little piece of internet real estate is through the use of articles.

Writing Articles:

The simple fact about the internet is that Content is King! Think about that for a minute. Every time you log onto the internet, you go there for a reason, right? You go to check your email, read the daily news stories, or search for information. Every thing online is content in one way, shape or form. Search engines cannot perform without content. Websites cannot be published without content. Nothing happens online without content!

Remember when we talked earlier about search engines being text-centric? Yes, content takes on many forms, including audio and/or video; but in order for Google, Yahoo, or MSN to take notice of the content, it must be text-based. Articles are perfect for this purpose. Articles can be passed around the internet like a virus, bringing you massive influx of traffic on a daily basis. The beauty of using articles is something called a resource box. This is the box or section at the bottom of the article that holds the author information and website URL. This section must remain attached to the article any time another webmaster chooses to publish your article on his or her website. This creates multiple links back to your website, increasing your ranking in the search engines and allowing others to visit your site after reading the article you have written.

There are some very important things to consider when using articles for your web promotion. First thing first, never plagiarize, i.e. steal someone else's work and put your name on it. For one thing it is unethical. Most importantly, it is just plain illegal. Copyright protection is designed to protect any type of content. That means that it could end up costing you money, and lots of it, should you choose to "borrow" articles from someone else. Sure, there are article databases out there that allow you to take articles and use on your website, but you also must abide by their rules and keep the author's resource box (information about the author) at the bottom of the article. Besides, that is not the purpose for article use in the form of your website promotion.

Now that that's out of the way, there are many places for you to get articles to use for your promotional purposes. You can purchase Private Label Rights (PLR) to articles that are already written for you (more on this in just a moment), you could hire a Ghostwriter to create your articles, or you could just take some time and write your own. Depending on your current time and financial situations, all of these tactics have benefits.

Private Label Rights (PLR):

Private Label Rights to an article means that once you purchase the article and rights, they are yours to do whatever you want with them. You can delete parts, add to them, change them, completely rewrite them and that's all ok. You even get to put your own name on them. What a deal, eh? PLR articles are great because they save you tons of time in having to create them yourself and they save you some money as well. Looking around in online forums and other spots online, you can find these PLR packages varying in price and availability. There are even PLR memberships you can sign up for to get great articles with Private Label Rights.

When purchasing PLR articles, keep in mind that a lot of other people may be purchasing the same articles as you are. This allows you to get the articles for a discount price and get more articles in the process. This also allows for substantially duplicate content. A lot of people will purchase these packages, not make any changes to them at all (or just change one or two lines), and then submit them for publication. Submission services have begun to ban authors whose content closely resembles that of another author. This is an effort to crack down on PLR content being submitted to their services.

I like to take PLR articles and use them as the basis for my new article that I plan to use to promote my website. I take an article and pull out all of the writing except the basic structure of what I want to communicate to my readers, then I put everything into my own words. This allows me to get the best results from the PLR articles that I have purchased and it also gives me 100% unique content to draw traffic back to my site. If you don't use Private Label Rights in this manner, you **must** at least make sure to change it enough so that looking at the articles side by side, you cannot tell that they are the same article. Make sense?

Ghostwriters:

By far, the easiest way to get articles for publication is through the hiring of a Ghostwriter. Using a ghostwriter means you hire someone to write the articles for you on the condition that you are granted 100% exclusive rights to them as if

you had written them yourself. This is a very popular way to increase your article portfolio and you can also take ghostwritten articles and rewrite them to turn them into multiple articles, thus increasing your promotional efforts from one simple article.

When choosing a ghostwriter, a few considerations must be made including cost. Ghostwriters can become fairly expensive over time if you have many articles written. You will also pay more for quality, although this is worth the extra costs

in itself. Keep in mind that you want people to read your articles and look to you as an expert in your field. This will cause them to want to hear more from you and you stand a good chance that they will visit the website URL you have in your resource box. A well written, high quality article can easily earn you thousands of dollars in extra revenues over time. A well known marketer that I know of, states that he has articles dating back to 1998 that are still online and are still making him money. If this is not a true testimonial to the power of a good article, I don't know what is. Hiring a really good ghostwriter to write in your place can help you achieve the same kind of success.

