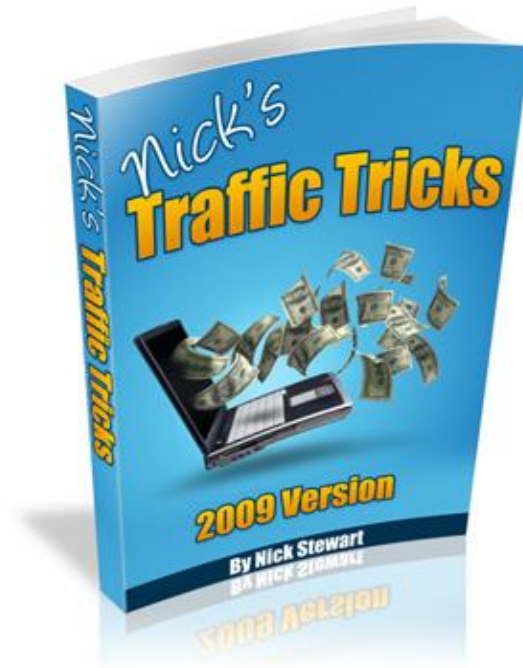


# Nick's Traffic Tricks

## 2009 Traffic Strategy Guide



This report is free. You may give it away. In fact, I encourage you to give it away.

This report can be sold but I recommend not selling it as anyone can get for free at [NicksTrafficTricks.com/nicks-traffic-tricks-2008/](http://NicksTrafficTricks.com/nicks-traffic-tricks-2008/)

This guide can be combined with any package or bundle sold or given away.

The only thing I require is that the report is not modified in any manner.

The strategies in this report can be to generate a flood of traffic to almost any website. However, what you do with these techniques is up to you. Because I don't know you, don't know your skills and – most important of all - don't know how persistent you'll be, I can't make any guarantees.

Get more great freebies:

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# Introduction

Thanks for grabbing a copy of my 2008 traffic strategy guide. Within it you'll find several methods for generating whopping amounts of traffic daily.

Some of these methods you may know, some you may not. What I can guarantee you is this is an up-to-date traffic book containing the hottest techniques, old and new.

Be sure not to skip over sections or you'll miss important new methods. For instance, have you ever used any of the following to generate traffic: viral linking campaigns, inner circle projects, torrents, or Odiogo blog? All became semi-popular easy traffic and link generation tactics in 2007.

Though my goal is to give the most comprehensive book on generating traffic I realize that by the time you are reading this other methods will have popped up. Consequently, I have created a blog where you can get all the latest updates: [NicksTrafficTricks.com](http://www.NicksTrafficTricks.com)

I have tried to make this ebook as easy to read as possible. The base font is 12 point and the margins have room for notes. I have also included a table of contents and an Appendix.

If you have any suggestions on how to make this ebook better please visit my blog and leave me a comment:

<http://www.NicksTrafficTricks.com/how-can-i-improve-my-ebook/>

If you enjoy this ebook and find it useful then consider signing up for my weekly newsletter:

<http://www.NicksTrafficTricks.com/newsletter/>

I want to thank several people for their help and contributions:

Jason Parker <http://atomicguitarist.com>

Steve Weganheim <http://www.stevewagenheim.com/realtruth.html>

Justin Michie <http://www.internetmarketingbook.com>

techgal

Enjoy!

# First Things First

## *What you need*

There are a few basic things you need to learn to maximize the traffic your site gets. A basic knowledge of HTML, CSS, and JavaScript will greatly enhance your ability to optimize your site for search engines. It's easy to learn and well worth the couple hours invested.

Things like Firefox and Website Stats are also a necessity.

You will also probably need an email autoresponder and a blog.

## **HTML**

Websites are written in language Hyper Text Markup Language or HTML for short. If you are going to have a website you really should learn HTML. It's not hard. In a couple hours you can learn the basics.

Here's a good introduction to HTML:

[http://www.w3schools.com/html/html\\_intro.asp](http://www.w3schools.com/html/html_intro.asp)

Here are 100 examples of HTML

[http://www.w3schools.com/html/html\\_examples.asp](http://www.w3schools.com/html/html_examples.asp)

## **CSS**

Cascading Style Sheets or CSS for short are used for controlling the style and formatting of your site.

You don't need to become a master of CSS to be successful online but you should know a little bit about it.

Before you dive into CSS you should first be familiar with HTML.

A good introduction to CSS:

<http://www.w3schools.com/css/default.asp>

## **JavaScript**

HTML enables you to put static (or unchanging) text on your web page.

For example if you put the text "Today is August 3, 2007" your website always display the text "Today is August 3, 2007" no matter what the date actually is.

If you want to show the actual date for today you will need to use JavaScript.

An example of how to do this:

[http://www.webreference.com/js/scripts/basic\\_date/](http://www.webreference.com/js/scripts/basic_date/)

JavaScript is one of those things that is really neat but you don't need to master or study much. Just know it's there when you need to do dynamic things on your site.

Get a taste for what JavaScript can do:

<http://javascript.internet.com/>

Before you dive into JavaScript you should first be familiar with HTML.

HTML, CSS, and JavaScript require no special software. All you need is a simple text editor like Notepad. You will also need a browser like Internet Explorer or Firefox. If you are reading this you probably have a browser already.

### **Text Editors**

I also recommend getting a decent text editor.

EditPad Lite is free:

<http://www.editpadpro.com/editpadlite.html>

Crimson Editor is also free:

<http://www.crimsoneditor.com/>

If you have some money to burn Dream Weaver is an excellent tool for website development and SEO (search engine optimization).

I personally don't like FrontPage but some people have success using this limited tool.

### **Firefox**

Have you tried the [Firefox](#) web browser? It's a great alternative to IE (Internet Explorer).

A growing number of Web surfers are using Firefox and you need to make sure that site looks okay in Firefox. This is especially important for sites that use a lot of multimedia.

The reason that Firefox is growing in popularity is that has so many cool extensions! One of my favorites is the [ad blocker](#). It blocks 90% of those annoying banner ads.

### **Website Statistics**

Certain pages on your site will be more popular and will receive more traffic than other pages. Using this info you can better cater to your audience.

But to do this you will need some sort of website traffic tracker.

The one I use is [Google Analytics](#).

### **Email Autoresponder**

One of the best ways to get traffic to your site is to create an email list of people who have come to your site and signed up on your list. Whenever you post something interesting to your site you can send an email out to your list telling them about the new stuff on your site and get a bunch of

traffic.

To manage an email list like this requires some special software that can be a pain to install. Or for \$20.00 a month you can have [AWeber](#) do all it for you. I have been using [AWeber](#) for a couple years now to manage my email lists and highly recommend it.

## **Blogs**

Having a blog can greatly increase your traffic. When people read a blog they expect that there will be new things posted in coming days and have a reason to come back. Return visitors are some of the easiest traffic to get.

Another reason to use a blog is that blogs usually come with a bunch of features that make developing your site a whole lot easier. These features include:

- Ready to use layouts.
- RSS feed of your blog, pinging, and trackbacks
- Visitors have the ability to comment on your posts (you can turn this off) and you have the ability to moderate comments. Allowing visitors to interact with your site turns your site into more than just a site. It turns it into a community.

Now if you wanted to build all of this from scratch you could and it would take most people weeks to do it.

But do you really want to?

I know I don't!

There are two blogging platforms I recommend: [Blogger](#) and [WordPress](#).

[Blogger](#) is super easy to use and it takes 5 minutes to get things rolling. But it doesn't have as many features as [WordPress](#).

If you host your own domain then WordPress might be a good choice for you. WordPress is a bit more advanced and has thousands of free layouts and plugins you can use to make your blog really stand out from the crowd.

## ***What Google Really Cares About***

So what does the mammoth search engine Google really care about?

This is a very important question if you plan to get traffic from the largest search engine.

In a nutshell, they care about giving visitors the best search results possible. This ensures people keep using Google and makes Google wealthy.

But how does Google determine which sites have quality information and which sites don't?

While Google's algorithm is constantly being refined there are a few things that stay pretty consistent.

Thanks to the Google Toolbar, Google Analytics, and Google AdSense they are able to track visitors' behavior on almost every website on the Internet.

And now Google has released its own web browser: Chrome!

With these tools Google will:

Track how long the average visitor stays on a given website.

The longer a visitor stays, the better the content must be.

Track how many pages the average visitor visits before leaving.

Again, the more pages the better unless the visitor went to many pages in a very short amount of time. This would indicate that the visitor couldn't find what they were looking for or the content didn't capture the visitor's interest.

Track website bounces.

A bounce is where a visitor leaves a site after visiting only 1 page. Too many bounces makes Google think your site is junk and not worth most visitors' time. This is harmful to your site's rank in Google.

Tracks & records your IP address when you visit a site.

Therefore they can tell when you return to the site. Google keeps close tabs on return visitors. Return visitors are a major indicator that the site has useful and relevant content that is most likely updated regularly.

Some of the sites with the biggest number of return visitors are news related sites like digg.com, cnn.com, or social sites like facebook.com, myspace.com, etc.

Google also favors site's that have information added to them on a continuing basis.

People have known this for a while and in some cases have tried to keep their website updated regularly by putting up content that was copied from another site.

In response to this Google has developed a duplicate content filter which does a pretty good job

at determining if content is unique or if it was copied from another site. If content has been copied to several sites Google can usually determine which first site first posted the content and will frequently ignore the sites that copied the content.

*So the morale of the story is this:* If you want to rank high in Google and get traffic then make a site that has useful information not copied from somewhere else.

Give people a reason to stay at your site and look around.

Give people a reason to come back.

In short, provide visitors with something of value. The more value you provide, the higher you rank.

# Search Engine Traffic, SEO and Keyword Choice

Search engines like Google, Yahoo, and MSN have complex algorithms that decide what pages will come up in search results for a given keywords phrase. We can construct content pages with SEO (search engine optimization) in mind in order to rank high in searches, leading to higher levels of SE (Search Engine) traffic.

Of course several variables are involved in SEO, but let's talk about what's important to cover.

## *Keyword Basics*

Your website is most likely about a particular topic (e.g. golf swings, poodle manicures, etc.) and so the first thing to do is determine which keywords best describe the content on your page. Try to think of phrases that are specific.

It's important that Google's crawler realizes that your website is about the keywords you have chosen. Google does a pretty good job of determining the topic of your site but there a few things you can do assist Google's crawler to make sure it gets things right.

Let's say I have a website called "All things Poodles". My keyword list would be short, only having one keyword: Poodles

My website has 4 pages:

- Poodles Home
- Poodle Manicures
- Poodle Puppies
- Poodle Breeders

Once you have a list of keywords you need to do a little research to find out who you are competing with for each keyword.

For the keyword `poodle manicure` I would do a search on Google and record how many pages are competing. This tells me how many pages have my keyword phrase with the words in any order.

Then I would do a phrase match search by searching on Google for `"poodle manicure"`. This tells me how many pages have the exact phrase.

Then I would do a title search by searching on Google for `allintitle:poodle manicure`. This tells me how many pages have my keyword phrase in their title.

Then I would do a url search by searching on Google for `allinurl:poodle manicure`. This tells me how many pages have my keyword phrase in their url.

Note: To learn more about allintitle, allinurl, and other useful operators:  
<http://www.google.com/help/operators.html>

I would do the same thing for the keyword phrases: poodle puppies and poodle breeders.

My table would look something like this:

<b>Keyword</b>	<b>Basic Search</b>	<b>Phrase Search</b>	<b>Title Search</b>	<b>URL Search</b>
poodle manicure	15,000	8	6	1
poodle puppies	145,000	333,000	24,700	3,790
poodle breeders	151,000	49,000	3,840	1,790

Looking at the table above it's clear that there is little competition for poodle manicure and a lot more competition for poodle puppies.

