

HOW TO GENERATE A POWERHOUSE OF TRAFFIC!

TRAFFIC POWERHOUSE



DIGITAL TRAINING COURSE

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CHAPTER ONE

TRAFFIC POWERHOUSE

CHAPTER 1

INTERNET TRAFFIC NOW



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Chapter 1: Internet Traffic Now



This Is How You Get The Traffic You Need Fast!

Traffic is the most important part of marketing online. Traffic is what creates a successful online business. Without it, you're going to be starving in the world of Internet marketing.

Internet marketers are always learning new tricks to build traffic. Many people have been doing this sort of thing for years now and can quickly generate interest by posting videos or other content on the web. Those are the people who are usually competing for you for eyeballs, especially if they are in your market niche. So, first you want to get a good idea of who is ranking at the top of Google using the keywords you've targeted, and then you want to find ways to copy them so that people searching for their content find yours instead.

This can be done with articles, videos, any type of social media. It doesn't take a whole lot of smarts, and it can be very effective because much of the work of attracting attention is already done for you. You just have to hijack that attention back to your site instead.

The first thing you do is go to the Google search engine and insert the keyword you are targeting. Then browse the first five pages of the search results to see who has gotten top ranking. These are the people who you are competing against.

Knowing that, you can start visiting their sites to see if you can find a way to use their popularity to increase your own. The simple way to do that is to go each site and see if they have a blog you can comment on, a discussion forum you can add to, or any other way to get your name in their site, with an appropriate link back to your website, if possible.

The next thing you want to do is create copy that is very similar to what they are using to be successful. You want to use similar keywords and similar topics. You don't want to outright plagiarize, but you do want to paraphrase and re-market the same content that worked for them.

Next, you want to find out who linked to these sites and content which made them go up in the Google ranking. Again, you use the Google search engine and type in “link:<http://competitorurl.com>”

This will give you an idea of who has linked to them. Here you are interested in seeing which social marketing sites are helping them to rank better. And then, you go into those sites and add your own bookmark or link there to confuse people into going to your site and also to bring up the ranking on your content too. If you happen to be looking at a YouTube video, you would find the links at the Statistics & Data section given in YouTube for each video, instead of Google. Either way, you want to know who is linking and then try to get yourself listed there too.

You will also want to know who are the people that showed such interest in these competitors. That's your target demographic too. You can do this for the competitor and for the links they go to. All you have to do is visit Alexa.com to get a good insight into the demographics of any site online.



Alexa.com

At Alexa.com you can insert the URL of any site on the Internet and search the traffic rankings by selecting that option. It will come up with the site and a brief description of what that site is about. That already tells you something about what kind of people your competitors and their links are attracting. Maybe it is a technology site or a business site, whichever, you now have that little piece of information stored away as one of the types of people who frequent your competitors' sites.

Under that you will see a breakdown of the traffic by country. This gives you an idea of the national demographic you may be targeting. You may think all sites are geared towards the US market, but that's not so. Once you understand who is coming to visit your competitors' sites, you will have a better understanding of how to build and market your own sites.

One last way to find places that can help you drive traffic to your site with Alexa.com is to use their Top 500 Sites list. It gives you a breakdown of which sites have the most traffic, separated by country of origin. This will allow you to target these sites to add comments, contribute content, and generally try to elbow your way into the limelight. It is located here: http://www.alexac.com/site/ds/top_500 .



Quantcast.com

To further your understanding, you will want to visit Quantcast.com for more market research on your competitors and their links. This site gives you a much better breakdown of the demographics in very minute detail. So, once you have some good candidates to research further, you add them to market research list you will do on Quantcast.com. All you have to do is type in the URL of the link you are interested in researching, and Quantcast can let you know what the gender, age, ethnicity, income, and college education is for all the people visiting that site. It will also give you the monthly traffic frequency too.

If you are looking for demographics, Quantcast.com is a goldmine of information!

Quantcast also has a very nice feature that allows you to see the other sites the audience that likes the link you are investigating also likes online. This gives you a handy-dandy way to find even more sites to research to see how they are attracting their visitors. Not only that, but you can visit these sites like you did the original site and see if there is any way you can add a comment, a link, or any other interaction that can drive traffic from those sites back to your site. And, don't limit your contributions to these sites to small things, if the return might be high. Think about submitting videos and podcasts too if that's allowed.

CHAPTER TWO

TRAFFIC POWERHOUSE

CHAPTER 2

STRATEGIES RESEARCH



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Chapter 2: Strategies Research

The best way to do market research is to stalk your competitors and see what they're doing. There are a number of different ways you can get that information and then use it to your advantage. It does take work and persistence. However, think how quickly your traffic can grow if you manage to find a site that is quickly building their audience and your content, along with backlinks to your site, is plastered all over their pages. You will quickly zoom up the ladder of visibility and you will see the results of your efforts.

Here is a step-by-step way to approach your market research in a methodical manner so as to use your time to the best advantage:

1. Understand your market niche and keywords you are targeting,
2. Go to Google and type in the keyword to find your competitors on the first five search result pages,
3. Visit each of these to see if you can add content and backlinks to the site to increase your traffic,
4. Take note of the most popular topics/content on these sites so you can later copy them,
5. Target a few of these for copy cat efforts,
6. Check out those few for their target market by visiting [Alexa.com](https://www.alexa.com),
7. Use [Quantcast.com](https://www.quantcast.com) to find out more about the demographics of these sites and what other sites might have an interest in that content,
8. Build content that is very similar to the sites you've targeted,
9. Submit it to the same people who linked to those sites, using similar keywords, titles, etc,
10. Reply to comments and build a buzz around your content.



Getting Out Of The Traffic Getting Circle

In order to learn how to simulate traffic flow online, the first thing we need to do is get an overview of all types of traffic available, so we understand how it moves. Let's talk about some of the types of Internet customers that are available...

- Subscribers
- Freebie seekers
- SEO Traffic
- Affiliate Traffic
- Customers
- "Regulars"

One of the things you're going to see: There are 6 customers heading to your shop, that's true – but only **3 types of traffic**:

- **Type A** traffic is crucial to your business success because it conveys people directly to your door. Think of Type B as a fleet of taxi drivers, each of whom recommends you to fares they think are likely to buy from you. They drop their fares off right at your doorstep, without ever coming in themselves (after a first, initial visit to check you out and make sure you'll please their clients – who will give them big tips!)
- **Type B** ends up hurrying directly into your shop and purchasing. They know what they want – and that you're likely to have it.

- **Type C** are window shoppers... They reach your shop, but spend all their time browsing, stepping inside only because they were lured by your “free samples” or window displays. They hover about, and come back again and again until one day they finally buy... or they look around, decide you don’t have anything they want; and leave.

Now we’ve got a clear handle on how it all works, let’s shift our focus to effective methods of handling and expanding all that complicated traffic. Without ever losing sight of our big goal.

Namely, to explode your sales, and solidify and prosper your business!



Your Visitors

If you’ve been in business a while, how will you dramatically increase the number of visitors? And if you’re brand new and need to grow a list, how can you get them to visit you at all?

In Section II, I’m planning to show you some truly little known SEO tips (at least, I’m judging they’re little-known, by what I haven’t see, in the countless dozens of other Traffic generation reports I’ve read). My SEO tips should help with organic traffic. We’ll deal with painlessly and quickly SEO-optimizing your static site HTML and your blogs. (Don’t worry, I’ve pared it down to just 5 easy-to-implement tips – with instructions.)