Do It Yourself:

I know, I know...I didn't think I could write articles either. I had myself more than convinced that no one would want to read what I had to say. One day, I sat down and told myself "Self (that's what I call myself sometimes) you can write at least one article, just try!" So after fighting it out and a few bruises later, I wrote my first article. It wasn't perfect, but whose first attempt is? It was a lot easier than I expected it to be though. As a matter of fact, once I started writing, more information about that particular topic kept popping in my head. It turned out that I had to force myself to stop writing so that I would not have too much information and bore someone to death.

I like to write articles in a style that makes the reader feel like I am talking directly to them. Conversational style, that is. If I can sit down at a blank screen and type information as if you and I were talking about it and you were asking questions for me to answer, the articles I write come out more informative and enjoyable. This keeps me from adding too much tech into it as well as keeping me from seeming too much like an advertisement for my business. I mean; would I be talking to you and sprout into a commercial in mid-sentence? Come on...

Articles are a very powerful tool to promote your business and offer great information to others at the same time. The more information you share, the more your reader trusts you and your opinion about your subject matter. This automatic trust you earn from your readers will make them comfortable in purchasing from you, because you are an expert in your field, right?

So you have your articles written, now what do you do with them? Read on...

Submitting Articles:

After writing your articles, or having them written, you now have to have a medium for distribution to others. This is done through Article Submission Services. There are a record number of Article Directory sites on the internet and more are popping up every day. These directories allow you as an author to submit your newly written articles for publication in their directory, as well as allow other website owners looking for content to use these same articles on their own websites for their visitors to read.

As we already discussed, allowing reprint of your articles with your resource box and URL in tact will generate back links to your site, higher search engine ratings, and more traffic from the sites that publish your articles. The more directories you submit your articles to, the more likely that they will be published in multiple locations for best results. There are two methods of article submission you should know about. The first tactic is free, individual submission. The second is obviously paid, automatic submission. Let's look closer, shall we...

Free Submission:

Free submission of articles is the most common method to get your articles out for publication, for obvious reasons. Just because something has no cost to use, doesn't really mean that it is free though, in my opinion. I consider my time to be very valuable to my business. Unfortunately, with free submission, you have to submit your articles to each directory manually and individually. As you can imagine, this does take up quite a bit of time, especially if you are on a slower internet connection or you have any minor issues with your articles.

Make sure to follow all submission guidelines and requirements on individual directories as well. Most will not allow affiliate links to any products in your resource box. Your link must go through your own site. The best way to accomplish this and still be able to promote affiliate products with article submission is to use a simple redirect from your web address. Using a simple redirect page, visitors will see a link with your homepage link and then be forwarded directly to the affiliate site or page you want them to land on.

Paid Submission:

There are so many reasons to use paid submission services over free ones. The most obvious one being time savings. Paid submissions will generally submit to multiple directories for one price and allow you to do it all automatically. If you write any number of articles, paid submissions will pay for themselves many times over, especially if they allow unlimited submissions. Also, these paid submission services will have access to directories you may not even know about. This is additional exposure that you can receive without any additional cost over the original fee for submissions. More exposure obviously means more traffic.

When seeking out a paid submission service, be sure to research their results and customer satisfaction. Some services promise a lot and fail to deliver on those promises. Trust me, if there is a service that is not delivering all they are supposed to; it is not that difficult to find this information out. Also, be sure your submissions fit in with their guidelines, as they craft their requirements based upon the many different directories they submit to. This can mean the difference in publication or denial, the difference between massive traffic spikes and a few Sunday drivers.

Expressways Re-Traveled:

Article writing and submission will be one of if not the absolute best method for traffic generation you can learn and apply. If you ignore every tactic we have discussed in this entire eBook, please do not ignore this one. It can and will do so much for your business online. If you came up to me tomorrow and told me I had to throw away all of my marketing efforts and could only depend on one technique to grow my business; I am sure you can already guess my choice. Without hesitation, I would begin writing and submitting more articles. It is just that powerful!

When you finish reading this manual, I want you to promise me something. Promise me that you will start writing your first article. It can be about anything you want. Don't write it for promotion purposes, but just to convince yourself that you can actually do it. Once you are finished, read it and then let someone else read it. I promise you, it will surprise you how easy it was and will most likely surprise you that it is really not bad for a first attempt.