## *Optimizing your Page*

Now that you have your list of keywords and know a little about your competition it's time to optimize.

Put your main keywords that describe your site in the title tag on every page.

Home

```
<title>Poodles | Poodles Home</title>
```

Poodle Manicures

```
<title>Poodles | Poodle Manicures</title>
```

Poodle Puppies

```
<title>Poodles | Poodle Puppies</title>
```

Poodle Breeders

```
<title>Poodles | Poodle Breeders</title>
```

You want your most important keywords to appear in the title with as few other characters as possible.

Do not put your keyword in the title more than 2 or 3 times. Google sees this as keyword spamming and will rank your site lower.

On each page put your main keywords in an h1 tag.

On my Poodle Manicures page you would see:

```
<h1>Poodle Manicures </h1>
```

Please note I would not target the keyword `dog` on my `Poodle Manicures` page because there are 420 million pages related to the word `dog` and the vast majority of people searching for `dog` are not looking for `Poodle manicure`.

There are 15,000 pages competing for `poodle manicures` and only 8 pages competing for `"poodle manicure"`.

H1 tags are reserved for top level headlines on a page. You should only use 1 or 2 top level headlines (h1 tags) on your page.

Further discussion on h1 tags:

<http://www.seroundtable.com/archives/002429.html>

It's also a good idea to use h2 and h3 tags where appropriate.

Adding an alt attribute to your image tag can help as well as having your keywords be in the file name. On my `Poodle manicure` page I would have:

```

```

Read more about images and SEO

<http://www.probloger.net/archives/2005/03/12/formatting-images-for-seo/>

I also like to put one of my keywords at the bottom of my page. This way crawlers find my important keywords at the top of my page and at the very end of the page.

It helps to have your keyword phrase in your domain name and in the file name of your page. For my `Poodle Manicures` page the ideal url would be <http://www.Poodles.com/PoodleManicures.html>

It's also imperative to embed your keyword phrase throughout your page at a rate of 1% to 2% of the words on your page (e.g. if you're writing a 500 word article, add your main keyword 5 to 10 times). This is called keyword density. **Note: there's no exact science on how many times you should use your main keywords. To get an idea of how often they should be used do a Google search for your keyword phrase and look at the keyword density for the top 10 pages.**

Something to consider is LSI (latent semantic indexing). Google now ranks pages based on words related to your main keywords and topic. LSI comes naturally, yet you should keep it in mind when thinking through word choice.

Here's a tip. Take a look at your main keyword. Which words could you use in your content that will be closely related to that topic. Also consider using [thesaurus.com](http://thesaurus.com) to find synonyms for your main keyword.

How do I know which main keywords to use?

You can optimize your pages based on:  
What people are searching for year round  
What people are searching for right now  
What people will be searching for in the coming weeks/months/season.

## ***High Gravity Keywords***

High Gravity Keywords are the most searched for terms year round, as well as usually the most competitive. They're good to go after, but don't expect to rank in the top 10 for those terms on your content pages. However, it's more likely you can get your index page in the top 10.

You can find these competitive keywords by using a number of tools:

<http://tools.seobook.com/general/keyword/>

The SEO Book keyword tool is the omega of free research tools. After typing in a keyword and searching for your high gravity keywords, you'll see results from WordTracker, Google, Yahoo, MSN, Yahoo Suggest, Google Trends, Keyword Discovery, Google Traffic Estimator, Google Suggest, Quintura, and AdWords Keyword Tool.

The downside to the SEO Book tool is that it doesn't reveal how many pages on the web are competing for keywords.

You can get the number of pages competing for a given keyword by searching for the keyword phrase on Google.

Case Study:

Joshua Spaulding's ez-onlinemoney.com ranks in the top 10 on Google for "make money online." Spaulding gets traffic to his site every day from that competitive and highly searched term. He's an average net entrepreneur like you and I.

## ***Low Gravity Keywords***

Low Gravity Keywords are less searched and less competitive. So why use them? It's better to be in the top 10 for a low-searched term than buried on page 1000 for a high-searched term. If a term is only searched for 30 times each month and your page is in the top 10 for that term, you're going to get the bulk of that traffic.

Low Gravity keywords can be found using a free version of WordTracker:

<http://freekeywords.wordtracker.com/>

For finding the right Low Gravity Keywords it's necessary to research how many other pages on

the web are competing for selected keywords.

Case Study:

Internet Marketer [Michael Cheney](#) has stated that a major tactic to his traffic generation success has been creating several pages with low-searched keywords and allowing the traffic to accumulate into a constant stream. We're talking about a guy who makes six-figures in [AdSense earnings](#) alone.

## ***Researching Keywords For What's Hot Right Now***

Finding keywords for what topics and events internet users are searching for now is easy. You can use Google Trends <http://www.google.com/trends/hottrends> which will tell you hot keywords as it updates all day long. Other methods include subscribing to Google News Feeds <http://news.google.com> and news feeds from top sources in your niche.

## ***Researching Keywords that Will Be Searched For***

There's actually no away of completely predicting what others will be searching for in the coming weeks/months/season. However, this is one of the best SEO tactics you may have never heard of. The tough part, as said, is that there's no magic tool that will tell you what terms will be searched for.

One tactic you could use is to capitalize on traffic during Christmas time. There are entire sites dedicated to baking during the holiday season, etc.

Go to [Google Trends](#) and search something seasonal like Christmas Recipes.

Case Study:

A couple years ago I made a site for Halloween Costumes and got a ton of traffic in the month of October. I also got a ton of traffic to my Halloween Recipes site in October. I did the same thing for my Christmas Recipes site and saw an avalanche of traffic. How did I know these things would be popular? I used Google Trends:  
<http://www.google.com/trends?q=christmas+recipes%2C+halloween+recipes%2C+holloween+costumes&ctab=0&geo=all&date=all&sort=0>

Case Study:

ProBlogger.net's Darren Rowse claims he began hitting the 1,000 visitors a day mark when he began predicting what terms will be searched:  
<http://www.problogger.net/archives/2007/09/13/getting-to-1000-visitors-a-day-when-to-go-pro-net-or-com-and-lonely-bloggers-reader-questions-answered/>

The method worked so well that Rowse and a friend created an Olympics blog months before the 2004 Olympics including names of athletes, events, and other things. When the Olympics came around, Rowse and his pal witnessed unbelievable amounts of traffic.

## ***Robots.txt***

One simple thing you can do help to website crawlers crawl your site is have a robots.txt file. This is especially important if you have sections of your website you do not want indexed by search engines.

In addition your robots.txt file can store the location of your site's sitemap, making it easy for crawlers to find and crawl every page on your site.

“The robots exclusion standard, also known as the Robots Exclusion Protocol or robots.txt protocol is a convention to prevent cooperating web spiders and other web robots from accessing all or part of a website which is, otherwise, publicly viewable.” - Wikipedia

robots.txt files are quite simple and easy to create.

An example robots.txt file:

```
User-agent: *  
Disallow: /tmp/  
Disallow: /private/  
Sitemap: http://www.example.com/sitemap.xml.gz
```

The first line file “User-agent: \*” tells crawlers that any crawler can crawl the site.

The next 2 lines tell crawlers not to crawl anything in the tmp and private folders.

The last line tells the crawler where to find the site's sitemap.

A robots.txt file is always found in the top level directory on your domain.

Example: <http://www.example.com/robot.txt>

I used to create my own robots.txt file but I recently found a site that will generate one for me for free:

<http://www.mcanerin.com/EN/search-engine/robots-txt.asp>

Read more about robots.txt:

<http://en.wikipedia.org/wiki/Robots.txt>

## ***SEO Checklist***

- Learn the basics of HTML
- Choose your keywords
- Find what other sites are competing for those keywords
- Put keyword phrase in <title></title>, <h1></h1>, and <h2></h2> tags.
- Include an image on the page with the file name & the alt attribute containing your keyword phrase
- Make sure your keyword phrase is found at the very bottom of your page.
- Embed your keyword phrase throughout your page at a rate of 1% to 2%. page.
- Have your keyword phrase in domain and in the page's file name
- Create your robots.txt file

## ***Other Suggested SEO Resources:***

Learn More about PageRank

<http://www.seofaststart.com/blog/why-google-cant-just-dump-pagerank>

Google Basic Searching

<http://www.google.com/help/basics.html>

Google Advanced Search

<http://www.google.com/help/operators.html>

Interpreting Google Search Results

<http://www.google.com/help/interpret.html>

Google Webmaster Central

<http://www.google.com/webmasters/>

Google SEO Basics

<http://www.interspire.com/content/articles/13/1/Google-SEO-Basics-for-Beginners>

Wikipedia & SEO

[http://en.wikipedia.org/wiki/Search\\_engine\\_optimization](http://en.wikipedia.org/wiki/Search_engine_optimization)

Google's keyword search tool

<https://adwords.google.com/select/KeywordToolExternal>

# Generating Incoming Links

Your site's ranking in the search engines is worthless without a healthy amount of incoming links. You literally need hundreds if not thousands of links for long-term traffic success. Also, the more incoming links from related sites, the higher your Google PR (PageRank). Everyone on the Internet wants to “be your friend” when you have a high PR, which leads to joint ventures, better branding, and other benefits.

Throughout this report you're going to learn simple and powerful ways to generate incoming links. Getting other sites to link to yours should be your top priority in your traffic strategy. If you were to take just one thing from this program, I'd say focus on link building.

Again, especially if you're new to being a webmaster, remember that more incoming links equals higher confidence search engines have in your site (more search engine traffic).

Each link you get is like a vote for your site. The more links you get the higher your rank. But not all links are created equal. A link to you from a site that has a rank is worth far more than many links from very low ranked sites.

## *Link Text Matters*

The actual text used in the anchor tag to link to your site is very important. Google looks at the text found in links as well as how many links you get.

Ideally you want your keyword phrase in your link's text when someone links to your site.

Example:

```
<a href="http://www.my-site.com">keyword phrase</a>
```

An extreme example of this is Google Bombing. In 2006 if you searched Google for `miserable failure` the first search result was the [Biography of President George W. Bush](#).

Now as I recall, the Biography of President George W. Bush didn't have one occurrence of the keyword phrase “miserable failure” anywhere on it, but enough people had linked to the site with the keyword phrase “miserable failure” as the link text that it came up #1 in Google.

Just for fun I decided I wanted to rank high for the keyword phrase: biggest absolute failure.

I found there weren't a lot of sites competing for the phrase and I was ranked high in little time: <http://www.nickstraffictricks.com/biggest-absolute-failure/>

This example may not seem to be that useful but it simply illustrates that there are many keyword phrases that you can rank high for if you just do a little research.

And remember: Your link text is incredibly important.

Learn more about Google Bombing:  
[http://en.wikipedia.org/wiki/Google\\_bomb](http://en.wikipedia.org/wiki/Google_bomb)

## ***Reciprocal Links***

One thing to keep in mind is the difference between one-way links and reciprocal links. Reciprocal links are where two sites link to each other usually for the purpose of boosting each others ranking. Google has caught on to this and doesn't value these kinds of links as much as a simple one-way links.

While reciprocal links aren't as valuable, they are easy to get and can be used in moderation to increase your rank in the search engines, especially when you're first starting out.

Another benefit is that visitors will see the link and if it looks interesting they'll click on it.

### **Link Market**

A good place to find other people interested in reciprocal links is:  
<http://www.linkmarket.com>

Just make sure that the people you partner with have PR greater than 0 and are related to your site's topic. Also visit the site and make sure it's something you want to link to.

### **Blogroll Trades**

WordPress blogs have something called a blogroll which is a bunch of links that appear on (usually) every page of your blog.