But one other absolute essential, before we deal with the “people” end of the equation, is to spruce up your site and blog **content** and **design**. Again, we’re not talking about any major overhauls here (unless your site is so ugly, it makes even the cat throw up.)

Here are vital **content** and **design** components you have to set in play...

Make sure your sites and blogs speak directly to your visitors. A trick I’m sure you’ve heard before... when you write, imagine a particular person from your niche and “talk” to them, just as you would if you were sending a friend an email – with one major difference: Cut the personal stuff about you down to just enough to let them see who you are.

And then talk only of what you think would interest them particularly.

Make sure your sites are visually easy to read, too – remembering, of course, that people who surf the internet don’t “read” – they “skim”, looking for the information they need to catch their eyes. Many of them are on a mission, and if you don’t engage them straight away, or catch their attention – they’re gone. (That’s called losing traffic by the truckload!)

Help them scan by using:

- Headlines and subheads that intrigue and promise
- Bullet points like this one
- Lots of “white space”, so their eyes aren’t getting tired out by a page jam-packed with text – with no “hook” they can latch onto.

But the most important 2 traffic generating items you need on every page of your sites or blogs:

- A “**call to action**” concluding the post or article
- A contact form or **opt-in form** in your blog sidebar, or on every page

There are a few vital **content** strategies and methods that will powerfully boost your traffic...



Article Marketing With RSS

Almost every internet marketer about the importance of **article marketing** in creating backlinks, exposure and boosting page rank. But there is one added dimension many people overlook – Web 2.0 sites. Web 2.0’s interactive capabilities make it the most powerful means of creating a network of backlinks almost instantly there is – particularly when you use it with article marketing.

Don’t just submit your articles to directories: Create and test the response from sites like [Hubpages](#), [Yahoo Answers](#) and [Squidoo](#) too. (They allow you to add **keyword tags**.) Guidelines have changed on both sites over the last year, but you can still drive traffic to your blogs or promotional pages, if you are careful to follow their guidelines.

When you’re writing any article – for blogs or directories - pay particular attention to your first paragraph. Your first paragraph or its first few lines are what normally appears as your feed summary in Web 2.0 article directories like [Zimbio](#). Create a punchy, irresistibly curiosity-rousing intro sentence or two so that people will click on your blog link to keep reading. (You don’t have time for a “slow warm up” in your intro.)

(You probably already know your headline should contain your primary keyword and make people want “more” – be mysterious, but not obscure.)

Use short sentences with “action” verbs. Use the word “You” and talk directly to your reader.

Invest in posting articles on sites that have RSS feeds, so that you are **automatically syndicating** your content. What this does is create instant back links, because when the RSS feed for that sites updates, all the other sites using that RSS feed automatically update too.

Think of RSS as rocket fuel, compared to ordinary gas.

It goes without saying that you should burn an RSS feed for all your blog sites, too. In fact, until you’ve created that RSS feed and made sure there’s a button on your blog, your blog is not complete.



And Speaking of Blogs

Here’s another powerful way to explode traffic through your blog: Make sure you “ping” – and get the most out of those pings, when you do.

Here’s how:

- Log into your WordPress administrator's panel, and go down to "**Settings**" on the left hand side. Select "**Writing**" from the drop down menu.
- Slide down the page till you see a text-area box under "**Update Sites**". Copy & paste the following URLs into the box, if you don't already have a list of ping sites:

<http://api.moreover.com/RPC2>

<http://bblog.com/ping.php>

<http://blogsearch.google.com/ping/RPC2>

<http://ping.webloglot.com/rpc.php>

<http://ping.feedburner.com>

<http://ping.syndic8.com/xmlrpc.php>

<http://ping.bloggers.jp/rpc/>

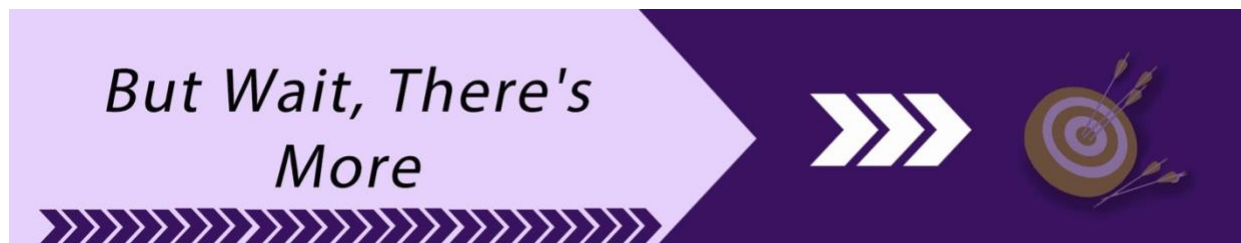
<http://rpc.weblogs.com/RPC2>

<http://topicexchange.com/RPC2>

<http://www.blogpeople.net/servlet/weblogUpdates>

<http://xping.pubsub.com/ping>

That's all there is to it!



But Wait, There's More

Here's another powerful way to explode traffic through your blog: Make sure you "ping" – and get the most out of those pings, when you do.

Sign up with [Feedbite](#), a service that allow you to create public pages as well as embed feeds on your sites (or any other site), using PHP or JavaScript includes generated by Feedbite (go with PHP, if you have a choice.)

What this does is allow you the option of having private feeds, as well as public.

[Zimbio](#) automatically pings your blog and publishes your articles to related Wikizines. You can submit either your Feedburner feed URL or your website URL.)

You can add pictures to your articles – you can even create your own Wikizine, basing it on a powerful keyword.

As with Squidoo, however, be sure to visit other Wikizines and articles on Zimbio, and comment or vote. Being Web 2.0, it's an interactive community; and in this way is a little more labor-intensive than traditional submit-your-article-and-forget sites – but the “love” you'll get from Web 2.0 based directories in return (compared to traditional static ones) is like article marketing on turbo thrusters!

TIP: Zimbio is particularly suited for press release-style formatting.



Avoiding The Time Sinks

Yes, forum and blog commenting are still effective – but you have to change the way you think about them.

When you're posting on forums, you need to focus only on your ideal customer. Forget the fascinating post on shipping (something you do with your physical product site), if your target market are all bloggers who never ship anything.

You need to be where they're all congregating – and if you're really strapped for time, [Twitter](#) is your best bet. You can point qualified readers directly to your posts and products (using [bi.tly](#) to shorten your links), to answer their questions. And when the maximum post size allowed is a 140 character line, you're not going to be spending half an hour crafting a custom reply.

(It's also a great source of questions from your target niche!)

When it comes to **forums**, you'll find you still need to at least monitor the best forums for your niche. Pick at least 2 forums, and get into the habit of giving one highly valuable answer to a question per day (alternating your 2 forums.)

If you do the same thing on blogs with a high "authority site" status – for example, Lynn Terry's Clicknewz or Darren Rowse's Pro Blogger (as long as their content and focus is aligned with yours), you'll create powerful connections there too. (Both these blogs allow you to post your site URL, and if readers like your answer, they'll usually visit your site, to see what else you have to say.)

Product Reviews For Traffic

If you're an affiliate marketer, you'll already know that **reviewing a product** is a solid tactic to attract leads.

But what do you do, if you're selling your own products?

Use **case studies** instead, to play up your product's benefits to your customer. Or have a **guest poster** review your product. Use squeeze pages with strong calls to action – and make sure there are no other links on that page, besides your actual sign-up form.

