

Title:

John Reese's Top Traffic Secrets

Word Count:

725

Summary:

John Reese has proven himself as one of the top internet marketers. Here are some of his best traffic secrets.

Keywords:

john reese, traffic secrets, internet marketing

Article Body:

Track all sources of traffic generation.

John Reese stresses the need to track where all traffic comes from and at what cost. It is crucial to know exactly how many sales, newsletter sign-ups, or other leads your particular marketing campaigns generating. This enables you to work smarter and not harder. By tracking all traffic to your site you can make twice as much while working fifty percent less.

Content is King

On the internet, people are searching for one thing..... Content! Load your website with as much content as possible. Then, continuously add content. Search engines love information and they will love your site if you've got lots of it. There's plenty of free content for the taking on the internet. You can load up your site with articles from article directories like ezinearticles.com. Or, you could be like John and use content from the public domain. Or, you can use content that is in the creative commons. This type is now easier than ever to find now that Yahoo and others have come out with a search engine designed specifically for content that is in the creative commons.

An affiliate program is critical to maximum traffic and sales. Lots of internet marketers don't take advantage of this powerful traffic-generating technique. An affiliate program allows you to have your own personal salesman spread all over the web. The best part about it is that there is absolutely no risk involved but tons of traffic and sales to gain. Your website simply cannot grow to its full potential without an effective affiliate program.

Banner Ads

John Reese advocates the use of banner ads during a time when they are largely an untapped marketing source. Banner ads are one of the most overlooked sources of targeted traffic online.

Also, banner ads are now one of the cheapest sources of targeted traffic. In the late 1990's during the dot-com boom, people were selling banner ads for \$40 and \$50 CPM. Then the dot-com bubble hit and these rates hit the floor. You can now buy banner ads dirt cheap, at \$1 to \$1.50 CPM. This is \$1 for 1,000 banner impressions. The key here is to find the perfect place to advertise that will send targeted, willing to buy customers to your site.

Create viral reports that can quickly spread around the internet. This method works best when you have an affiliate program. Allow others to brand your report in order to encourage its distribution.

A quality free report can be a powerful promoter when passed around the internet. This same phenomenon can occur when you submit your articles to article directories and popular newsletters.

Take advantage of your virtual real estate.

Take advantage of the different parts of your website. Don't let any of your web pages go to waste. You can do this by adding a link to another one of your web sites or pages on your thank-you or sales confirmation pages. If you have articles on your site, place links to related articles on the bottom of the page. The longer you keep a visitor at your web site, the more valuable they become.

It is very important to funnel traffic from within the multiple sites you may have.

Continually seek out other web sites to link to you. Now, we're not just talking about any kind of link here, but powerful, traffic-generating links from respected sites. Here are some quick suggestions:

Send a related web site an article that you have written and allow them to display it on their website with a resource box at the end. Offer to exchange articles and tell them about the benefits of doing so.

Allow multiple, related web sites to distribute your free e-book or report. All web masters are looking to add value to their web site, why not make it easy for them.

There are unlimited possibilities, be creative!

Online group participation can produce a no-cost stream of traffic and sales.

Get involved in email discussion lists, online groups and forums that are related to your target market. Becoming involved in discussions makes you very credible. Traffic from forums can produce a much higher sales conversion rate.

This method can produce quite a bit of sales for you just by helping others out. Not to mention, you'll learn a lot along the way.