You can find people using the blogroll and offer to link to them if they will link to you.

### **WarriorForum**

If you have never been to the WF (WarriorForum) then you are missing out.

WF has a section where you can buy, sell, or swap links with others:  
<http://www.warriorforum.com/warrior-reciprocal-links-buy-sell-swap/>

## ***Links from Testimonials***

Chances are that someone is trying to sell something in your niche and would love a testimonial

from you. In return they'll give a sample (or sometimes complete) version of the product. They will also frequently give a link back to your site at the bottom of your testimonial.

This link can be the source of a lot of traffic to your site if the sales letter your testimonial appears on gets a lot of traffic.

One thing to remember is that the first testimonials are usually read more often and the link at the end will be clicked on more often than testimonials found at the very bottom.

If you would like to give a testimonial for this ebook (and get a free link) go to: <http://www.nickstraffictricks.com/testimonials-for-nicks-traffic-tricks-for-2008/>

Leave me a comment with your information. I routinely copy testimonials from the comments and add them to my sales letter. I will link to your site as long as the site isn't adult, gambling, tobacco, or alcohol related.

## *Links from Blogs*

Placing relevant and useful comments on others' blogs can be a great way to share information with others and get traffic to your own site.

When you leave a comment on a blog post you usually supply your web address and name in addition to your comment.

### **Tips:**

- Make only relevant and worthwhile comments. Crappy comments get removed and may get your IP banned. If on the other hand you appear to be an expert and leave a comment that is wildly insightful people will likely click on your name and visit your site.
- When choosing the name you wish to have associated with your comment, choose wisely. Use good and relevant keywords that will entice people to click on your link.
- In your comment include a single link to your own site where the reader can find additional information about the topic at hand. If the link isn't totally relevant then it doesn't belong in the comment!
- Comments appear on a blog post in the order they were submitted. So the first comment is at the top of the stack and is read most often. Its link will be clicked on more often. So it pays to be the first commenter. Many blogs offer a way for you to be sent an email whenever a new blog post appears, making it easier to be the first commenter. Some bloggers (like me most of the time) post stuff at roughly the same of the day each day. Figure out what that time is and being the first commenter will be cake.

## ***Best Poodle Site Award***

If your site is somewhat authoritative you can come up with an award to give other related sites and get a free one-way link.

What you're going to do is do a search on Google and find 20 other related sites. Make an attractive image that looks like an award. Contact the site owners and tell them you would wish to give their site an award. Supply the owner with the necessary HTML and host the graphic yourself.

## ***Submitting Your URL to Free Directories***

While submitting your link to free directories doesn't normally send significant amounts of traffic, it raises your PR, which in turn sends you more search engine traffic.

In fact, search engine optimization doesn't work unless you have incoming links.

Take the time to at least submit to the free directories found at:

<http://www.nickstraffictricks.com/free-directories-to-submit-your-site-to/>

If you have a blog, submit your RSS feed to blog directories. Blog directories will send you quality traffic as well as raise your PR:

<http://www.nickstraffictricks.com/submit-your-rss-feed-to-blog-directories/>

Consider also applying to get accepted at [blogburst.com](http://blogburst.com) free major media syndication service.

## ***Links from Education Sites***

Getting links from .edu sites can help your rankings. The easiest way to get backlinks from them is by posting comments on blogs hosted on .edu sites.

Sounds great and all but how do we find such a site.

I search for the following on Google:

```
site:.edu inurl:blog dogs "post a comment" -"comments closed" -"you must be logged in"
```

This may seem kind of scary so I am going to break it down for you piece by piece.

site:.edu – We are only looking for domains ending in .edu

inurl:blog – We can greatly narrow our search results by adding this which only includes the

word blog in the web address.

dogs – We only want blogs about dogs. Start with keywords that are general.

“post a comment” – We want pages that have the text “post a comment” as they are the most likely to allow comments.

–“comments closed” – This tells Google to exclude sites with the text “comments closed”.

–“you must be logged in” – This tells Google to exclude sites with the text “you must be logged in”

This section has been posted on my blog so you can easily copy and paste the long search query into Google:

<http://www.nickstraffictricks.com/links-from-education-sites/>

# Social Bookmarking

Your wish is to get hundreds of visitors to your website today. No, thousands. Social bookmarking sites can bring you waves of mind-blowing traffic.

Tech-savvy internet users are actively involved in social bookmarking. That is, they use a social bookmarking site to bookmark and share pages on the net with others. If your page gets submitted and it's liked (and voted for) by many, that alone can easily bring you thousands of visitors per day.

Although you won't see the highest quality traffic, if you harness the power of social bookmarking, I guarantee you can get opt-ins to your list, gain incoming links from SU (StumbleUpon) users who choose to link to your post on their own sites, and some pay-per-click bucks. So how do we create content pages we can almost guarantee will be popular?

The social bookmarking world isn't a lazy man's (or woman's) game even though all you need to do for your page to get listed is submit it at the click of a button. Pages that you and others submit to these sites have to be 1) of immense value, or 2) of rare information. Take a look through pages linked at a major social site and you'll see they are often lengthy and contain info you don't see everywhere else on the net for free.

What does this say about creating a content page solely for social bookmarking sites? Well, a good rule of thumb is to shoot for publishing pages that are at least 3 times more valuable than the pages already bookmarked at social sites. **Put so much value into your page that it would have an actual cash value, being worth as much as a report or e-book. Information should be dense, rare, and interesting.** In some cases you can get away with a short, interesting post, but I guarantee it won't stay popular for long. It will be buried.

What are some good Social Bookmarking Sites?

The two best social bookmarking sites for traffic are generally [Digg.com](http://Digg.com) and [StumbleUpon.com](http://StumbleUpon.com).

There are numerous other social bookmarking sites and you could spend all day submitting you pages to all of them.

The tool [OnlyWire.com](http://OnlyWire.com) allows you to automatically submit to many social bookmarking sites at once.

## *Milking StumbleUpon*

After you register with SU and download the toolbar, you can begin giving the thumbs up for whatever pages you like on the net. These pages will be shared throughout the social bookmarking community. Once you stumble your own page (giving it the thumbs up), you'll notice a surge of traffic to your site instantly.

That said, it's against the StumbleUpon Terms of Service to submit your own pages. If you choose to submit your own, do it at your own risk of getting kicked off the social site. If you've already stumbled your page, you're growing an addiction for viral traffic. I know.

Only submit your own valuable content pages to StumbleUpon after 48-hour periods. Otherwise, your site will be banned from SU. So stumble your own content pages and other pages you like on the net every other day around the same time. You'll want to stumble others' pages as well and if you wish, take part in stumbling through pages. You might be blow away at what connections you can make with others in your niche just by finding them via StumbleUpon.

It's a good idea to stumble pages that link to your own.

## *The Quest for the Front Page of Digg*

Getting on the front page of Digg can potentially send tens of thousands of visitors to your content page. The same methods for getting a page stumbled over and over on StumbleUpon apply for Digg. Your page needs to be of supreme value.

What's nice about getting on the front page of Digg is that Digg users are often also users of other social bookmarking networks like Del.icio.us. What happens is a Digg user likes your page, so he submits it to other social sites. This can send substantial amounts of traffic to your site for weeks.

### **Case Study:**

Jason Parker of [atomicguitarist.com](http://atomicguitarist.com) has reported generating 10,000+ hits to a guitar lesson page in three days from a combination of StumbleUpon, Digg, and other social bookmarking sites. And for over the course of a week after, he generated no less than 2,000 visitors to his page per day for two weeks after. Last heard, he's still getting 100s of hits to that page daily.

Parker reported that he purposely created the page for social traffic. The page contained immense value. For one, the lesson was created after researching the needs of guitarists, providing a solution to a problem. Two, the information was dense.

## ***Host an Inner Circle Project for Social Bookmarking***

Who's going to submit your URLs to these sites or "give them their digital blessing?" Possibly no one, especially if your niche is irrelevant to internet-savvy consumers & readers.

With no big name, how are you going to harvest a bounty of traffic from the online social sea?

Note: The following tactic I'm about to teach you can potentially send 1,000 or more visitors to your website pages via viral traffic alone. As you might be thinking, yes, the method is against all of the sites' TOS. Do it at your own risk. You can get booted off social websites if discovered. Some would call this blackhat.

Gather an inner circle of no more than, say, 5 to 20 internet marketers to begin with (25 to 100 people if you are really serious) and website owners whom you trust. You're going to submit each other's pages to social sites for massive waves of viral traffic. You're also going to give each other the thumbs up on StumbleUpon and a Digg at Digg. As far as I'm concerned, an operation of this scale is no big deal.

There are a few ways to have an inner circle project:

- You can make a list of e-mail contacts and send out viral traffic requests.
- You can create a forum on a sub-domain at your website and configure it so only users can view requests.
- You can install a content management system like Drupal in a sub-domain and also set it to private (so only logged-on members can view information).

The most efficient way to carry-out an inner circle project is to have only one thread or blog post for each day. That way all submission requests can be found on the same page. Who wants to dig through 100 different posts each day?

Consider using your inner circle for all content you produce (that links to your website). For instance, make requests for your ezine articles. Not only will you be amazed at how much traffic your friends send you, but how many other social site users give your articles a big thumbs up.

It's important also that everyone in your inner circle also uses StumbleUpon and Digg for submitting other random pages online. It's best if the people are in different places; the last thing you want is all the people to be from the same IP address, state, or even country. Otherwise, it will be easy to detect that your group is only submitting each other's pages.

Just remember the golden rule: keep your inner circle private, keep it hush hush.

## ***Top 100 Social Media Sites by techgal***

I'm sure you all have noticed sites like Blogspot.com, hubpages.com, and Squidoo dominating the front page of Google. "Web 2.0" properties have enabled this kind of Google domination.

To help everyone start benefiting from these sites, I have compiled a list of the top 100 social media sites that pass page rank.

<http://myweb2.search.yahoo.com/>

<http://360.yahoo.com>

<http://pages.google.com>

<http://www.wetpaint.com>

<http://www.blogspot.com>

<http://www.flickr.com>

<http://www.livejournal.com>

<http://www.wordpress.com>

<http://www.xanga.com>

<http://www.digg.com>

<http://www.technorati.com>

<http://www.ezinearticles.com>

<http://www.squidoo.com>

<http://www.slashdot.org>

<http://www.reddit.com>

<http://www.blogsome.com>

<http://www.propeller.com>

<http://www.tumblr.com>

<http://www.sphinn.com>

<http://www.hubpages.com>

<http://www.indianpad.com>

<http://www.furl.net>

<http://www.killerstartups.com>

<http://www.dzone.com>

<http://www.care2.com/news/>

<http://www.zimbio.com>

<http://www.clipmarks.com>

<http://www.activerain.com>

<http://www.leenks.com>

<http://www.bumpzee.com>

<http://www.faves.com>

<http://www.swik.net>

<http://ma.gnolia.com>

<http://www.shoutwire.com>

<http://www.humsurfer.com>

<http://www.mister-wong.com>

<http://www.imnewswatch.com>

<http://www.thoof.com>

<http://www.listverse.com>

<http://www.spicypage.com>

<http://www.aboutus.org>

<http://www.plugin.com>

<http://www.blogmarks.net>

<http://www.autospies.com>

<http://www.sk-rt.com>

<http://www.ballhype.com>

<http://www.bibsonomy.org>

<http://www.rateitall.com>

<http://www.lipstick.com>

<http://www.yedda.com>

<http://www.blog.co.uk>

<http://jackhumphrey.com/imnews/>

<http://www.listible.com/>

<http://www.linkedwords.com>

<http://www.smallbusinessbrief.com/>

<http://links.hubspot.com/>

<http://www.searchles.com>

<http://www.connotea.org>

<http://www.rawsugar.com>

<http://www.blogmemes.net>

<http://www.folkd.com>

<http://www.plime.com>

<http://www.clipclip.org>

<http://www.mixx.com>

<http://www.work.com>

<http://www.spotback.com>

<http://www.trailfire.com>

<http://www.bloghop.com>

<http://www.socialogs.com>

<http://www.kinja.com>

<http://www.dotnetkicks.com>

<http://www.blogster.com>

<http://www.blogowogo.com>

<http://www.wirefan.com>

<http://www.hugg.com>  
<http://www.buzzflash.net>  
<http://www.clearblogs.com>  
<http://www.connectedy.com>  
<http://www.bmaccess.net>  
<http://www.onmylist.com/>  
<http://www.tribalwar.com>  
<http://www.aeonity.com>  
<http://www.thoughts.com>  
<http://www.easyjournal.com>  
<http://www.marktd.com>  
<http://www.blogetery.com>  
<http://www.linkatopia.com>

<http://www.complere.com>  
<http://www.mylinkvault.com>  
<http://www.listafterlist.com>  
<http://www.millionsofgames.com>  
<http://www.fluther.com>  
<http://www.tweako.com>  
<http://www.unalog.com>  
<http://www.protolize.org>  
<http://www.creamaid.com>  
<http://www.realestatevoices.com>  
<http://www.hypediss.com>  
<http://www.pixelgroovy.com>  
<http://www.betamarker.com/>

## **Blogging**

It's likely you've at least heard of the blogging phenomenon by now. I know it's likely you even have a blog as we speak. Technorati claims a new blog is created every second.