Once you've got your content presented as powerfully as you, it's time to start going out to the street corners and inviting people to the wedding.

The best way to start inviting visitors, if you're building a list from scratch, is with either:

1. **A limited-time Special Offer** on your favorite forum (check the rules to make sure this is okay. Many forums have Special Offer sections.)
2. **An enticing "Freebie"** to get them to sign up to your list

Both methods have an advantage. With a Special Offer, **immediate sales** is one pay-off – but that shouldn't be anywhere near the forefront of your mind. You'll use this Special Offer to test and tweak your product if necessary, based on the feedback you get. (And don't forget to ask for feedback!)

Far more vital to your traffic generation – **testimonials** to include in your "big" launch; and subscribers who have been pre-qualified by their eagerness for your freebie, with the sign-up option.

Your Special Offer can be free for your list – but many people swear by charging a minimum fee for it - \$1.00 or \$2.00. (It's a psychological truth that people attach more value to something they have paid for.)

One other little-mentioned advantage of starting with a highly targeted, limited-time Special Offer lies in the fact that you will now have a list (even if it's not the largest one on the planet.

Without a list, you are far less likely to attract quality affiliates.

With a Freebie, you need to actively promote it on more than just your favorite forum (the one that housed your exclusive Special Offer.) **Social networking** – across as many platforms as you frequent – is a must for creating that most powerful asset of all – word of mouth buzz.

“When In Doubt - Ask”

But that's not even the beginning. You need to ask your market what it needs, before you ever touch the keyboard to start your product creation. Don't make the fatal mistake of thinking that, because you think an idea is awesome, your fellow forum or niche members will, too. Yes. They may very well agree that it's the next best thing to sliced bread...

...But will they pay for it? (Even with a Freebie, it has to logically lead to your next product or upsell – which they will have to shell out for.)

Don't forget to use **Surveys** and **Polls** to capture reader attention and invite that valuable feedback. ([Survey Monkey](#) is a very easy-to-use free survey building site – and there's a great Pro

option too.) Post about your survey on your niche's best forums (but only if you're already a member there!) Blog about it, ask your fellow forum members to pass it on. **Tweet** it. Ask others to re-tweet it. Talk about it on Facebook. Be active in making sure you ask others to promote it.

E-Zine Advertisements

If you're presenting an offer and want to make sales straight away, **eZine ads** are usually way less expensive than other forms of paid advertising – with no surprises (unlike **PPC campaigns**, which can run you up huge deficits, if you get your keyword wrong.) If you're on a tight budget, PPC campaigns such as Google AdWords would be better left till you're finally turning some significant profit.

Most important, have signup links for affiliates, and an email campaign set up for your autoresponders, so that you can get your list to become customers and promote you with their own lists.

It's been a long accepted fact that using a fleet of affiliates (including JV partners) is the most powerful source of traffic generation.

Pay-Per-Click Ads

Pay Per Click ads are good for driving traffic to your campaigns, but you need to set daily limits, make sure you've chosen the right keyword (one with competition – but not too much) and watch it like a hawk, to ensure you're not getting thousands of clicks with no conversions (if that happens, you've got a bad keyword! Change it, fast – before you go broke!)

Stick to your PPC budget : After all, what use is your ad, if your PPC costs dwarf your profits?

You don't need to worry about Search Engine Optimization with PPC – but you do need to focus on capturing your readers and getting them to click. Hit the high spots. Use your best lure.

One PPC crucial point that is rarely talked about ... Make sure you use keywords from your actual PPC ad in your Squeeze page or Sales page. Google does use algorithms to make sure the site content matches the ad – they want to quickly weed out spurious PPC ads who talk about Healthy and Active Life Styles – and then send you to a sales pitch for Viagra.

Also, Google doesn't like PPC ads that link to a single landing page or sales page. Its Search Bots (and the occasional human editor) are looking for legitimate, established websites – which they translate as packed with **articles** and **pages**. (You can still do this and not have an actual link on your landing page! Just as long as the site has those articles or pages full of relevant content physically contained in it, Google's ability to find an actual navigation link to that content on your landing page will not hurt you.)

This seems like a lot of work, and blows sky-high the idea that you can slap up a minisite with 3 pages and make money. If you're using PPC ads, you can't.

What happens if you do? You are risking a sudden huge, inexplicable increase in your click-through rate for that ad – what people call the “Google slap”. (They're penalizing you for having what their Search Bots interpret as a dubious site.)

Besides, if you're going to pay for every click on your ad, you want to make sure it reaches the right people - those who would find your product perfect for their needs.

Your Email List

Follow Up For Content Placement

Do your best to stay “friends” with them. Don’t bombard them with emails – but don’t let weeks go by without a friendly word, helpful tip – or another juicy and well-timed offer.

How do you strike the perfect balance? Before you ever start your campaign, factor in your list (even if you don’t have one yet!) Decide how you are going to present yourself. Will you email them with a daily tip, occasionally interspersed with your product offers or an affiliate product? Will you send an email once a week? Every two weeks? Every month?

Plan now to create **a balanced set of emails for your autoresponder**, and give as much thought as you can to how you are going to stay connected and incite them to progress through your sales funnel without a glitch.

And although in that sense you are focusing on sales, make sure you get into the habit of thinking: “What can I do for my list?” (Not: “How can I wring more money out of them?”)

You want to be that friendly guy who pops up with a valuable tip – or a cool offer – right when they need it. And not before.

If you put all your focus into getting to know and pleasing your list, as well as staying in friendly but not overwhelming e-mail contact, the rewards of their long term loyalty will be word of mouth buzz resulting in heavy traffic.

Creating Buyers

How do you increase the number of conversions, and turn more subscribers, tire-kickers and freebie seekers into buyers?

The tire kickers will definitely need those “7-12 visits” that offline retail shoppers traditionally indulge in before they finally make a purchase. In spite of our cute analogy of a back-alley shop, you don’t have a physical store – and chances are, they won’t “pass by” your website again or remember where they found it, unless you give them some strong incentive and a reminder.

You need to create “windows” where you are highly visible – think of it as leaning over the sill, calling “hello” to them as they walk by in such an appealing way, they just have to stop and chat.

Your social media presence, blog posts, autoresponder emails, newsletter and forum presence provide the online equivalent of doing this.

The more places they see you, the better. Let’s consider the advantages of various “windows”.

Social Media: You Tweet a good balance of lightly personal and helpfully business Tweets on Twitter. You don’t Tweet twelve at once and “hog” peoples’ screens – but you DO stay in touch at least once or twice a day.

You create a Facebook page or a Google Plus account.. You follow people. As with all your social media, you try to be friendly without being annoying, and helpful – with valuable tips and links.

Blog Posts: We've already discussed the importance of leaving helpful or relevant comments on blogs your readers would read

One other tip: Tweet your fellow bloggers' posts.

Article Marketing: We've already discussed this too – but the social component to it, rather than the content component, lies in making sure you interact through your article marketing. Use Web 2.0 sites and comment on other peoples' articles. Vote for them, favorite them – stay active!

Autoresponder Emails: We've already touched on the purpose of autoresponder email series', above: Your sole purpose with these emails is to stay connected and build the relationship you started – just as you would, if you were emailing someone fun you had met at a social event, class or party. You want to “stay in touch”.

It's such an important subject, however, we're going to go into it in a little more depth. The next page has a handy “checklist” you can use, to keep working your emailings to your advantage?