Do it today and you will not be sorry! It's smooth sailing from here...

Adding Road Signs:

In this section, I want to give you a few additional tactics that will help you with your traffic generation progress, when used in conjunction with the other methods we have already discussed. They are simple and pretty self explanatory, but again so many people make them harder than they should be. Let's talk about Domain Names in general, Overall Site Design, and some Offline Advertising methods. These methods are like adding much needed "Road Signs" to help point the way to your websites.

Domain Names:

When choosing a domain name, you should consider a few things before making that final decision. Your domain name is your identity online. It could be the name of your product, your company name, or even something more creative. If your site is designed around a product, my advice would be to use your product name in the domain name if at all possible. The same thing goes for your company website. It is your public gateway to your business, so using your company name is very beneficial.

When creating websites that offer content and information, a domain name has room for a little more creativity. I generally like to use my keywords in my domains or this purpose. For example, one of my sites is about Health Insurance Coverage. This site is strictly an informational site that I have monetized by using AdSense Ads. The domain name I chose for this site is www.goodhealthcoverage.com as this name demonstrates some of the keywords that the overall site describes.

When choosing to use keywords in your domain name, be sure that your domain name is clear and concise. The worst thing in the world is to choose a domain name that no one understands or can remember. Sometimes I also use hyphens to further clarify and define my keywords in my domain names. In the previous example, I did not use hyphens because I thought the name was clear enough and memorable. But for our discussion here, suppose you wanted to build a site around the same topic and obviously my name was already taken. You could choose to use "good-health-coverage.com" instead. It spells out your keywords

and makes the name clear and easy to read. Easy to read means easy to remember, right?

Site Design:

So many times I see websites that are cluttered and disorganized. Other times I come across ones that are very flashy and lean heavily toward graphics and pictures. When building your website, site design is very important and will make the difference between visitors that come and go or visitors that stay and look around.

When designing your pages, keep things nice and appealing. Look at your finished site and think about your own browsing experiences. What do you like to see in a site? What keeps you on the page? What makes you want to click away? Keep these things in mind and design your sites accordingly. If you don't like to see it, no one else will either. This works right the opposite too...if you enjoy it when web surfing, chances are others do too.

Have you ever found a website link that was described as one of the absolute best places to visit online and you were just dying to see what everyone was raving about, only to find out that it took forever to load in your browser? And you're on Broadband! For most people, it doesn't matter how great the site actually is or how much information they could learn from it. There may be the real secret to success hidden on the homepage, but most people will refuse to wait for it to load. I am the same way. If a page takes more than 20 or 30 seconds to load, I'm gone and so is your average visitor. Keep this in mind when designing your pages.

Graphics look great. Flash movies or headers are catchy and attractive. Unfortunately, each of these elements takes time to load up. The better the quality your pictures are, the longer they take to load. Now, I am not saying put poor quality pictures on your sites. What I am saying is to take it easy with the number of pictures and other additions and think of your visitors' total experience. If you lose them because your sites are slow, you lose any chance of converting them into cash.

Offline Promotion Ideas:

When thinking of generating a steady stream of traffic to your websites and your online business in general, it is very easy for you to fall into the trap of only promoting on the internet. This is detrimental to your business' health. I don't mean that it can cause you to fail, but it does leave a lot of additional traffic potential on the table. So many marketers tend to forget that there are a lot of potential customers and visitors in the "offline" world. Yes, you can create a traffic stream simply by marketing to the offline world around you.

There are a lot of ways to get the attention of those around you and draw them into your piece of virtual real estate in cyberspace. Any good marketer will incorporate at least a few of these options into their traffic generating arsenal. Because these tactics are self explanatory, I don't plan on going into too much detail on them. We do need to touch on them briefly so that you may have some additional ideas in your portfolio.

Business Cards

Business cards are a great way to market your business. Everyone in the business world offline uses business cards. They are the single easiest method to pass on your contact information to a potential client. Business cards are also a great way to increase visitors to your website. By making your business card catchy and highlighting your web address, you make people want to sign on and see what's happening at that URL. I like to leave a business card almost everywhere I go. I will leave one with my tip at a restaurant, on the counter in any restroom, and other places as appropriate. Many times you can find a "community board" in your local supermarket or department store that you can place cards up for others to see. One of my favorite methods of marketing is the "Card Swap." This is where I ask for the business card of someone that I have an encounter with and at the same time I receive theirs, I am handing them mine. It works very well.