Blogging is like writing an informational diary on the net. Usually a blogger uses the open source (free) content management system WordPress to write his blog. You can monetize your blog with several revenue generating programs like Google AdSense and/or use it to build your e-mail lists.

Search engines love blogs because blogs have regularly updated content.

It's amazing how much search engine traffic you generate from long-tail keywords that aren't even included on the same pages.

For example, say blog post number one has the words "low-fat diet" and blog post number two has "get cut abs." A Google user searches for "a low-fat diet that will get you cut abs" and she ends up at the index page of your blog.

You can also expect results from unexpected keyword searches. For instance, ProBlogger Darren Rowse claims one of his highest searched pages comes from the search `about me`.

For the keywords `poodle manicures` NicksTrafficTricks.com is at the #1 spot right now.

Therefore, I think it's safe to say blogs are naturally search engine optimized.

## ***Guest Blogging***

Guest blogging is a great way to get surges of traffic, buzz, build your profile, and score one-way incoming links. The idea is to write a highly valuable post that you would normally put on your blog, but instead e-mail it to a blogger who runs a popular blog in your niche. If the blogger likes it, he'll post it, give you credit for it, and provide a link back to your blog.

Similar to guest blogging, you can contact someone who runs a big newsletter and offer an article in exchange give a link to your blog.

## ***Submitting to Blog Carnivals***

Blog carnivals are like online magazines. They're monthly issues featuring blog posts from all over the web. Write a great post. Go to [blogcarnival.com](http://blogcarnival.com). Find an active carnival in your niche and submit the URL to your entry. If approved, whenever the next issue of that blog carnival is released, you'll see

traffic. Of course, using blog carnivals for traffic is exceptionally easy because you've already written and published your post anyway. Just submit the URL to it.

## ***Creating a Blog Roll***

When bloggers discover you've linked to them, they often link back. If your site is of quality, bloggers are usually generous enough to throw your link in their blog roll piles. This incoming link helps with a little direct traffic. It's great for raising your Google PageRank, which increases your search engine traffic.

## ***Easily Generate Incoming Links with Odiogo***

Here's a hot new idea on easily getting incoming links I can almost guarantee you've never heard of (depending on what part of 2008 you're reading this).

[Odiogo.com](http://Odiogo.com) is a free service that takes your blog content and instantly turns it into an audio podcast. When the process is through, you get an RSS feed with audio from all of your written content. You're now a podcaster. You can submit this RSS feed to podcast directories to get massive amounts of incoming links and direct traffic.

## ***Viral Linking Campaigns***

A more aggressive tactic than speedlinking became more common in 2007: viral linking campaigns.

Not many want to freely link to "the little guy"/you. So how are you going to get more one way incoming links that both bring in click-through traffic and raise your PR for search engine traffic?

You may have heard of the term "link love." When you're giving link love, you're generously providing an outgoing link from your blog or content page. I want to tell you about link love that also loves in return.

Gather 30 (or so) links to your favorite related blogs. However, make sure these blogs are fairly new or else the bloggers won't see the benefits of viral linking. Now create a link to your site then pile the rest of the links together separated by commas or bars "|"

You're going to create a content page that explains viral linking. Something like:

"It's time for a little link lovin'! Add your link to this batch of quality links to a blog post and pass it on! Get incoming links from all over the net, raise your PR, and get more traffic! Be sure to explain to your readers how they can pass on your links and at the same time benefit by effortlessly gaining incoming links!"

### **Tips:**

- Compile links to blogs or sites that are related to your site's niche.
- Contact those you linked to and tell them about your viral linking campaign.
- If you have the expertise, display an HTML code with all of the links in your pile that your readers can easily copy and paste to their viral linking content pages.

### **Case study:**

Bryan Clark of [onemansgoal.com](http://onemansgoal.com) generated 3,000 plus incoming links in three months in 2007 with one of his methods being viral linking campaigns. His blog had already broken 30k in Alexa at the tender age of 4 months old. Clark sold onemansgoal.com for \$8,500 in the winter of 2007. His current blog is at [bryansjourney.com](http://bryansjourney.com).

## ***Pinging***

Blogs are one of the easiest ways to get a website up and running. Many people, however, don't fully understand everything about the blog they are creating. One of the parts of the blog that should never be overlooked is the ping. This is a very simple process which seems, for some reason, to be shrouded in mystery. A ping simply tells some very influential websites that you have new content on your blog.

Because these influential websites have a lot of clout in the eyes of Google, getting traffic from pinging your blog is fairly easy to understand. As new content is added on your website, and your blog is pinged, these other websites will list you in your appropriate category. Google visits their websites on a frequent basis and will follow the link to your blog. Not only will it help you to get listed in Google, it will give you additional weight in their eyes. A simple ping is all that is necessary sometimes to get you rolling toward some free Google traffic.

Pinging your blog does not have to be something that is time-consuming, either. Many people use free services, such as pingoat.com or they set their blog up to automatically ping their favorite services. In this way, you will be able to enjoy all of the benefits of pinging without spending more than a few seconds of your time taking care of the process. If you are consistent with your efforts, you will find that your traffic will continue to grow for a long time to come.

For a huge list of sites to ping:

<http://www.nickstraffictricks.com/list-of-ping-sites-for-your-blog/>

## ***RSS Traffic***

If you're not already using your RSS feed, it's time to start. Use the free service from [Feedburner.com](http://Feedburner.com) so those who come across your site can subscribe to your regularly updated content. They'll read it

through a feed reader.

Not only will using your RSS feed bring you traffic from loyal readers, web surfers who use feed readers are often tech savvy website owners themselves. You can expect for them to link to some of your content pages, which will help you in the major search engines and with direct traffic from their sites. You'll also be saving your site's monthly bandwidth.

Probably the best place to learn about all aspects of blogging:  
<http://www.problogger.net>

## ***Resources***

Grow Your Traffic: Turn New Visitors Into Loyal Readers:  
<http://www.skelliewag.org/grow-your-traffic-turn-new-visitors-into-loyal-readers-108.htm>

The First Month: Building Something From Nothing:  
<http://www.skelliewag.org/the-first-month-building-something-from-nothing-116.htm>

The Second Month: Building a Springboard:  
<http://www.skelliewag.org/the-second-month-building-a-springboard-117.htm>

The Third Month: Building Your Snowball Effect:  
<http://www.skelliewag.org/the-third-month-building-your-snowball-effect-118.htm>

50 Tips to Unclutter Your Blog:  
<http://www.skelliewag.org/50-tips-to-unclutter-your-blog-44.htm>

# Article Marketing

## *Basics*

This is perhaps the most popular way of driving traffic to a site for Internet Marketers, but you can use the same traffic tricks for a general website. Write a 500-word article with SEO in mind and submit it to [ezinearticles.com](http://ezinearticles.com). Be sure to place a link to your URL in your bio along with a tasty line or two about why the reader should visit your site.

You can also take a single article and “spin” the words in the content around then submit each original article to other ezine directories such as [goarticles.com](http://goarticles.com), [articlecity.com](http://articlecity.com), [associatedcontent.com](http://associatedcontent.com), [articledashboard.com](http://articledashboard.com), [articlesbase.com](http://articlesbase.com), and [searchwarp.com](http://searchwarp.com).

## *Spinning*

Spinning an article simply means taking the information from an article and rewording each line. Spinning content can be done manually or you may enjoy using a free content spinner like the one at [jetspinner.com](http://jetspinner.com).

You might also want to consider using different main keywords in each article, so you’ll have a better chance of your article coming up in different searches (remember, compete for highly searched keywords as well as those terms searched for only 100 times per month, as well as seasonal keywords!).

Besides the direct traffic you'll be getting from your articles, you'll also acquire new one-way incoming links. With all that I've said in mind, let's sum up how effective article marketing can be for sending traffic your way.

### **Benefits:**

- Direct traffic from articles
- Direct traffic from websites who digitally reprint your articles.
- Traffic from search engine traffic your articles receive.
- One-way incoming links from both the article directories and the sites that republish your articles. Remember that incoming links (especially one-way) are essential for generating search engine traffic.

If you're having trouble getting incoming links, article marketing should be a good focus for you easily acquiring them. More incoming links equals more weight in the search engines.

Consider these techniques when applying article marketing:

Write three articles on the same topic. Submit one to article directories. Put the other two on your website. In your bio box, tell readers they can read parts 2 and 3 at your website.

This may sound like a dumb statement, but only write about things you know others want to read about. Otherwise, you'll get no traffic to that article to begin with. So write interesting articles or hire someone to write them for you.

Be sure to write in a fashion that your readers will 1) grow trust for you, 2) gain knowledge because of you. In internet marketing, articles can be powerful tools even in the sales process.

## ***Private Label Rights***

To make things easier you can buy Private Label Rights to articles for dirt cheap. For slang, we call this content "PLR." When you own Private Label Rights to content, you can reword the information and submit the spun articles to ezines. However, it all depends on what specified rights you retain when you purchase Private Label Rights.

I highly recommend using PLR. You can get 500-word articles often for under a buck. This saves countless hours of work, especially if you're working in a niche you're not an expert in.

Use a PLR membership site such as [plrpro.com](http://plrpro.com) or search for groups of PLR articles to purchase online. Search for buy PLR into your search engine and you'll find what you're looking for. You might also want to try [Warrior Forum](#) and ask if anyone has any good PLR on your niche.

## ***Article Marketing by Steve Wagenheim***

This is probably the cheapest of all the methods because it's virtually free. Your only cost is web hosting and the cost of your domain name. Submitting to article directories is free so take advantage of it.

Okay, how do you get the most out of this?

Well, that's where a lot of people disagree, unfortunately. So this is the tactic I choose. Others are welcome to add their 2 cents.

I choose not to fight the masses. So I go after the keywords that don't have as many competing sites but still have a decent number of daily searches according to Wordtracker. I make my cutoff 50 daily searches and no less. Competing sites I cut off at no more than 50,000. Yeah, I'm picky, but the keywords I target that meet this criteria bring me decent traffic.