Think of them as simple protocols and standards...



What Will Your Reader's Do When They Hear From You?

Sees your name in his inbox – and brightens up, sure he's going to receive value	Sees your name in her inbox. Hits "Delete" – and <u>finally</u> unsubscribes
<p>You never mail more than once a day, tops.</p> <p>(Time intervals that have also proven effective:</p> <ul style="list-style-type: none"> • 2 X weekly • 1 X weekly) 	<p>You bombard him with so many emails, your name is all he can see when he loads his email inbox. He very rapidly starts to feel you are stopping him from accessing emails he really wants or needs..</p>
<p>You send truly valuable tips, letting her know you have been thinking of ways to help her make her internet niche journey even more enjoyable. (You don't even try to sell in most of these emails, except for a discreet link under your signature that she can "take or leave")</p>	<p>You hammer him over and over again with your "GREAT BIG HONKIN', TRAFFIC GENERATING, LIST GIGANTICATOR!" offer. And again. And again. And again. And again. And again. And - just in case he didn't notice your offer – again. (And that was just before breakfast!)</p>
<p>You send a "Welcome" email, of course, the moment she's invested in your product (in addition to your "thank you" page. But then you send a follow up email, to see how she likes your product, inviting her to submit questions.</p>	<p>The moment he's bought your product – before he's even had a chance to try it – you bombard him with 7 affiliate offers for high ticket items... that don't <u>really</u> relate to the "Audio Recording niche" his product was aimed at. (If you remember, you stick the word "welcome" at the beginning...)</p>
<p>You always have a simple call to action about becoming an affiliate somewhere below your</p>	<p>You do all your affiliate promoting on your Sales pages, thank you.</p>

signature, with a link. Occasionally, you send an up-front email about it.	
You send your emails in plain text, just in case she is busy enough to feel that waiting for HTML isn't an option; and because you don't know if she's on dial-up. You don't want to waste her time.	You blitz your buyer with an HTML email, packed with flash modules and gorgeous graphics, as well as multiple offers. (Hey, that's all he's been waiting for, right? He'd rather read your email than anything else, right?)
You provide a clear way to contact your, or a Help Desk link	You make sure there's nothing but the autoresponder's "automatic bounce", so he can't reach you – after all, he might be wanting a refund!

Affiliate Traffic

Now here is the real heartbeat that drives and circulates your traffic. Affiliate traffic is your most powerful tool, so make sure you have an affiliate program set up – even if you have to start out with Clickbank. (They provide full affiliate management for you.)

If you're new enough to be wondering how to run an affiliate program for your own products, your other options are:

- Use an affiliate management script
- Hire a VA who specializes in handling affiliate programs
- Take an online course in managing your own affiliate program

Scripts: If you're familiar with website scripts, you might want to try this option – but check with your web host's rules, first. If you have the slightest doubt about managing a script – don't do it.

Improperly installed, they can crash not just your site, but your entire server. Your web hosting company won't thank you for the down time!

Hire a VA who specializes in affiliate management: This is an excellent option – if you can afford it! Just try out your VA on a small project or two first (like cloaking hoplinks for you, or creating a list Spreadsheet). You'll know quickly enough, if she's not what she promised!

Take an online course in managing your own affiliate program: This is another excellent option, and there are a few real gems of courses – at a relatively inexpensive price – available.

But whichever option you choose – script, VA managed, Yourself or Clickbank – you'll want to have an "Affiliate Center" ready. This is just a section of your website, where you provide targeted resources, specifically created to help affiliates promote you. (More on that, shortly...)

Your Affiliate Base

Affiliates consist of two main groups: Ones who simply promote you to their list, and those who will actively partner with you on Joint Ventures, to benefit both your lists.

Many affiliates are completely competent, and understand traffic principles completely. They increase your sales and enhance your reputation. These valuable affiliates know what they're doing, and as a result you find they're refreshingly low maintenance. You barely have to lift a finger, while they send a flow of highly-converting traffic straight through your door.

Other affiliates are much less experienced. They need a little extra help promoting you. They will be especially reliant on the tutorials, videos and FAQ's you can include in your "Affiliate Resources" center.

Items you can choose to have available in your “Affiliate Center” include:

- **Graphic banner ads**
- **Graphic button ads**
- **Graphic images**
- **Tutorials**
- **F.A.Q.** sheets
- **PLR** private label rights content. This can include articles, blog posts and ads.
- **Instructions on how to re-write PLR**, and a strong call to action to inspire them to do so
- **Brandable Reports or eBooks**
- **Bonuses** that they and their clients would particularly enjoy
- **A link-cloaking tutorial** (in both video and .PDF form)
- **How-to** articles on affiliate marketing and promotion

If you can think of anything else your particular affiliates might appreciate, throw that in your mix, too - your job is to make it as easy as possible for each affiliate to promote you.

Your JV Base

Joint Venture partners don't generally come to you (until you're driving the Mercedes Benz) – in the beginning, you have to go out and knock on their doors – and politely ask for a ride.

If you want quality JV's, hand-pick them, selecting the best ones who seem closely aligned with you in methods and outlook. Send them a personal letter (even though some top marketers will tell you that's not necessary, nowadays.)

Never resort to mass-mailings to other marketers, hazily hoping that out of your mailing, you'll pick up a bunch of JV's. Sure, this might happen - and if you're a newbie, you might actually be thrilled at the idea that anyone is going to promote you - but this type of approach can be a double-edged sword, if you're not discriminating enough.

JV's should not only be successful, but be in alignment with the way you do business - and they should be professional and competent. You really don't want JV's you don't know too well promoting your product by doing the "6-figures in 6 days" thing, yelling at the top of their voices and making all sorts of overblown promises - that makes you end up looking like an "everything must go" shyster bargain store.

In short, the wrong JV partner damage your reputation! (We won't talk about the likelihood of having your customers stolen or diverted into their own shops.)

Your JV's should be very much like your list: You work hard to attract only pre-qualified subscribers - those most likely to buy, with the money to do so. You should also work hard to attract **pre-qualified JV's**; ones who you're proud to partner with, who have a similar outlook and business philosophy.

Of course, you don't have to make that choice, just because I say so: You might actually be delighted to have a would-be Vince from Sham-Wow standing at your street corner, brazenly

hawking your wares for the quick sale. But if you're in it for the long haul - if you're committed to excellent customer service and happy repeat customers - you need an excellent reputation. If that's the case, inviting hand-picked JV's yourself is the way to go.

How do you attract quality JV'S?

- Offer commissions of 80-100%
- Make your product brandable, or provide brandable bonuses
- Offer lifetime cookies
- Create contests with great prizes for your affiliates
- Actively value your top affiliates and promote them as such
- Pay commissions promptly

If you can attract a top level JV partner into becoming your affiliate, his or her massive list will really explode your traffic. But don't approach a top level one until you have a higher ticket item to promote – and one that's going to really excite their list.

Recurring Customers

Remember earlier, when I said that repeat or recurring customers were the jewel in the internet marketer's crown? That was no exaggeration. You will make a huge proportion of sales from these frequent buyers – and they are also the ones who tend to progress through your funnels to your top high-ticket items – and your membership and coaching sites.

What's the difference between "recurring" and "repeat"?

There actually doesn't have to be a difference: But what is generally meant in internet marketing...