Flyers

Flyers are another way to draw attention to your business. Flyers are very inexpensive, some might say cheap, and they allow you to pass your business information very quickly. As mentioned above, you can place these on community boards, just like business cards. You can also pay a local high school or junior high boy or girl to pass them out in their neighborhood. Only one thing to point out in handing out flyers...make sure that it is not against any city ordinances prior to handing them out or having them handed out. Some cities have very strict rules concerning the passing out of flyers. Also, be sure to impress upon anyone helping you that litter is not an option. It might even be worth it to have someone else canvas the same area a few hours later to look for any that have been "trashed" along the sidewalks or lawns.

Direct Mail

One of the marketing staples of the past before the internet world was, and still is, Direct Mail. Although it can be very costly, direct mail has its rewards. You are able to target your visitors based upon just about any factor you can think of. If you want to target a certain zip code, demographic, or population; you can easily reach these people by using a reputable direct mail organization. I would not venture into this tactic until your business advertising budget can support it; however, once you can you will notice a dramatic increase in your online traffic.

Stationary

How many times have you gotten mail from a local company that was written on plain paper? That's right, not very often. Why do you think that is? Well, brick and mortar businesses know that when you need to contact them for any reason, you will go looking for that mailer faster than looking them up in the *Yellow Pages*. You should use your own personalized stationary for your online business. Anytime you send out mail for any reason, use your letterhead. It doesn't cost much to have personalized letterhead, labels, and envelopes printed up with your business information. You would be surprised how this can help your business.

Billboards

Not a method for the faint of heart, or wallet...billboards make a statement. I thought I should at least put this tactic in the mix for those that are able to use it. Remember, if you decide to use a highway billboard, keep it simple. People tend to have a hard time reading a lot going 70 mph.

Print Media

When thinking of offline advertising methods, standard print media comes to mind first. Newspapers and magazines are the most common media forms for putting your message right in front of your target market. Full page advertisement spreads, small quarter page ads, classified ads, advertorials, and more. Again, budgets have to come into play when looking at advertising your business in the mainstream media, but you cannot overlook this avenue. Find your target market and subscribe to a couple of their journals or periodicals. Watch what ads run week after week or every month. These ads are running continually because of one fact...they are working and working well. Don't copy these ads per se, but emulate them. Find what works and adjust that to fit your business. You

can create such an influx of traffic to your business through these methods.

TV/Radio

At one time, purchasing air time on Television and Radio was next to impossible for small businesses. Financially, only the most liquid of corporations could compete in these markets. With the innovations of Cable, Satellite, and other means; advertising has become more affordable and more easily targeted through this type of media. You can now buy a 30 second commercial from your local cable station or radio station for under \$500. Sure, \$500 may be a lot of money in terms of an advertising budget, but your Return on Investment (ROI) can be substantial.

Your Automobile

Your car, truck, minivan, or SUV can be one of your greatest marketing tools. How many times have you found yourself sitting in, of all things, “traffic” waiting for a light to change and you look at the car in front of you, only to find a “traveling billboard” on their back glass? “Jim’s Handyman Services – Call 555-XXXX” Do you think these people generate new business this way? You bet they do! Real Estate agents usually have a sign on the side of their cars to show that they sell houses and you should contact them now to buy one. Magnetic signs and custom lettering, or even a bumper sticker, can help you reach people that you will never personally converse with otherwise. Don’t let the simplicity of this tactic fool you.

Promotional Items

I want you to do me a quick favor right now. Take a look around your house, on your refrigerator, maybe even in your pocket and see how many things you have lying around that have the name of a business on them. If you are anything like me, you probably have at least half dozen magnets on your refrigerator holding the latest masterpiece from one of your children. Those magnets are not blank either are they? No, they have a business name and description, phone number and/or web address. How about the pen you use? Not the one you carry in public, but maybe the ones lying around the house. Do you have a calendar hanging on the wall? You probably get where I am going with this. Promotional items are the most inexpensive investment for your business that last the longest amount of time. My parents still have pens lying in a drawer from

businesses in my hometown that have been nonexistent for a number of years now. Now that's staying power.