I do not plaster my articles all over the Internet because I am building for the long time. I don't want duplicate content to ultimately turn my search engine rankings to dust. Yeah, I know, there are those who argue that duplicate content penalties are a myth. I'm not going to get into that here. I'm just letting you know what I do, and that's to submit to just a few places and different articles for each. Ezine Articles is still the king in my book.

When you submit articles, make sure your articles are informative and the resource box has a strong call to action. Resource boxes that read like "John Doe is an author and has a degree in..." won't cut it. You need to write something like...

"Sick and tired of <whatever the problem is>? Want to finally <what the solution is their looking for>? Then go to my site at <URL> and get your free report on <whatever your solution is>. Start <whatever they are trying to do> TODAY!"

This is what I do and my opt ins come regularly everyday.

Try to write at least 3 or 4 articles a day. Why?

Well, that's where the rating of this method comes in.

Quality Of Traffic - 10. These are people who are specifically looking for this information. You can't get much more targeted than this. If the site in your resource box is a solid match for the content of the article, you should get quite a few opt ins.

Speed Of Traffic - 10. You're going to start getting this traffic right away, as soon as those articles are posted. With Ezine Articles, it's 6 to 24 hours once you've reached Platinum status, which only takes 10 articles submitted.

Quantity Of Traffic - 3. This is the big problem with article marketing. You're not going to get a lot of traffic in the beginning because you don't have many articles in circulation. However, once you have built up a nice article base, you will start to see the quantity of traffic increasing over time.

Article marketing is what I call the long haul process. It's not a quick fix like Adwords, which you can pay for dearly if you don't do it properly, but it's a cheap way to get highly qualified traffic fast. Over time, the amount of traffic you get WILL increase, but you have to write everyday.

This section written by Steve Wagenheim. If you want a fool proof step by step formula for writing articles in under 30 minutes...check out the link below. It's a book written by Steven Wagenheim who has the number 1 rank at Ezine Articles for the category of Internet Marketing...beating out over 4000 other contributors.

<http://www.honestincomeprogram.com/tcawamg.html>

## Viral E-Book/Report

If you have an ebook, special report, piece of software, or any digital info that is of value to others you can give it away to others and get traffic in return.

The goal here is to give away something of real value and get readers to forward it to their friends.

To keep things simple we are going to assume that you're giving away an ebook though these ideas apply to other things as well.

### *Creating the ebook*

You must start with something of value. I cannot stress this enough. People will not forward something to their friends or tell others about it unless it has real value.

In creating the ebook make sure that it contains a link to your site in the header/footer and at the beginning (the most read page).

For software be sure to also place a link to your site in a place where the user can see it and click on it.

**NOTE:** Make double sure the link is clickable and that your site does come up correctly. Never put a url in it and assume people will open up a new browser window and type in the url. People are lazy.

Put in a copyright statement encouraging others to pass on the ebook as they wish as well a disclaimer statement.

Here is what I might put on the front page of one of my free ebooks:

This report is free. You may give it away. In fact, I encourage you to give it away.

This report can be sold but I recommend not selling it as anyone can get for free at [some url]

This guide can be combined with any package or bundle, sold or given away.

The only thing I require is that the report is not modified in any manner.

The strategies in this report can be to generate a flood of traffic to almost any website.

However, what you do with these techniques is up to you. Because I don't know you, don't know your skills and – most important of all - don't know how persistent you'll be, I can't make any guarantees.

In the introduction & conclusion portion of your ebook, ask people to send it to others.

Sometimes it works best to simply ask others to send it to others.

When you link to your site make sure the link is enticing, promising additional information.

Many ebooks have an appendix at the end. Instead of putting an appendix in your ebook put the appendix on your site and link to it. This not only sends traffic to your site but also allows you to keep your appendix up to date, adding further value to your ebook.

Keep your ebook relatively focused on single subject. If it solves a problem make sure it solves it well and solves nothing else.

Viral ebooks tend to small and easy to download, making it easier for others to download and email to others.

Be sure to add page numbers, have fonts be standard size

Have a minimum of 3 people proof read it.

## ***Packaging***

If you link to the ebook in pdf format then when people click on the link to the pdf it will automatically load the pdf in the browser.

If instead you link to a zipped file (which contains the pdf) they will be forced to download it to their computer, making it easier for them to read it later and forward it to others.

In the zip file also include a file that links to your website.

To do this open a new file in NotePad and save it.

An example filename might be Traffic\_Tricks\_Blog.htm

Be sure that the filename contains no spaces, is something that gets the viewers attention, and ends with .htm

Inside the file type the following:

```
<HTML><HEAD>  
<META HTTP-EQUIV="refresh" content="0;URL=http://www.nickstraffictricks.com">  
<TITLE></TITLE></HEAD><BODY></BODY></HTML>
```

What this chunk of HTML code does is tell the browser to immediately redirect to:

<http://www.nickstraffictricks.com>

Simply replace <http://www.nickstraffictricks.com> with your own url and then save.

Be sure to test your redirect!

Now everyone unzipping the file will see a file and if they open they will be sent to your site.

You can do this for affiliates stuff too.

Just don't abuse it.

If you irritate people they won't pass on your ebook.

## ***Distribution***

Now that your ebook package is ready there are many ways to distribute your freebie and start receiving traffic:

- Make a page on your site outlining the ebook and its benefits with a big **DOWNLOAD HERE** graphic and ask your friends to put it on their sites.
- Put a link to your freebie in your email signature
- Upload your freebie to [Scribd](#)
- Use forums to distribute your ebook. Read the section on getting traffic from forums.
- There are many people with large email lists in your niche. Find out who they are. If my niche was Poodles I would Google poodle email list or poodle newsletter or poodle news and see who comes up in the search results.

Chances are they have a sizable email list. Subscribe to their list and respond to one of their emails.

What you're going to offer them is to have their affiliate link at the top (header) of every page and you keep the link to your own site in the footer. All the list owner has to do is send an email to everyone on the list with a link to your ebook. The list owner wins by having an affiliate link in the ebook being distributed and you win by having everyone on the list read an ebook with a link to your site!

- Find other people selling related products and offer to have your ebook bundled with their product. In return give them a link in the header of your report.

# Squidoo

Squidoo is actually easier to get traffic from than many people realize.

Google loves Squidoo and Webmasters love the traffic that they get from Google. By creating lenses that are targeted to specific keywords, you will rank well for those keywords in the Google search engine. Although there is more involved to getting ranked than that, in its most basic form it is really that simple. Once you have your new lens up and running, you will find that it is listed in Google within a day or two. With a little bit of work, you can drive that lens to the first page.

Another way that you can get traffic from Squidoo, which is overlooked by many webmasters, is from other lenses on the same site. Squidoo has groups that are based on specific subjects. Find one or more of these groups and apply for membership. Take an active part within this group by visiting other lenses, signing their guest books and ranking them. You will soon find that you have a lot of people visiting your own lenses and ranking them as well. This will drive them up in the Squidoo listings.

Now what do you do with all this traffic to your lens? You link to your own site as a place to get even more information about that niche.

[Become a Squidoo Grand Master.](#)

# Twitter

Twitter is a social networking service that asks a very basic question: What are you doing right now?

People are allotted 140 characters to answer this question. It's a micro blogging service where people can share with each other what they are doing.

You can use this to get traffic by notifying people following you of a new blog post.

Remember the key here is to provide quality links to the people following you.

Follow me on Twitter: <http://twitter.com/nick1123>

If you use the firefox browser then I recommend using the TwitterFox extension:  
<http://www.naan.net/trac/wiki/TwitterFox>

Read more about Twitter on WikiPedia:  
<http://en.wikipedia.org/wiki/Twitter>

Caroline Middlebrook has an excellent 7 part series on Twitter:

[Twitter Guide Part #1: What is Twitter?](#)

[Twitter Guide Part #2: Socialising with Twitter](#)

[Twitter Guide Part #3: Using Twitter Properly](#)

[Twitter Guide Part #4: Twitter Tools | Platform Specific](#)

[Twitter Guide Part #5 - Twitter Tools | Web Applications](#)

[Twitter Guide Part #6: Hacking Twitter](#)

[Twitter Guide Part #7: Multiply Your Twitter Audience](#)

## Viral Video

Producing an informative video and submitting it to YouTube along with your website's URL can send a hurricane of traffic in your direction.

### Case Study:

Blendtec makes high-end blenders costing hundreds of dollars. They got a lot of attention with their “Will it Blend?” videos on youtube.com. They have videos of the blenders blending everything from golf balls to credit cards to glow sticks to even an iPhone. The video of the blender blending an iPod ( <http://www.youtube.com/watch?v=B8H29jU8Wrs> ) has been watched nearly 5 million times.

Don't forget about the other video sites such as veoh.com, MySpace Video, and a South Korean-based video sharing site called CyWorld.com that actually gets more traffic than YouTube.

For a full list of video sharing sites:

<http://www.nickstraffictricks.com/list-of-video-sharing-sites/>

Also consider carefully titling your headlines with highly searched keywords and adding a whole lot of search engine optimized content in your description.

Search engines love video sites and so do web surfers.

Your videos don't always have to be informative. Many of the most watched videos are just silly and took very little to produce.

## Forum Traffic

One great way to drive quality traffic to your website, although you might find it to be a small amount on a daily basis is by forum marketing.

Remember that one hit of quality traffic is often worth as much as a few hundred hits from a non-quality source.

What makes it of quality is you're getting traffic based on what you say in forum replies (you've already sold yourself to a degree).

Join a forum on your site's niche.

Login and edit your profile.

In your signature, provide a link to your site along with a tasty blurb.

Another huge benefit of forum marketing is that you're talking with others in your niche. At the same time you're driving traffic to your site, you're market researching.

You're finding out the biggest problems in your niche, so that you can provide solutions in the form of an info products or website content.

### Tips:

- Start by finding a forum related to your niche and make sure signatures are allowed.
- Build your reputation as an expert in your niche. Provide quality information in your posts and replies. Users of a forum will only click on the link in your signature if you've enlightened them. One tactic you can use is by creating a new thread with pure information in your niche, almost like a blog post.
- Never link to your own site within content of threads. Only place a link to your site within your signature.
- Be sure to read forum rules and regulations before joining any forum. Nearly all forums don't allow affiliate links in your signature or within threads.
- Don't spam forums!!!

# Email Traffic

I know this goes without saying but I am going to say it anyway: Do NOT Spam people or anything akin to it. Building an email list is great way to nearly guarantee traffic to your site. Just make sure people signed up to be on your list.

On your website you should have a place where visitors can opt in to your email list and in return they get some sort of freebie like an ebook or free report. Have your first automatic follow-up email send him to your freebie's download page.

## Tips:

- Use the double opt-in when you are building your subscriber list.
- What this means is that when someone signs up to your mailing list, you have to make sure that you really do have their permission.
- The typical way of doing this is to send an email to the person and ask them to click on a confirmation link before they are officially added to your mailing list.
- Offer subscribers an easy way to unsubscribe from your mailing list.
- Right up front let people know how often you will be emailing them.  
Sometimes email marketers will let people know that they will not be emailing them more than once or twice a month but do not mention specific days (second and fourth Tuesdays) or dates (15th and 30th).  
Others say that they will be emailing once a day for a week and then once a month.

Now this might sound like a lot of work but [AWeber](#) has made it easy.

Use an auto-responder such as [AWeber](#) for traffic via email. It may not seem like you're driving much traffic to your site at first using an auto-responder, but when your list grows to over 1,000, you can easily drive at least 250 visitors to a page of your website just by sending out one email.

What's great about using an auto-responder is that you can both send one-time email broadcasts and also pre-write the emails that will be sent out automatically over time.

So instead of a visitor coming along and leaving (never to visit your site again) if he opts into your email list, you'll see revisits from him. The best way to get someone to opt-in to your email list is to give something away of value, like a report or ebook in PDF form.