A **Recurring Customer** usually pays a **monthly fee** – for a long-term course running over several months, a membership in a private forum or mastermind group, a subscription to a service (like your script service, or graphics resources) or coaching.

A **Repeat Customer** is one who **buys regularly but sporadically, at no set schedule** – but who always comes back to check out every offering, buying all he can.

A Customer Question

I received this question, just a little while ago:

- “What’s better – one customer who buys a big ticket item, or ten customers who buy low ticket items?”

Many marketers will unhesitatingly swear by the big ticket customer, using the logic that he’s:

- More committed and loyal to you
- Creates less work
- Is the sort of client you want to have – one who takes what you offer, and makes a success of himself with it.

There is a lot of truth to this position, and it shouldn’t be taken lightly. However, I firmly believe that your loyal low-end buyers have a valuable place, too. Treat them all as the valued customers

they are, and build that loyalty. Take the position that your low-end customers are one day going to be able to graduate to those big ticket items.

Focus on making the most of every customer... provide top class customer service (and I'm not just talking about your Help Desk – which you should have, by the way, if you're not capable of handling problems or complaints instantly, yourself – I'm talking about making them a welcome part of your community – and letting them know they are.)

The Freebie Seekers

Now we come to a much-maligned group: The “Freebie Seekers”. Marketers talk about them as if they've just swallowed something particularly nasty. They tend to see them as the sort of people who come to your party for the free wine and cheese – and end up eating enough for 5 full meals (before leaving without buying a thing.)

While there is enough truth to that to give them a bad name, the truth is that not all freebie seekers fall into that category. And is it right for marketers to create truly irresistible offers, then despise people for accepting them?

If you really want to discourage Freebie Seekers who find you through PPC ads, list the prices of your products. This often helps to discourage and “de-qualify” them (as opposed to “pre-qualify”).

The truth is, if you label someone a “Freebie Seeker”, just because you haven't bought yet, you might be missing a great opportunity: To find out what it is about your product that hasn't made them open their wallets yet .

You also are pre-judging them, when the plain truth might be, they are desperately poor, looking to internet marketing to literally save their lives.

So help them. Give them a few choice tools to start off with. Help them get successful. Yes, perhaps it's statistically true that Freebie Seekers hamstring themselves with their own freebie-seeking attitude, nickel and diming the universe while walking past great opportunities.

But you might find it brings its own rewards, to treat them with respect and actually do what you actually promised to do – help them succeed in their business.

Transforming Subscribers To Buyers

This is one of the most crucial areas of building your list and increasing your traffic. And it's the area where marketers all too often make the biggest mistake.

People subscribe, interested in your offer – and find a typically average Freebie Special Report awaiting them, after they've handed over their contact information and confirmed their subscription.

Oh, it's not a bad product – in fact, your Freebie might actually be one of the better ones. But you haven't added the "WOW!" factor to your first interaction with this subscriber. Even if she's not disappointed, you've done the one thing **no** marketer hoping to turn subscribers into buyers should ever do:

You've made yourself forgettable!

2 days later, when your name comes flying in with her other 23 emails, she won't have a clue who you are. Your email will be an annoyance, either deleted or unread.

The key strategy so many marketers miss lies in **providing that “Wow!” factor, right from the very first click.**

Sure, your subscriber gets your wonderful free Special Report on “Hot Air Balloons 101” – but when he goes to download it, he sees:

- A short video available for download, promising an instructional demo of balloon inflation
- A “Cheat Sheet” with 21 tips on Balloon Safety
- The “Fascinating Facts” Balloon Book (the sort of History that amuses new balloonists and thrills die-hards)
- At least 2 more highly relevant bonus products

If you can mix media in delivering your bonuses, so much the better. People perceive more value if they have “pick and choose” options between delivery formats.

But what gives you bunch of surprise bonus products that “WOW!” factor? It can all be summed up in one word: **Relevance.**

We've all seen those endless lists of bonuses – anything from “Improving Your Golf Swing In 30 Minutes” to “SEO Cheats for Newbies” – all within the same package. They've very obviously

been downloaded from some “free PLR” site, and you get the feeling the marketer is throwing everything at you but the kitchen sink.

It’s such a random bunch of miscellaneous item (most of it not interesting to you at all) that you don’t feel very special: You scroll idly through it, download one or two things, and dismiss the rest as “junk”.

Why?

Because it wasn’t relevant to your niche. It didn’t tap into the subject you’re currently obsessed with. Emotionally, most of those products had a perceived value of zero.

If you do some diligent homework first, however, and find out what your idea customer is desperate to find, only include mega-value products like this as your bonuses.

Better 3 out-of-this-world, perfect bonuses than 101 miscellaneous junky eBooks.

What made your 3 bonuses have that “WOW!” factor for your subscriber? You got it: Relevance.

And when you follow it up shortly with your paid offer, you can bet he’ll be all ears!

CHAPTER THREE

TRAFFIC POWERHOUSE

CHAPTER 3

SEARCH ENGINE OPTIMIZATION (SEO)



DIGITAL TRAINING COURSE

Chapter 3: Search Engine Optimization (SEO)

Here's the special SEO section I promised you. And if you're thinking of skipping this section – don't!

The tips I'm about to share are not at all hard – in fact, they're so pared-to-the-bone simple, they'd make every web designer turn pale and cause a storm of contempt on die-hard web design forums. But they work. (At least, for our purposes...)

I've taken a little time to share them with you because of the simple fact that most marketers who are experts at all the usual traffic-generating techniques don't know a hill of beans about HTML, so they like to gloss over the issue, or trust software that is hideously outdated.

(And many of them just don't know any better.)

When it comes to SEO, use good **SEO practices** – and avoid bad ones. Sounds straightforward, doesn't it? But sometimes, among the myriad of SEO optimization offers you receive, it's hard to tell which methods are safe, and which are scams.

There is an easy way to sort it out:

- Never use “black hat” techniques
- Avoid any method that boasts of being “sneaky”

Best all-round trick for good organic SEO page ranking? Make sure your domain name is the same as your primary keyword for that site – preferably with a .COM extension (though I’ve achieved #1 page rank on a good few blogs with .ORG).

So, in other words, if your best keyword is “soybean recipes for diabetics”, you want your website to be “soybean-recipes-for-diabetics.com”.

Some people will tell you that “soybeanrecipesfordiabetics.com” is better, but in my experience.. if your domain name is hard to read, it will be hard to remember.

Besides, nobody types “soybeanrecipesfordiabetics” in the Google search box. And blog permalinks use hyphens – that ought to be a Big Clue!



Do Your Blogs Need SEO?

Speaking of which, almost every internet marketer uses blogs for content rich sites – with good reason! Not only is a blog the ultimate easy content management system for the user, Search Engines love them.

Be warned, however: Millions of spammy blogs have prompted Search Bots to add stiffer SEO criteria, so you need to make sure your blog is well-optimized.

Fortunately, if you're using WordPress, this is easily accomplished by using the right plug-ins. Just remember, however: the fewer the plug-ins, the faster your blog will load.

Here are my 6 recommended SEO-affecting plug-in "essentials":

- [All-In-One-SEO-Pack](#) - This SEO plug-in my top pick. Allows you to add keywords, a summary, and a title used by Google (loved by Search Bots!)
- [Simple Google Sitemap](#) – Use *either* this one *or* Google XML Sitemaps, below. (Both are good, it's strictly a matter of preference.)
- [Google XML Sitemaps](#) – Easily creates Google-approved XML-Sitemap of your WordPress blog
- [Add To Any](#) – Button that allows readers to bookmark, share, email and save your posts or pages, using their choice of social media (E.G. Twitter, Facebook, Digg) and more
- [WP-PageNavi](#) – Sophisticated and effective page navigation. Not compatible with certain other plug-ins
- [Google-SEO-Positioner](#) – allows you to input your keywords, to check your page rank in Google sites.