There are a number of places you can purchase promotional items and they are not just limited to pens, magnets, or calendars. You can pick these up locally, or you can order them online. One of the best places I have found to purchase these types of items is through a Kaiser & Blair representative. Kaiser & Blair has been in business for over 100 years. You can visit their website at www.kaeser-blair.com/ for more information or to find a dealer near you.

Offline advertising can increase your exposure, your traffic, and your bottom line. Be sure to take advantage of as many opportunities to promote your business offline as you can. Because there are so many marketers that overlook this type of promotion, you can really get a jump on the competition this way and reach new markets in the process. This can help you access the people that your new visitors know that you don't, simply through word of mouth.

Gridlock Ahead:

As you can see, there is more to traffic generation than just advertising and online promotion. Some very basic things can make a huge difference in your website productivity. Never overlook the power of simplicity and the impact it can make for your online business. Domain names and site design are very important. Don't forget the fundamentals and they will reward you greatly. Be sure to utilize the offline traffic methods available to you as well. This will greatly increase your ability to grow and continue to move into new markets.

Gridlock: NOW WHAT!?!

Your traffic count has passed the threshold of traffic jam and entered into full out Gridlock...now what do you do? Now it is time to build up your cities, so to speak. You need to have ways (notice that ways is plural) to capitalize on your traffic. You don't want your visitors to wind up at a ghost town and then just drive on through; you have to give them a reason to stop and stay for awhile. Give them an attraction to enjoy. Keep your sites "sticky" (a term meaning to keep people coming back for great content).

Content:

First and foremost, people visit web pages for content...information that they are interested in reading and learning about. Content can take on many forms from text to audio to video. Include some great articles about your specific subject matter. Articles, of course, will not only give you great content for visitors to enjoy; but they will also give you added ammunition to get ranked in the search engines.

Some other ideas for content might be Contests, Games, Quizzes, or Surveys. Everyone likes to participate in fun things. Contests and Games are just enjoyable. You like to win things, don't you? I know I do. It doesn't have to be anything valuable either. Just a form of recognition is enough for most people. Using quizzes or surveys gives your visitors the opportunity to participate with you. This can also give you some incredible information on your target market. This information can help you discover new ways to monetize this particular website. By asking things to your visitors, you can find out what your traffic might be interested in buying from you in the future.

Another incredible way to keep your sites sticky is by adding a Forum and a Blog. I say add both because each one can serve the purpose of offering additional things for your visitors to do; plus both forums and blogs are very search engine friendly due to continually changing content. Like the previous content ideas, forums and blogs give your visitors a chance to contribute and participate on your website. Forums are a great tool to allow others to communicate with like minded people on a subject that they enjoy and/or want to learn more about. Blogs allow you to keep your visitors up to date on a continual basis, as well as allowing them to post comments to you and your other viewers.

Audio content has been mainstream for quite awhile now and is growing increasingly more popular everyday. Everything from a simple message from the

site designer to interviews and teleseminars can be showcased on your pages through the use of audio. Not completely brand new, but making a grand entrance into common place...Video Content. Video is now being touted as the “wave of the future” for internet marketing, as well as other content based website solutions. It is increasingly easier to include video into your sites through less expensive software solutions and cheaper bandwidth pricing through web hosts. Don't overlook your options for incorporating video and testing out the impact it has on your returning traffic.

Lead Capture:

The most common problem I hear from website owners would have to be “I have a lot of traffic to my websites, but I don't make any money from them.” My first question to these webmasters is always the same. “Do you have a way to communicate consistently with your traffic?” Do you want to guess what the answer is the majority of the time? You guessed it...”NO.”

If you are not able to constantly communicate with your visitors about what you are doing well and what you might be able to change to make it better, you are missing out on the bigger picture. This is where Lead Capture comes into play. Lead capture simply means having a method for capturing the names and email addresses of all of your visitors that will give you this information. If you have a way to contact them, you can ask these important questions directly to them.

Capturing leads is not rocket science. All you really need is a good form to request the information you would like from your visitors and a really good reason for them to give up this personal information to you. One of the best tactics to collect email addresses is by offering a “reward” for them. Offer a free special report or eBook about the subject matter surrounding your website in exchange for them filling your form out. Once your visitors click on submit, they are automatically forwarded to a download page or your free report is automatically emailed to them. Using this method, I have personally been able to build a subscriber base of thousands; while many marketers that I know have been able to build tens to hundreds of thousands in the same manner.