Why should you use [AWeber](#)?

- Experts state it often takes 7 or more messages before prospective customers make a purchase.
- Unlimited campaigns, lists, follow up messages, and newsletters.
- Reliable, >99.34% email deliverability, fast.
- 51+ Templates for newsletter and follow up design.
- Easily create and add opt-in web forms to your website.
- Free training guides and videos.
- Expert unlimited free customer support.

## **Other Thoughts**

When someone signs up for your list they are taken to a boring white page that says something like “Thanks for signing up for Nick’s List. Please check your email to confirm your subscription”

The problem is that many people don’t put anything else on the page besides the message about checking your email. So make sure you put something else on the page like a link to other sites you have (for free traffic) or offers for other people’s products (for nice affiliate commissions).

When you sign up for others’ email lists you may find they also have a boring white “go check your email page”.

If this is the case, contact the owner and ask them to put up your link on their boring page, giving you free traffic. You can have an agreement where you both link to each other’s site from your “go check your email page”.

## Going Viral with Email

You may have heard about viral marketing and viral this or that. One of the easiest ways to get traffic is to create a viral email that people will forward to others.

My Mother loves to bake and in November of 2007 she forwarded an email to me with a list of 100 recipes for every imaginable cookie. Now the email didn't actually have every recipe but rather contained 100 links to the recipes on northpole.com

Someone at northpole.com had the bright idea of sending out an email with links to all their recipes.

They knew that people like my Mother would forward this email to everyone she knew that liked to bake. This one email sent a flood of traffic to the northpole.com

The great thing about this is that it is so easy. No autoresponder is needed.

Simply craft an email with a list of pages on your site about a particular topic and send the email to a bunch of people who would like this information. If the information is good enough they will forward it to others.

Below is a screen shot of the actual email with 100 cookie recipes my Mother sent me:

**JUST CLICK ON THE NAME OF THE COOKIE AND BAM, THE RECIPE IS THERE. GOOD TO KEEP HANDY FOR THE HOLIDAYS.**



[1-2-3 Cookies](#) [7 Layer Cookies](#) [Allie Nelson's Famous Snickerdoodle Cookies](#) [Almond Crescent Shortbread](#) [Amish Sugar Cookies](#) [Andies Candies Cookies](#) [Angel Crisps](#) [Angenets Applesauce Cookies](#) [Apricot Fold-Overs](#) [Aunt Edy's Molasses Crinkles](#) [Auntie Linda's Ginger Gems](#) [Bakeless Dream Cookies](#) [Banana Drop Cookies](#) [Best Chocolate Chip Cookies in the World](#) [Biscotti](#) [Biscotti Blueberry Cookies](#) [Boiled Chocolate Oatmeal Drop Cookies](#) [Bronwnies](#) [Brown Sugar Shortbread](#) [Brownie Cookies](#) [Brownie Delight Brownies](#) [Buccaneer Snowballs](#) [Buried Cherry Cookies](#) [Butter Cookies](#) [Butter Nut Balls](#) [Butterballs](#) [Butterscotch Haystacks](#) [C.O.P. Cookies](#) [Candy Cane Cookies](#) [Candy Cookies](#) [Caramel Shortbread](#) [Cheesecake Brownies](#) [Cherry Buns](#) [Cherry Crowns](#) [Cherry Winks](#) [Chewies](#) [Chewy Noels](#) [Chinese Chews/Haystacks](#) [Chocolate Chip Cookie Bars](#) [Chocolate Chip Cookies](#) [Chocolate Chip Meltaways](#) [Chocolate Chip Peanut Butter Cookies](#) [Chocolate Christmas Trees](#) [Chocolate Cream Cheese Squares](#) [Chocolate Crinkles](#) [Chocolate Mint Snow-Top Cookies](#) [Chocolate Oatmeal Cookies \(no bake\)](#) [Chocolate Snowball Cookies](#) [Chocolate Streusel Bars](#) [Chocolate Sundae Cookies](#) [Chocolate Walnut Crumb Bars](#) [Choco-Scotch Crunchies](#) [Choose A Cookie Dough Recipe](#) [Christmas Crackers](#) [Christmas Crunch Bars](#) [Christmas Ginger Snaps](#) [Christmas Macaroons](#) [Christmas Mice Cookies](#) [Christmas Shaped Cookies](#) [Church Window Cookies](#) [Coconut Cookies](#) [Congo Squares](#) [Cookie in a Jar](#) [Corn Flakes Cookies](#) [Cornflake Christmas Wreaths](#) [Cowboy Cookies \(oatmeal\)](#) [Cream Cheese Cookies with Apricot](#)

## Classified Ads

There are many different ways to get traffic to your website quickly, but none work quite as well as getting traffic from classified ads. There are two different ways that you can accomplish this.

Online classified ads have been popular for almost as long as the Internet has been around. At one time, these classified ads would send so much traffic to your website that it could bring your server down.

People don't look at classifieds online quite as much as they used to but it is still a great way to get some targeted traffic on your pages.

There are plenty of free services that have favor in the eyes of Google where you can post your ads and get a decent amount of traffic. Done correctly, this is well worth the effort.

Putting classified ads in local newspapers is also a great way to get traffic to your website.

Not many people do this, however, but by placing a cheap ad and directing them to a page with a simple offer on it, you can make a killing.

The key to this is to start small and test your ads to see which ones pull the best.

Once you have a winning combination, you can roll your profits back into purchasing additional ads in nationwide newspapers.

Get a list of Classified Ad Sites:

<http://www.nickstraffictricks.com/list-of-classified-ad-sites/>

# Traffic Exchanges

## *Basics*

Traffic Exchanges are one of the most misunderstood forms of advertising on the Internet...and as a result...one of the most misused. The number of people who have any success with traffic exchanges (hereafter referred to as TEs) are few and far in between. However, by using them correctly, you can actually have quite a bit of success with them. I'm going to give you a brief summary of what TEs are and how to use them to get the most out of them.

What Are TEs?

TEs are programs where members get to show other members of the TE their web pages. There are 2 ways to do this.

Use the TE by surfing other members pages in order to accumulate credits for your site. These credits can be exchanged for visitors. Most TEs will give you 1 visitor for every 2 credits. Some give 2 visitors for 3 credits and some give a 1 to 1 ratio. These are the most popular.

Instead of surfing for credits, buy them. You can usually get quite a few of these for about \$10 to \$20 or so. That amount could buy you as many as 500 to 1000 credits. Depending on how good the quality of the TE is, this can translate into quite a few real visitors for you.

TEs work on the timer principal. Each site you view, you have to stay there for so many seconds. Most sites are about 30 seconds. Some are 20, some are a minute. It varies. Once the timer expires, you can them move on to the next site. It's a pretty mindless exercise and quite boring. If you're going to do it...do it on your lunch break.

The TE Surfer Mindset

In order to understand why TEs generally don't work for people, you need to understand the mindset of the person who surfs TEs.

These people are looking for a quick and cheap way to get visitors to their web site. They are in NO way interested in viewing your site. They are simply surfing to get credits. Most of these won't even buy credits because they are basically too cheap to do so.

The point is, showing these people a 40 page web site is pointless. They're not going to look at it.

Right now, you're inclined to be thinking that using TEs, given this information, is a total waste of time. Well, for the person showing a 40 page web site...it is.

But that's where what YOU are going to do is going to be so much different.

See, there IS a way to use TEs effectively. The problem is, very few people understand what I am about to share with you. So what is to follow is a simple step by step process for using TEs.

**Step 1** – Write up a report based around traffic generation methods. I'm sure you have your favorites. If not, this report should give you some great ideas. The key is to first focus on why TEs are not effective for most people and explain to the prospect how to use them effectively...which you will of course get from this section.

**Step 2** – Get yourself a good autoresponder like [AWeber](#). You want one that has a reputation for a good delivery rate. I use [AWeber](#) and have no complaints at all. You're going to use this to build your list.

**Step 3** – Write a series of follow up emails for this series that focus on traffic generation. Remember, the people you are targeting are looking for ways to get others to their site.

**Step 4** – Create a splash page for the TEs you're going to use. A splash page is a very short page that only contains a very small amount of information. You want all of it to be ABOVE THE FOLD so that surfers don't have to page down even once. Remember, they don't have much time to be attracted to your page. On this splash page you're going to have an opt in for your free report that is going to help them.

**Step 5** – Get a copy of Jon Olson's HIT EXCHANGE NEWS to find out what the top TEs are. Jon's newsletter is the best in the business. Whatever ones he says are at the top...use them! Sign up right away and get your splash pages approved.

**Step 6** – This is only a suggestion, unless you have time to kill. Don't surf. Instead, buy credits. They're not expensive and with the top exchanges, you'll find that it is worth it to spend the \$10 or \$20 on credits. Of course if you want to go the free route and have the time, surfing will work.

**Step 7** – Watch your list slowly grow. It won't happen overnight, but it will happen. And if you provide these people with good content in your newsletter as well as with a good report, you'll see the sales start to come in.

You want to track the number of views for your splash page to the number of opt ins to see how well the page is performing. One key to getting people to opt in is to have a great headline that is geared to the people using TEs.

Here are just a few suggestions:

- Stop Surfing For Hits Until You've Read My FREE Report!
- Discover How To Turn Traffic Exchanges Into Traffic Tsunami!
- Discover The REAL Truth About Traffic Exchanges!
- Discover WHY You're Not Making Sales With Traffic Exchanges!
- If you use your imagination...you can come up with many more.

## Conclusion and Summary

TEs can be very effective if used correctly. The outline above, as simple as it may seem, is very effective at getting qualified traffic from TEs. The key is to give these people what they are looking for...and that is traffic to THEIR web site. That is the ONLY reason they are there.

This portion of the report was made possible by Steven Wagenheim who has been marketing on the Internet for over 5 years.

You can get his FREE report...The REAL Truth About Internet Marketing below.

<http://www.stevewagenheim.com/realtruth.html>

# Pay-Per-Click

Using pay-per-click you literally pay an amount of money for every time a web surfer clicks on your URL through PPC programs like AdWords and GoClick.

There are numerous books written on using PPC for traffic. In short, although obvious, the key is to not get burned.

Some PPC Tips:

Do the research and the math. Find out how much it will cost per click in your niche (using a tool like the <https://adwords.google.com/select/KeywordToolExternal>).

If you're pushing an affiliate program or your own product, test with organic traffic to find out your conversion rates.

If it looks like you'll make a profit with PPC, start with something like \$1 per day and test.

As said, you can get burned badly with PPC. However, it's a high quality source of traffic. If you've tested, I recommend giving it a shot.

When you are paying to send traffic to your product's sales page, don't risk a lot of money on any one product.

Some products will cost you more money in advertising than you make from the sales of the product.

## **I usually follow the Double Rule.**

The Double Rule says if I am selling something for \$10 and I spend \$20-\$30 in advertising without any sales then it's time to cut my losses and try something else.

To break even I would have to magically make 2 sales without any additional advertising costs. This is very unlikely and that's why it's time to find another way to sell your product.

The Double Rule also says that if you have made 2 sales but have spent much more on advertising than you have earned it's probably time to stop losing money and find another way to sell your product.

It's critical you put limits on what you spend or you may lose your shirt.

# Creating Buzz About Your Website

Buzz around the net about your website can bring you enormous amounts of quick, quality traffic. Bloggers and website owners write about you, they link to you, and traffic pours in. A newspaper might even write about your site.

So how can you create buzz?

Here are some ways:

Write a press release that may be chosen for publication in newspapers. For instance, if you're a blogger making some money online, your local or state paper might find your press release and publish it. We're talking loads of traffic.