There are lots more really great plug-ins you can choose from, of course – but you should have All-In-One-Seo-Pack and one of the 2 Sitemaps plugins at the absolute least.

My last SEO tip for blogs?

Always use a good, well written and validated theme. There are many themes out there, both free and paid, with excellent ratings. Their HTML and CSS validate beautifully in the W3C Validator. Do yourself and your business a favor, and invest in one (some are even free!)



Static Websites And SEO

When using Minisites, there are a number of things you can do to help Search Bots index your site quickly, and bestow a blessing on it (instead of relegating it to the limbo of Secondary Sites) – but you don't have to be a genius and implement them all.

If you make these 5 few small changes, you may see a noticeable rise in your page rank or visitors. These 2 methods are ludicrously simple – but absolutely crucial.

ALT tags provide one of the quickest, simplest – and most powerful – ways to ad an SEO boost to your site... or make your site get rejected on the spot!

1. **Always use – and fill in - ALT tags on every image.** Graphics themselves can't be indexed by Search Bots, so any text contained in the images is invisible. Instead, put the text or keywords you wish the Search bots would find, like so...

```
<img="images/ebookcover.jpg" width="200" height="528"
alt="1001 ways to make perfect gravy" />
```

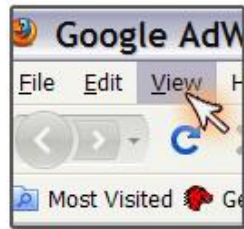
Using appropriate keyword phrases in your ALT tags is a surprisingly powerful way to increase your page ranking potential – if only because many Search Bots nowadays will bounce right out of your site, the moment they encounter a missing ALT tag – or one like this, where you haven't bothered to include any text at all:

```
<img="images/ebookcover.jpg" width="200" height="528" alt="" />
```

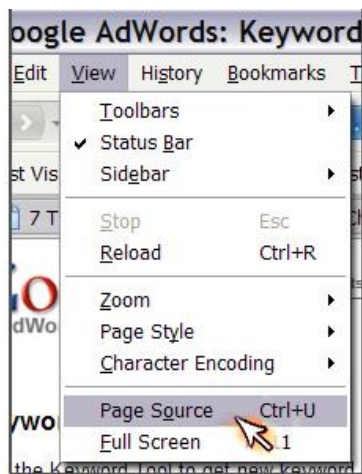

What do you do, if you don't know how to fill in your ALT tags or code HTML?

It's really very simple! In fact, so simple, I'm going to put it into pictures...

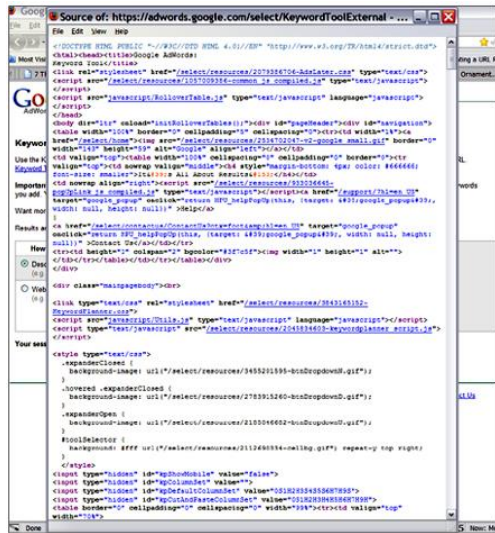
- A. Click on "View" in your top Menu bar...



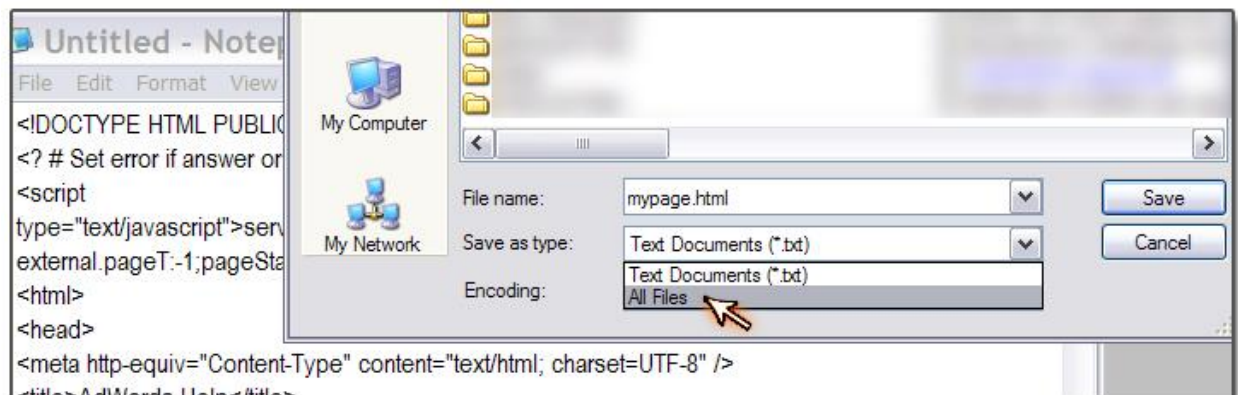
- B. Select "Page Source" from the drop-down menu...



- C. You will now see all the HTML for the particular web page you're viewing in a separate browser window.



- D. You would do this for your own page. When it pops up, copy-paste it into Notepad (or any other simple text editor), fill in the ALT tags with appropriate descriptions, including keywords when you can, and save as “ALL FILES” – not “.txt” – by selecting the latter in the text editor Save Box drop-down:



Make sure also that you add the “.html” extension to your page name in the “File name:” box, if it needs to be added. (And keep a back up of the original file, in case you mess it up!)

2. **Always Use the Correct DOC TYPE Declaration.** (Relax! This really isn’t as complicated as it sounds! Follow the steps below – even if you don’t understand them yet – and you’ll soon see what I mean.)

This is the other single most important thing you can do to stop Search Bots from bouncing instantly out of your site. Simply, without a DOC_TYPE declaration, Search Bots may not even browse your site.

I'll tell you how to do that in a moment. First you need to meet...

[W3C Markup Validation Service](#)

This is a wonderful free tool for validating your HTML – but that's not how we're going to use it today. You're not going to worry about any errors (except missing ALT tags) – you're going to use it simply as a way to find out which DOC_TYPE declaration is right for your site, if you don't yet have a DTD.

First, before you do anything else, view your page using the method previously described in steps 1, 2 and 3, above, and check to see if there even **IS** a DOC_TYPE declaration at the top of your HTML page. If there is, it will look like this:

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN" "http://www.w3.org/TR/html4/strict.dtd">
```

And it will be before the **<html><head><title>** tags...

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN" "http://www.w3.org/TR/html4/strict.dtd">
<html><head><title>Google AdWords: Keyword Tool</title>
```

If you don't have one, put one in before the <html> tag – use any old DOC_TYPE, at first. Then upload the new page via your FTP to your site's public_html section and replace the existing file.