Autoresponders:

Speaking of contacting these new leads, you really must have a great Autoresponder to help you collect, organize, and track your subscribers. It is just way too much to try to do this manually and through your regular email program.

Any good autoresponder service will allow you to help automatically subscribe, unsubscribe, and monitor your current subscriber base. A huge benefit of a great autoresponder is that you can schedule all of your emails out over a specific time frame to be delivered to your new subscribers in a certain succession. You can also broadcast email messages to your subscribers when you need to keep them informed of a new development or offering.

Note: I cannot talk of lead capture and autoresponders without mentioning the need for Opt-In controls in place. The best method for verifying that your subscribers truly want to be contacted in the future is through Double Opt-In confirmation. Double Opt-In means that when a new lead submits their information to you, they receive a confirmation email that they must reply to through some sort of action verifying that they truly filled out your submission form. This will protect you in the future from SPAM complaints if you can show records of your Double Opt-In submissions.

Relationships:

No, I don't mean dating, although that is a hot market for content site generation...Relationships are very important to you as a marketer. You **must** build a relationship with your subscribers. This is the single, most important need for having your own email list. The worst thing you can do to your subscriber base is to constantly bombard your list with advertisements and junk email offers. This is how to quickly lose everyone on your list and to also create a stigma about you and your type of marketing; forever handicapping your future marketing efforts. Even if you reinvented your style and offered the best value to anyone on your email lists in the future, you will have a hard time getting over the initial impressions left by this previous type of marketing. Trust me, do not go down this road.

Newsletters:

I have found that the best way to offer increasing value to my subscribers is through a weekly newsletter. Other marketers I know of use newsletters and/or ezines only on a monthly basis, but still build an incredible relationship with their list. As long as you give them great quality content and information without asking them to buy, buy, buy all the time; you show your subscribers that you care about them as individuals and that you value their time. When you do offer an opinion of a new product or service, chances are they will value your suggestion and if it fits their needs, they will tend to purchase it from you or through your affiliate link.

Special PDF Reports:

Another way to communicate extra value to your list is through the use of special reports and PDF's. I like to submit all of my special reports in PDF format, for a couple of reasons. One, PDF's are for the most part universal and can be viewed on all computers. Two, PDF's have more perceived value than an email or a special report plastered on a web page in HTML format. And three, PDF's offer a much longer "shelf life" than any other format. I learned this from a well know and highly respected marketer and this little piece of information has

served me well for awhile now. Take a look at your hard drive and see how many PDF's you have stored there. They are easy to save and easy to organize. I find myself keeping PDF's "Just in case I ever need them again" and coming across them later wondering what they were about. Then, of course, I read them again to see.

If you create these PDF special reports in the right way, you offer extreme value to your subscribers through the information you provide them while at the same time you are potentially able to suggest a purchase from them for a product or service that will help them realize the extra value in a more personal way. What I mean by this is that you can design a special report to inform them of a problem that they may or may not know they have and then show them a way to solve this problem (all within the information contained in the report). At the end of the report, you can include a short review of a product or service that can offer a much simpler solution to the problem in question and a link to this solution (through your affiliate link or your purchase page). Most people will not view this as blatant advertising if written correctly and gives helpful information. This is a very powerful marketing tactic known to increase the bottom lines of many of my associates, as well as my own.

Affiliate Programs:

One of the easiest ways to capture new subscribers, as well as boost your marketing ability, is through the use of an Affiliate Program. Everyone I know likes the opportunity to earn extra money. If you offer your own products or services, and they are quality products or services, you can use affiliate programs to help you increase your reach through your affiliate partners by offering a substantial commission. Think back for just a minute to the first chapter and our discussion of traffic exchanges. Remember when I said I would rather have a little from a lot of people? Well, the same principle applies here. If you have a lot of people promoting your product, you get a little revenue from each sale from a lot of people. The alternative here is to only sell your products through your own marketing efforts. Sure, you get to keep all the profits, but how much money are leaving on the table?