List of Press Release sites:

<http://www.nickstraffictricks.com/press-release-list/>

To learn more about writing press releases, go here:

<http://mashable.com/2007/10/20/press-releases>

Networking with others in your niche can create immediate or future buzz. Just go to another site in your niche and contact the webmaster.

Try building a relationship with him.

Whenever you release a new product or, say, open a forum, it's likely your network won't mind posting a blurb about it.

If you feel as if you're an expert in your niche, contact your local radio stations. They're always looking for guests.

This is yet another method that will send more visitors than you can imagine in your direction within a short period of time.

# Torrents Marketing

With torrents marketing you can share media files like PDF reports and ebooks containing links back to your site (and affiliate links).

Download the platform Limewire to begin sharing your torrents with other Limewire users. Just be sure not to illegally upload or download any copyrighted material.

There are also torrent search engines and sites you can submit files to. Check out [torrentz.com](http://torrentz.com). Search “torrents marketing” in Google for more top sites.

To create a torrent file, you'll need to download CompleteDir.

Click here for in depth details on how to convert your files into torrents so they can be shared: <http://www.sidewalkcrusaders.com/bthowto/btmake.html>.

In order to share your torrent files, again, you'll need to download Limewire at [Limewire.com](http://Limewire.com).

**Tip:**

Besides generating traffic to your site via torrents, you can write reviews of products and place affiliate links in your PDF, then convert that PDF into a torrent file and share it.

For instance, if you review the bestselling ebook “Niche Marketing on Crack,” make the title to your torrent simply “Niche Marketing on Crack.”

This both converts into sales and protects others' copyrighted material.

## Odds & Ends

### *Start with a great product*

I cannot stress enough how important it is that you start things with a great product. Whether it's an email course or a seminar that you are selling or website with baby names you must have a quality product. Your success in getting traffic depends on this. Getting others to bookmark your site and come back to it is a difficult task if all you offer is crap.

Google and other search engines are increasingly able to track visitors behavior on various sites including how many pages they visit and how long they stay. Google can even determine how often visitors hit the back button when visiting your site. This factors in to your sites' ranking in the search engines.

The point is if you offer crap you will have difficult time getting consistent traffic.

### *Be Remarkable*

Be remarkable – What does this mean exactly?

Most people think that remarkable means neat or really cool, but it also means something is worth making a remark about.

Being remarkable means your product or company does something that causes people to remark about it to someone else. It's word of mouth advertising. People of their own free will talk to their friends and family about your product or company or web site.

There is great video explaining the power of being remarkable:

<http://www.nickstraffictricks.com/seth-godin-sliced-bread-and-other-marketing-delights/>

Remarkable websites get a ton of free word of mouth traffic.

A good example of this is [GoogleFight.com](http://GoogleFight.com) which is a silly site that serves no purpose except to entertain. I heard about the site from my wife who heard about it from some 13 year old boys. I have told many people about this and now I am telling you about it because it's remarkable.

## ***Choosing a Name***

Choosing a name for your product, company, and website are very important. You want to choose a name that is memorable and easy to spell. When I buy domains I nearly always purchase a .com as it is easier for people to remember.

Eben Pagan has 3 great videos on marketing and the third video deals almost exclusively with choosing good names.

View all 3 videos:

<http://www.nickstraffictricks.com/3-great-marketing-videos-from-eben-w-pagan/>

## ***Choosing the Right Domain***

Choosing the right domain is an important decision. But there's more to it than just picking the right name if you want to rank high in the search engines

In the last decade or so over 300 million domains have been registered:

<http://www.domaintools.com/internet-statistics/>

Of all the search engines out there Google has risen to be the undisputed 900 pound gorilla when it comes to search engines.

I believe it's number 1 in large part because of it's commitment to giving quality search results. Google is constantly refining its ranking process.

The problem facing search engines like Google and other search engines is web spam.

Web spam consists of sites that are put on the Internet with absolutely no valuable content. What they display is total rubbish. Their sole purpose is to get visitors to click on their advertisements.

Their presence degrades search results for everyone.

The last thing you want is for Google to mistake your newly purchased domain for web spam.

In order to avoid this we need take a look at what web spammers do and not do those things.

One thing they do is usually register their domains for only 1 year.

I recommend registering your domain for 2 years. If you have money to burn then register it for longer. Registration length is one thing Google looks at in ranking sites.

I also recommend getting a .com and not a .info for your domain. A huge percentage of .info sites are web spam.

Some experts have speculated that it is best not to have secure registration for your website (where your personal information is hidden). Hiding contact information is something web spammers frequently do.

Learn more about web spam:

<http://blog.searchenginewatch.com/blog/051111-230626>

In picking a domain, try to get something with your keywords in it.

For my site on Poodle Manicures site I might look for something like:

PoodleManicures.com

BestPoodleManicures.com

AlPoodleManicures.com

Generally speaking, shorter domain names are better. They are easier for people to remember and less prone to people misspelling them.

Avoid fancy spellings or strange names. This is especially important if you are advertising outside the Internet, like on signs, billboards, on radio, etc. You want people to be able remember your domain.

Keep it simple.

## ***Make things easy for your users***

When you saw the title of this section you may have wondered what it really has to do with getting traffic to your site.

It has everything to do with getting traffic.

To begin with let me tell you a little bit about a site called [Google Fight](#) that my wife introduced me to.

My wife is a school teacher and one day one of her students was raving about a web site called Google Fight. The student proclaimed that it was “coolest, awesomest” site on the Internet.

That evening my wife told me about it and so I decided to look it up.

She wasn't certain of the url so I just typed in googlefight.com and the site came up.

What I found was a stupid site with stick figure fighting that was simple to use.

Doing a little research I discovered the site to be wildly popular.

So what can we learn from Google Fight?

Pick your site name wisely

I learned about Google Fight via word of mouth. If you have great content you will get a lot of traffic from word of mouth.

Whether people are talking about your site in real life or mentioning it on a forum, having a memorable name is very important.

### **Tips for choosing a good name:**

- Choose a name that is descriptive. Don't try to invent new words or try to be the next Google or Yahoo. If your site is about *poodle manicures*, then try to get a domain with the words *poodle manicures* in it.
- Avoid names that are hard to spell or are prone to misspelling. See <http://www.yourdictionary.com/library/misspelled.html> for a list of common misspellings.
- Keep your name as short as possible.
- When thinking of a name for your site make sure the domain (and .com is preferred!) is available.

### **Navigating your site should be a cake walk**

When I first saw Google Fight it didn't take me long to figure out what the site was all about or how the site works.

When people come to your site do they understand what they have come across and how to navigate the site?

You may think so but you have to test this to be sure.

Go find 5 people who have never been to your site and ask them to go to your site and navigate around.

Ask them to locate a specific piece of information on one of the pages and see how they go about things.

Watch carefully what they do. You may be surprised how hard it is for some people to navigate your site.

And if people have a hard time navigating your site they won't stay long and they certainly won't come back.

And they won't tell their friends about it.

And you won't get any traffic.

## ***Hosting Matters***

Deciding where to host your domain is an important decision.

There are a vast number of hosting providers out there and some are better than others.

A couple years ago I made the mistake of going with a discount host that was not well known. I saved a

few bucks and received a major headache.

My service with them was fine for few months but then they started having problems. My website would be unavailable for several hours a day for no apparent reason. It would simply give an error with a white background. After a few hours it would magically be fixed and my site would come back up as if it had never had a problem.

After two days of this I was furious. I went to the host's homepage looking for the company's phone number. I was going to give them a piece of my mind. Imagine my anger when I found their homepage to be replaced with an error with a white background.

Their problems were serious.

I did a whois search on the host and found their corporate phone number. I called the number and navigated their phone menu (I hate those stupid menus) only to get voice mail.

I called back and tried every possible menu option only to get voice mail every time. It seemed the entire company was on an extended vacation.

The insanity lasted a week. The host had not returned my numerous phone calls or replied to my emails. I was in my final year of college and money was tight but I had to switch hosting providers. The money I had spent for a year's worth of hosting was gone; there was no getting it back from people who wouldn't answer their phones.

I switched to [GoDaddy](#) for hosting and have never looked back.

I have decided not to mention the name of the crappy host I had. I hope they have improved their service in the last couple years. I recently checked their home page and I don't see any problems, which is a good sign.

I recommend [GoDaddy](#) for hosting. Their prices are competitive and service is reliable.

For your first domain the cheapest hosting will work fine - about \$3.99 a month.

All the traffic in the world won't do any good if your web host is unreliable!

# Conclusion

## *Your Traffic Strategy*

Above I've written in-depth about the top tactics for getting traffic. It's essential to work at least the most important methods into your daily focus.

### **Quality of Traffic**

Tons of website owners and bloggers think, "How am I going to get a lot of traffic?" When really they should be asking themselves, "How am I going to get a lot of quality traffic?"

1 hit from a high source of traffic is often better than 100 hits from a low source.

For instance, if a well-respected blogger such as Darren Rowse has provided a link to your site on blogging, he has given his internet stamp of approval for your website.

The visitor is likely to spend time reading what you have to say and he will also trust your products/advertisements.

If Darren Rowse is raving about you, you don't need to do much to sell yourself when that traffic comes through.

However, let's say someone used a traffic exchange to get to your site.

This is such a low quality source of traffic that the visitor may not stay but a few seconds, he immediately doesn't have a lick of trust in your content or you, and he may have even stumbled upon your site looking for content outside of your niche.

Before you put together your strategy, ponder what I consider to be the highest to lowest quality sources of traffic in relation to the sections above.

### **Traffic Quality Chart**

High:

- (Direct Links)
- Article Marketing
- Forum Marketing
- Guest Blogging
- Viral ebook
- Viral Video
- Search Engine Traffic
- Pay-Per-Click

Low:

- Social Bookmarking
- Traffic Exchanges

## **Your Focus**

Unless you work 8-hours-per-day or hire help, it's unlikely you can do all of these effectively. What we do know, however, is this. On a daily basis you should aim for generating traffic from at least one high quality source.

Objectives #1 and #2 are necessary for long-term traffic:

Your #1 objective should be linkbuilding. Linkbuilding leads to both high quality direct traffic and long-term search engine traffic. Use all of the methods above, from viral linking campaigns, to guest blogging, to utilizing a blog roll in the right way, etc.

Your #2 objective should be either submitting search engine optimized articles to ezines (Article Marketing) or publishing them at your own website. Pros often do both.

Your #3 objective should be harnessing the traffic power of social bookmarking, creating viral media (ebooks and videos), forum marketing, Squidoo, and other things.

## **Goal Setting**

As part of your strategy, set small goals. You can't look at your traffic generation in absolutes. For example, vow to double your daily traffic each month instead of be upset that you're not getting 10,000 visitors every day the second month your site's up.

In other words, don't expect these techniques to magically make your site as popular as an authority site that's been on the net for 5 years over night. ...Although it's possible if you generate enough incoming links.

Use these techniques in this report. They work.

## ***Hire Help***

If you have the money, the best way to effortlessly drive traffic to your site by hiring help (outsourcing). There are skilled individuals on the net who provide services for building links, connecting you with JV partners... They'll even write content for you for a low price. You can hire someone to do all the dirty work in this traffic strategy guide. I recommend Warrior Forum, an online marketing forum since 1997, for finding a contractor.

Warrior Forum is also a goldmine of knowledge. Talk to the members and use the search feature to find out anything you want to know about online business and generating traffic.

Find more places to hire help:

<http://www.nickstrafficticks.com/best-places-to-hire-help/>

## *4 Tips for Hiring Writers*

In order to get streams of traffic coming into your site, you need to have a quality site with quality content.

Quality content means having interesting and unique content. In order to make the content unique, some has to write the content.

If you are one of the many who struggle with writing, you have to come up with a solution.

You are not alone.