Next, copy your URL for that page into the W3C Markup Validation Service form. It will most likely tell you you've got the wrong DOC_TYPE – and, more to the point, tell you which HTML version you actually need.

Here are 3 resources to help you find the correct DOC_TYPE declaration for your page, once you've identified the HTML version:

[W3C Quality Assurance Recommended List of DTDs](#)

[Elizabeth Castro: Choosing Doctype](#)

[WDG Web Design Group: Choose The Right Doc Type](#)

(Pick and use the site whose writing style matches your abilities.)

If you're not familiar with HTML, you're probably still feeling a little confused – but just follow the steps, and you'll soon see how easy it is to fix these major SEO flaws in your static site.

Other HTML Tips

SEO for static websites is a huge subject, and I could talk about deprecations, HTML versions and proper validation till the cows come home: But the truth is, if you take care of the 5 key things we're discussing right now, it really won't make that much difference if your code is perfect or not. Yes, perfect code actually does help... But not if it takes \$6,000 for a web designer or 6 months of your time trying to learn and implement it.

3. The other 3 more things you need to know: Try to avoid Flash movies, JavaScript Navigation and Frames (otherwise known as "Search Bot bouncers"). (Google Analytics JavaScript is okay, because it's always at the very end of your page.)

These 3 elements won't always bounce the Search Bots out of your site, but that totally depends on the skill of your original web designer. Do it wrong, and frames, Flash and JavaScript are an SEO disaster (they slow down load-in time, too.)

4. Unless you're familiar with HTML, never, ever bother to validate templates created by the plethora of IM minisite software out there: 90% of them will be a complete, absolute HTML mess, filled with outdated tables and deprecated code. But as long as you have good content, no Flash or Frames, your DOC_TYPE header in place and filled-in ALT tags, your site will most likely work just fine, mistakes and all. (With IM templates, the simpler the HTML, the better.)
5. Finally, exactly as in the case of blogs, a proper Sitemap is mandatory for good SEO. Here is a handy link, to help you generate one easily: [Free Sitemap Generator](#)

We've spent quite a bit of time on SEO for Static sites, but the 5 key points we have covered may make a noticeable difference in your organic traffic (traffic brought in by the Search Engines).

Tracking Your SEO Results

Be aware that you'll want to create some way to find out where your strongest streams of visitors are coming from – and which streams you need to make easier and more enticing. So don't ignore tracking.

At the very least, have Google Analytics installed, check your cPanel stats to see which pages are bringing you traffic, or invest in a program like [Adtrackz](#).

Great traffic is not due to just one thing, nor can you create it by concentrating on one area alone. Diligently implementing and using all the powerful techniques contained in this training course will help you ignite your website traffic – and finally, really do what the gurus like so much to promise: Truly explode your sales, and make a long term difference.

CHAPTER FOUR

TRAFFIC POWERHOUSE

CHAPTER 4

18 TIPS FOR GENERATING
MORE TRAFFIC



DIGITAL TRAINING COURSE

Chapter 4: 18 Tips For Generating More Traffic

Traffic is more than a list of names that represent people. It's all about healthy flow and activity at your sites – the sort of activity that not only keeps your business and web presence alive, but really helps your sales grow... and grow. And if you haven't yet built your list, you'll need to make sure you drive people to your sites – and keep them coming back again – with no lags and lulls in the flow. Here are 21 powerful strategies, to help you generate a steady stream of healthy traffic.

1. Never use an automated service for search engine site submission.

You're wasting your money, and if your SEO submission company indulges in any shady practices, you risk your site being marked and exiled by Google for spamming! The truth is, once your site makes it into the handful of top Search Engines – which happens quickly, if you know how to use keywords and optimize your blog or static site properly – the smaller search engines find out about it anyway. Paying good money is not worth the “benefit” you might reap from an SEO submission company submitting your sites to smaller search engines – proportionately, these smaller search engines stacked against the big guns like Google, MSN and Yahoo are roughly about the size of a flea on a large-sized dog.

2. Think of your headlines as if they were Twitter posts and your opening paragraphs as if they were RSS feed summaries:

On Twitter you've got less than 2 seconds to make people decide if they want to click... or pass. It's the same with every sales page, landing page, blog post or article you create: With every headline or opening paragraph – you've barely got 2 seconds to grab your reader's attention and make them curious enough to “engage” in a single line or two. To get a feel for creating this immediate interest and impact, go look at the summaries for some of your RSS feeds. See which ones feel punchy and make you want to read more – and which ones feel dull and incomplete. The ones that feel dull and incomplete will be the ones with the slowest starts. You'll notice that these ones never get around to presenting the hook – the summary ends before the author has meandered to the point. So never, ever waste your first paragraph with “warm-up stuff”. (And do put your keyword in your first line and headline, for blog posts and articles!)

3. Use long tailed keywords as your site's Page name or blog post Permalink.

Once you've carefully selected specific long-tailed keywords to use, make sure you carry this through to the post permalink name or page name. Search engines pay attention to titles, when they're looking for results on a phrase a reader has inputted... <http://www.squirreldeterrent.com/10-tips-for-squirrel-proofing-your-birdfeeder.html> is going to bring you way more traffic than: <http://www.squirreldeterrent.com/tips.html>

4. Use Google Analytics to test your sales or landing pages.

It's free – and provides complete instructions so that even beginners can use it. And here's a quick, easy way to calculate your conversion rate:

- “If 5 sales resulting from 100 clicks = .50 in your stats, then your conversion rate is 5%”

– just use that simple line as a Mini-mini-template to figure out your own statistics.

5. Only choose one component to test on any page.

You won't be able to tell which change produced your new result, if you change several components at once. Was it the new graphic? The new header? The new headline? Adding those 2 testimonials? You'll never know, unless you test one change at a time. Focus on your headline – this is most often where the trouble lies – then when you've got that thoroughly tested and the best version decided upon, move on to another page component.

6. Larger sites with more pages or resources command more traffic.

It's as simple as that. Search Engine bots translate more pages as “more value” – and so do people who like to visit. Minisites have their place – but if you're going to be using PPC on them, these Minisites need to be beefed up for maximum Search Engines placement.

7. Check your logfiles to see what keywords are bringing in the most visitors.

Do this when you access your cPanel through your file transfer protocol (FTP) program to check your web statistics.

8. Be specific when bidding on PPC keywords.

Ways to be specific include using size, color, product names, component names, and local area names in your keyword phrases. Using “specialty shoe store” is virtually guaranteed to not only drown you in that bigger general niche, but bring you no local customers. However, if you choose a keyword like “Naturalizer AAA shoes Muskoka store”, it will hook Muskoka residents browsing the net to find out their nearest shoe store that sells Naturalizer brand shoes in triple A width walking through your door in the next 15 minutes (providing you don’t actually live in Albuquerque, New Mexico!)

9. Always use keywords or product names as your link names.

Never, ever resort to saying “Click here”. That’s so generic, it lowers the quality of your links in Google’s eyes – and you need links coming in from sites that are similar to yours in topic and content. So instead of saying, “**For more about creating money with Adsense, [click here...](#)**” say “**You’ll find more information on this subject by visiting my [Creating Money with Adsense page...](#)**” (And speaking of Google, when it comes to websites, be sure to have cross-navigation throughout your site’s pages.)