When having your own affiliate program, you get an additional benefit automatically added in. Through your affiliates marketing your products and services, you can build a relationship with them the same way you have with your regular subscriber base. Your affiliates will come to trust you and your opinions, which will give you an edge on generating additional profits through other affiliate

programs. Some programs offer multiple tiers, or commission levels, that you can be paid on. Once you have a list of affiliates that you utilize, you can suggest to them new programs that you support and promote. Through the use of these additional tiers, you stand the chance to profit from any sales from these same affiliates you referred. Always look for more ways to increase your income streams with minimal additional effort.

Membership Programs:

Many great marketers increase their email lists through the use of Memberships. Everyone likes to belong to something; this is built off a feeling of acceptance and belonging. Most membership programs offered online require a monthly, quarterly, or yearly fee; however, not all memberships have to cost to become a member. A membership program has the built in feature of requiring name and email address to become a member. How else can the program owner communicate new features and products without being able to contact the members directly? Can you see the benefits of starting a Free Membership Program? Through the features and products you include in your membership offering, you are automatically giving value to your members. This is a relationship builder on autopilot, allowing you to offer additional suggestions and product offerings to your members as well.

Customer Follow-Up:

I could write a complete eBook on Customer Follow-Up and still not be able to communicate how important this is to your business. Have you ever went to a furniture store or an electronics store and purchased a big ticket item from a commissioned salesperson? I have and I like to pay attention to the way I am treated after the sale, more than before the sale. I will always return to the same store and the same salesperson if, after my purchase, I receive a small thank you note or postcard from them. I'm not saying that those who do not make this small gesture are rude. What I am saying is that they lose out on more sales and potential commissions in the long run by not making that extra effort with their customers. It's true for me, and I know a lot of people that feel the same way.

Service & Support:

If you go the extra mile for your customers, they will remember it and treat you likewise. I have had customers over the past year that have emailed me to ask if I was an affiliate for a particular program they wanted to purchase because they would prefer to purchase it from me. Why would they do this? Wouldn't it be just as easy to just buy it from whoever they come across? Of course, but they know me and they know that I will do everything in my power to take care of them; personally. I firmly believe in Customer Service and Support. I always do my absolute best to treat my customers in the manner that I would like to be treated. This has done wonders for my business in the long run and will do the same for you.

Back-End Sales:

When you offer superb customer service and support, as well as incredible follow-up with your customers; you also open up other avenues for revenue generation. One of these avenues is through Back-End Sales. Back-end sales are simply sales that you make during your follow up process; sales made on the "back-end." A great many marketers miss the boat on this one. Too many online, and even offline, business owners have the mindset that once a sale is made, it is time to move on to a new prospect. This is a dangerous mindset to get it, because you miss too many opportunities for more profits. When following up with your customers, you should always give them information about complementary products and services as well as keep them informed on upcoming projects that may interest them. Remember, customers prefer to buy where they have already bought in the past and have had success. Give them this opportunity again and again.

After the Gridlock:

I am confident that by now you see the many opportunities to capitalize on your new found traffic and increase your profits many times over. If you don't, then I have failed you somewhere along the way. Many things can be done to increase your revenues, from AdSense publishing or other contextual advertising programs to affiliate sales to offering your own products and services. The one true constant in this picture is making sure that you can communicate with your visitors on a consistent basis. Content will help bring them in, but it is your job to

offer them more and keep them coming back, ultimately becoming more not just a subscriber, but a customer that buys from you over and over again for years to come.

End Road Construction:

I truly hope you have enjoyed our road trip down the path of highway construction, by learning how to drive consistent amounts of unbridled traffic toward your online business. It is your choice as to how you plan to start out on this journey. Some will choose to start out on Dirt and work their way up to Expressways, while some will go for all it's worth and jump out on the freeway with the top down and engines gunned. It doesn't matter how you attack your promotion efforts, as long as you put some action behind it and don't just sit there waiting for the light to change.

Traffic waits for no one. You can't expect to throw up a few signs and just wait for it to come to you. You have to build the roads that direct it full force to your door.

Thank you again for reading ***The Web Marketers Traffic Course***.

Good luck with your business!

PS If you haven't already claimed your FREE membership of the Marketing Bronze Club - offering loads of additional reports and manuals to help you build your traffic and your business - please see the next page...

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