For most people writing is tedious and even painful.

The best solution to this predicament is outsourcing the content writing for your sites and newsletters.

Finding a good writer to do this work for you can be a tremendous help.

Of course, this solution comes at a cost.

Before you hire some one to write content for you, you have to consider this cost.

Part of the cost is financial. Part of it is getting the kind of writing that you want.

These 4 tips for hiring writers will help you get what you want.

### **Tip # 1. Know what you want.**

In providing the writer with instructions on the content, be sure to answer these questions. This is necessary information for the writer but the process also helps you focus on your own target and goals.

- Where is your content going to be used?
- How many words would you like it to be?
- Who is your audience (e.g. are they electrical engineers or stay at home moms or 17 year old girls)?

Provide the writer with examples of the type of content that you want and examples of how you want it to be formatted. (e.g., short paragraphs, provided to you in text format)

Give the writer a working title of the article you want written (e.g., 10 Ways to increase your AdSense

revenue).

The bottom line is that you have to give the writer as much specific guidance as possible. E.g., don't say, "write about bears" say "I want an article with this title: Top 10 Foods that Grizzly Bears Eat."

## **2. Be clear about your terms**

Assume nothing.

Even if it seems so obvious to you that you think it should not be mentioned, mention it anyway.

Make it very clear that you are requesting "work for hire" so that the writer understands that you will be the sole copyright owner of the work and can do with it as you wish.

This also means that the writer cannot write the same article for someone else.

State the price and the number of revisions you are expect to be included in the price.

Tell writers they must have a full command of the English language.

Arrange in advance how you are going to pay the writer and when you are going to pay the writer. For projects under \$50, I always pay half up front and half upon completion.

For a larger project it is a good idea to pay a small sum up front, in the \$25-\$100 range. When the writer turns in the first piece, pay for that piece.

Continue paying as the writer finishes each piece until the entire project is finished.

Paying as you go gives writers the confidence that they will get paid for their work.

## **3. Don't take the first bid or the lowest bid for your project.**

You are in a hurry to get on with the job. However, it is important that you are not impulsive and accept the first offer that rolls in.

Don't accept the cheapest bid either until you do your research.

The cheapest bid could come from a really good writer trying to break into the business. It could also come from someone who cannot write a sensible word.

Do your homework!

Check out the feedback the bidders have received. On some sites such as Elance checking feedback is easy.

On the Warriors Forum, it's a different situation. The best bet on WF is not to advertise for a writer but

ask who has hired a good writer in the past.

Finding someone who has had experience with this writer is the best way to learn the facts about the writer's performance.

You should also ask the writer for three references and actually check the references.

Always ask the references the following:

- What was the size or scope of the project?
- Were deadlines met?
- How was the quality of the final product?
- How many revisions did it take?
- Would you hire this writer again?

Another must is to ask for examples of the writer's work so you can see for yourself the quality of the product the writer turns out.

#### **4. Build a relationship of trust**

Finding a good writer can take a lot of time. At first it might seem like you have hundreds to choose from but the reality is that out of 100, only 2 or 3 are good.

I recommend when trying someone for the first time to start small. One article with a short deadline lets you see how the writer handles the task. A 500-word article and a deadline of one to four days will show how well the writer handles things.

If the short project is successful, don't pile on a lot of work but gradually give them more responsibility as they perform well on smaller projects.

For instance, when doing a bigger project such as a 30-page ebook, don't give it all to the writer at once.

Break it into sections or chapters and ask for one section to be delivered before they receive the next one.

By assigning one piece at a time and only giving the writer the instructions for that piece, you can see how well the writer performed before going to far into the project.

If you set a short deadline for a simple section, you keep the writer focused and the writer is not too overwhelmed by a big project.

Because the writer has just the instructions for that piece, the writer will be able to create a more thorough document because all the attention is on just that one element of the overall project.

A real benefit of this approach is if the writer is not satisfactory, you can just end the relationship and move on to the next selected writer.

Also the writer does not have all your good project thoughts in his or her possession. All the writer has is just the information for the one small section.

If you find a good writer, nurture the relationship. If you can build a relationship of trust with a writer you will save a ton of time in the long run.

Over time the writer will get to know you and understand your projects. This means the writer will need fewer specifics about future projects.

Don't be tempted to switch to someone else to save a buck.

## Bonus Materials

### *3 ways to get indexed in under a week*

#### Method 1

The first way to get indexed by the search engines is to write a short, 500 word article about the topic covered by your website. This shouldn't take more than 15-60 minutes.

Once you have written your article you simply submit it to various article submission directories.

Some popular article submission sites are:

<http://ezinearticles.com>

<http://articlecity.com>

Search engines crawl these sites everyday and will see your article with the link to your website.

You'll be indexed in no time.

#### Method 2

The simplest way to get your site indexed quickly are to buy a link from someone with a high PageRank.

I suggest taking a look at:

<http://www.textlinkbrokers.com>

#### Method 3

The third tactic to get indexed quickly by search engines is quite simple and costs nothing.

The tactic is to use the various home page services offered by Google, MSN, and Yahoo.

When you signup to have your own free home page with Google for instance, you can add to that home page a list of favorite links, a lot like your bookmarks list.

And you can bet Google will pay close attention to those links on your home page. By adding them to your list you are essentially telling Google that these sites are valuable to you and worth visiting. This is all Google needs to know and they will go index that page in a jiff.

Putting a link to your site on the personal home pages provided by MSN and Yahoo will work in a similar fashion.

## *Additional Traffic Tips*

Tag your new pages using del.icio.us and Technorati before publishing them. You can learn about tagging by visiting the sites and signing up. It's a simple process.

Some webmasters get traffic from image searches on Google images. Name your images with SEO in mind e.g. poodle\_manicures.jpg

Encourage readers to submit your pages to social media sites, for instance, by using the WordPress plugin. At the bottom of each content page, write a blurb like: "If you enjoyed this post, be sure to bookmark it at your favorite social site."

Publish your pillar content during the weekdays when there are more readers. Pillar content is your info-dense pages. It's proven that far more internet users are online Monday through Friday than on the weekends.

Add a link to your site in your e-mail signatures. This is especially helpful when you do a lot of networking. While you won't generate a ton of direct traffic from your link, the person whom you're speaking with might spread buzz about your site. This requires very little time to do.

Hire a cheap coder on elance.com to create a completely free software program for people to download for free. I suggest one that a lot of people would want (e.g. DVD rippers, audio converters, video file converters, etc.). Post your free program to software directories and make sure that software program has a "registration" form (opt-in) and a backlink to your site.

Advertise by word-of-mouth. If you're a people-person especially, you might want to order some t-shirts, hats, or apparel with your web address imprinted on them. You'll be surprised at how many new acquaintances will ask you about what you're wearing.

Comment on others' blogs using the name of your site as your name. If the blog owner allows crawlers to follow commenter's links, your URL will have more weight.

Stop hiring writers to write for your site. Instead offer a contest for "best article" to your readers. You might just end up with more than a few free articles.

Answer questions at Yahoo! Answers. Yahoo! Answers allows you to place links to relevant sites/resources within your answers. Take advantage of this using your own URL.

Share PowerPoint presentations at [slideshare.net](http://slideshare.net). Upload an informative PowerPoint presentation. This will drive traffic in your direction.

Use a tell-a-friend script on your site.

Posting funny videos on revver.com and metacafe.com is great for traffic because you actually get paid for generating leads, whenever someone views your video.

Purchase ads on other sites using programs such as Text-Link-Ads.com and AdBrite.com.

Pull a creative publicity stunt.

Create a large amount of very specific and useful content on your niche. Edit the Wikipedia page for your niche and add your site as a resource.

Place a redirect code on your 404 error/not found page, so that it sends visitors to your index or better yet, squeeze page.

Be sure your RSS feed is set up to automatically ping [Pingoat.com](http://Pingoat.com). Pingoat will automatically notify all the major sites that your RSS feed has been updated.

Write a series of 3 articles on your niche and send the first one to an article directory. The first article should link to the other 2 on your site. If you're article's captivating, they'll want to read more.

## ***50 Tips On Getting More Traffic To Your Website***

The following list was created by Justin Michie. His site is: <http://www.internetmarketingbook.com>

1. Write and submit articles to the article directories.
2. Leave comments on other people's blogs with a backlink to your site.
3. Answer people's questions on [www.answers.yahoo.com](http://www.answers.yahoo.com).
4. Post in forums and have a link to your site in your signature.
5. Write a press release and submit it to [www.PRWeb.com](http://www.PRWeb.com).
6. Advertise your website in the appropriate category on [www.Craigslist.com](http://www.Craigslist.com).
7. Give an unbiased testimonial on a product/service that you have used in exchange for a backlink to your site.
8. Start a blog and submit it to the 100's of free blog directories.
9. Manually submit your website to the major search engines.
10. Optimize each page of your website for a particular keyword or search phrase.
11. Add a link in your email signature to your website. It's a free and easy way to get a little more traffic.
12. Make a custom 404 error page for your website redirecting people to your home page.
13. Use PPC search engine advertising.
14. Add a "bookmark this site" link to your webpages.
15. Have a tell-a-friend form on your site.
16. Send articles to ezine publishers that includes a link to your website.
17. Hold a crazy contest and make it go viral.
18. Give away a freebie (ebook, report, e-course) to keep people coming back to your site.
19. Add an RSS feed to your blog.
20. Submit your site to any related niche directories on the net.

21. Participate in a banner or link exchange program.
22. Create a software program and give it away for free.
23. Purchase the misspellings or variations of your domain name, or those of your competitors.
24. Buy a domain name related to your niche that is already receiving traffic and forward it to your site.
25. Pass out business cards with your domain on them everywhere you go.
26. Start an affiliate program and let your affiliates send you visitors.
27. Start a page on social bookmarking sites such as [www.MySpace.com](http://www.MySpace.com).
28. Submit a viral video to [www.YouTube.com](http://www.YouTube.com)
29. Conduct and publish surveys to your website.
30. Find joint venture partners that will send you traffic.
31. Start your own newsletter or ezine.
32. Use an autoresponder or email campaign to keep people coming back to your site.
33. Purchase ads on other sites.
34. Send a free copy of your product to other site owners in exchange for a product review.
35. Sell or place classified ads on [www.eBay.com](http://www.eBay.com) with a link to your site.
36. Post free classified ads on any of the sites that allow them with a link to your site.
37. Exchange reciprocal links with other related websites.
38. Network with other people at seminars or other live events.
39. Purchase advertising in popular newsletters or ezines.
40. Advertise on other product's "thank you" pages.
41. Create a free ebook and list in on the "free ebook" sites.
42. Buy and use a memorable domain name.
43. Do something controversial.

44. Create an Amazon profile and submit reviews for books and other products that you have read.
45. Start a lens on [www.Squidoo.com](http://www.Squidoo.com).
46. Use a traffic exchange (low quality traffic, but can sometimes be worthwhile).
47. Get referrals form similar but non-competing sites.
48. Create and sell a product with resell or giveaway rights and include a link to your site in it so others pass it around for you.
49. Email your list. If you don't have one, get one.
50. Buy a pair of sandals; get your website engraved on the bottom and walk on the beach, stomp in the mud or play in the snow.

## Appendix (Resources)

Best Sites on Marketing  
[www.warriorforum.com](http://www.warriorforum.com)

Best Sites on Blogging  
[www.problogger.net](http://www.problogger.net)

List of Social Bookmarking Sites  
<http://www.nickstraffictricks.com/list-of-social-bookmarking-sites/>

Directory of Article Directories  
<http://www.arcanaweb.com/resources/article-directories.html>

List of Video Sharing Sites  
<http://www.nickstraffictricks.com/list-of-video-sharing-sites/>