10. Be diligent with Adwords when using them for PPC.

Use “phrase” and “exact match” when picking your keywords in the [Adwords Keytool](#). Read the new guidelines and be cautious, if you’re new to Adwords: Bid on words that have some competition, but not too much for actual advertisers. (Your indicator-at-a-glance is the degree to which the little bars are filled with green on the Keytool page.) As for number of exact Global monthly searches, between 1,000 and 9,000 is probably going to be your best range (combined

with searches on the same word in quotes, with results under 200,000 in Google – the lower, the better. The strongest keywords should show searches under 50,000.)

11. Do use social networking for traffic generation, along with blogging and article marketing.

But do remember to adapt your headlines and strategies for each platform – and always read the guidelines. Each platform has its own unique culture – and rules. Approach each platform by asking yourself the question: “What’s the best way to use this particular network to generate targeted, pre-qualified traffic – and get me some word-of-mouth popularity points?”

12. Use Twitter – even if you use no other social networking platform.

The big reason? You can easily and instantly keep track of what brings the most clicks – and is best for your traffic increases! By signing up with Bit.ly (it’s free) you can use the Bit.ly service to shorten links for your Twitter posts. Monitor the Bit.ly links you’ve created (which you can easily do by keeping the Bit.ly page open in your browser during your online session, and refreshing it now and then after you’ve created and posted your link). This is possibly the fastest, simplest and most helpful form of click-through tracking for brand new marketers, and will give you a very good idea of what you’re doing right – and wrong!

13. Create viral videos, mp3’s, Special Reports and eBooks.

Be sure to include content that will specifically benefit any key top marketers you hope to approach as a JV partner. Your content needs to appeal to their list (and yours), as well as enhance their status and reputation. Make use of your competitors in this way – piggyback off their success. (If your product is really perfect for their subscribers, they’ll be surprisingly happy to cooperate.) Promote your viral product offline, too (links on your business cards and flyers, and in local newspaper press releases and radio interviews you suggest to local radio show hosts.) Ensure that your viral product is exclusive, irresistible and can only add to your affiliates’ expert status. This means ensuring that your viral products are your best products – not a quickie knock-up of free PLR – which will impress no one except your mom (and she’s just pretending)..

14. Start your own forum, focused on your best niche.

It's a powerful way to generate targeted, highly converting traffic. Forums are a lot of work to moderate and maintain, but if you keep your focus on a specific, narrow area, you are less likely to pick up hundreds of general-interest followers that you don't want. You can add a forum to your site using a free script like phpBB – or you can even just have a private subscription area on your blog. Yes, you will have to interact regularly – but if you know how to get the ball rolling, eventually members become their own little support group and will happily answer questions and provide information to each other before you have time to read the posts. You can then mostly monitor, and only jump in when a word from you or a sign of your presence is needed; or they haven't yet provided themselves with an answer. The payoffs can be high indeed when it comes to generating targeted traffic – not just on your forum, but with the powerful “buzz” it will create in the internet marketing community as a whole!

15. Consider using relevant Cross Promotions.

A “cross promotion” occurs when two marketers join up to provide greater value to their mutual, specific niche market. It allows you to share expertise by interviewing each other (audio, video and “paper”) and sending emails about each other, providing each other, in the eyes of your customers, with extra validation through endorsement. You are also each creating a weighty testimonial for the other, since you are both in the public eye. Both your lists benefit; and with the right partner, it can be inspiring and fun for you as well as your subscribers. It also naturally creates opportunities for a much softer sell, and those who particularly dislike “pushing products” may find this a great platform to adopt. Some tips for success: Pick the right partner, and make sure you both know how all customer service issues are going to be covered – and who's going to cover them. Yoke yourself with an equal, to paraphrase the Bible – you don't want this loosely-structured partnership to be too uneven – or else the Celebrity is going to swoop off with the Bit Part player's fans and profits. But by teaming up together, two Bit Part players can make quite a splash onstage, and come close to giving the Celebrity a run for his money – and siphoning a heavy flow of traffic.

16. Have a highly relevant next offer already waiting in the wings.

Book authors and actors know this one: Don't just rest on your laurels after you've got your product out. When you're a "hot" property because you've just launched a successful product or Freebie that's the very time to have your next offering ready to go – as well as an Autoresponder loaded up with a carefully-planned series of emails designed to keep you in your subscribers focus.

17. Buy expired domains that have evidence of traffic flow.

Very often, these are sites that people set up, but lost interest in – or they've bought a domain name but never did anything with it. How can a domain name with nothing on it draw traffic? That domain name is most likely a powerful keyword. If it relates to your market, and it's one of these phantom domains – snatch it up! (If it does that well with no content, what's going to happen when you pack it and optimize it?) These expired domains often already have a directory listing in Google or Yahoo. A good place to start your search is at:

[Expired Domain Services In The Yahoo Directory](#)

18. Use Google Web Alerts.

This system allows you to monitor Google for specific word or URL mentions. You can have the alerts monitor either your keyword, or a competitor's URL. The information arrives via email summary to your feed or gmail account. You can choose to receive it weekly, daily or as-it's-happening. (You can also subscribe to Google News Alerts too, if you need to keep on top of the latest events.) If you're monitoring your own URL via Google Alerts, you can see when an affiliate adds it to an online site. The more you track and keep your ear to the wire, the more accurate calls you'll make when deciding on your next traffic-increasing campaign.

CHAPTER FIVE

TRAFFIC POWERHOUSE

CHAPTER 5

ADDITIONAL TRAFFIC GETTING TIPS



DIGITAL TRAINING COURSE

Chapter 5: Additional Traffic Getting Tips

Here's just a few more easy traffic generating tips that you can use in ANY business or niche.

1. Give a free Webinar or Teleseminar.

If you can get up the nerve to do it, giving a free Webinar or Teleseminar is a great way to make an incredibly strong connection with your target market. Be sure to publicize it regularly in advance. Ask people to send you their questions in advance, too (and keep asking in your Twitter Tweets, emails and forum posts till the very last second. People need to hear things several times, before it sinks in). Have a couple of friends "planted" on the call, to ask you a question or two at the end, if you can handle un-muting for a Q & A session. It doesn't matter if it's not a sold-out event: The other people on the call will never know they were one of a comparative handful. And at the very least, you can offer the teleseminar recording and transcript as an opt-in freebie or bonus. Even if you are nervous, the big reason you should seriously consider it lies in the fact that hearing your voice speaking directly into the earpiece of the phone will make an incredibly strong personal connection. They won't forget you, and they'll trust you, if you've delivered the goods.

3. Become an instant author, and have a hard copy book to your credit.

You may think this idea is startling, but nothing lends you credibility in the eyes of the world like being the published author of a hard-copy book. The fact that product fulfillment companies like [Lulu](#) or [Cafepress](#) can print these on demand and ship them (with the ISBN number included) makes this a seriously viable option for the single or new marketer. Consider offering it for sale through Amazon.com.

3. Explode the power of eZine ads.

This advertising market is often overlooked, which can be a mistake. Not only are eZine ads usually much less expensive than any other type of paid advertising: If you put your ad in a highly

relevant, targeted eZine and use it as a viral lead generation tool, rather than a product seller, it can pull in powerful traffic. Give something away through your ad: A Special Report, eBook, script, Graphics package – whatever would have the most impact on your market. Do your best to make it your most appealing freebie (but of course, keep it highly relevant to your niche!). Allow other people to pass it around, and make sure your product is laced with links back to you, and a further opt-in offer inside. That way, not only will you increase traffic directly through your eZine ad, but you'll get even more when your Freebie goes viral!