

# Getting Traffic To Your Website

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## Getting Traffic To Your Websites

Seems there is almost an endless ways to drive traffic to a website, but still getting those hits is a struggle for many people. I still work for traffic every day.

So, I thought I'd give you some idea's to get you started, to get things rolling.

The biggest thing is that you should be spending a majority of your time building traffic streams to your web sites. Stuff to sell is the easy part, getting the people to buy what your selling is the most important aspect of creating an online income.

I say this, because I will be the first to admit that I catch myself doing little things that have nothing to do with promotion. Usually it's tweaking thing, like trying to make my website perfect, and it's usually wasting time do things that just don't matter that much. Doing things that don't NEED to be done right then.

**Not trying to lecture**, just saying it's in your best interest to watch what you spend your time on. As you know, if you don't promote it, you don't make any money.

One other thought about traffic...

Make sure you build multiple streams of traffic. Don't get caught up in relying too much on one source, such as the search engines. Things change, rules change, algorithms change, stuff happens. Believe me I know, I've had my fair share of slaps. When traffic goes, so does the money.

Don't let it happen to you. I warned you :)

Okay.. let's get to the traffic idea's...

## People to Buy what your selling

You can have the best web site in the world, but if no one comes around to visit or buy anything, you're wasting your time. Unless you need a new hobby.

I always tell people that a new website is like having a store in the middle of the woods. No one will know it's there or visit, until you build roads to it.

Building roads can be anything from word of mouth to search engine traffic, or even social networking.

I see so many people complain that they are not making money online. When you drill down with many of these people, it often comes up that they have done little to generate traffic, or get the word out, about their site.

The reality is, as I've already mentioned, there is an almost endless supply of things to "sell", so it really comes down to getting your offer (what your selling), in front of as many potential buyers as possible, which is traffic to your site.

Obviously I can't include every single way of getting eyeballs on your website and I don't have room to go into complete detail.

There you will find all kinds of traffic generation tactics and best yet, in video, so you can follow along and discover some killer ways to get buying traffic to your website.

## Forum Posting

One of the more popular traffic techniques and for good reason. It can be almost instant traffic and sales, and more importantly, if done right, it's a great way to build trust with potential visitors, which often leads to better sales conversions.

The idea is that you find forums related to what your selling. You can find them easily by googling something like "your niche forum".

What you do is, join these forums, make yourself a trusted regular and advertise your site in your forum signature.

**I cannot say it strongly enough** – you have to contribute to, and become a part of the community or you'll be wasting your time!

You can't go in and start promoting your site because you WILL get banned, I guarantee it! Forum members and moderators can sell a promoter a mile away and if that's how you play it, you won't last long.

The best way is to join the forum, make several useful, understandable posts, interact with other members of the forum, over at least a few days. Then, only after you've built some trust, is when you add a link to your site in your signature. Actually many forums have a rule in place, that you must make a certain number of posts, before your signature will even show up.

What many marketers don't understand is that, taking the extra time to build a relationship with a forums members, you not only have a better chance of gaining more traffic, but you also have a better chance of getting that "buyer" traffic, because of the trust.

I see so many people jump in forums and post worthless, useless content, and they don't get it, that it does them NO good! They repeat the same thing others have already posted (huge lack of respect!), they don't read previous posts (probably the reason they repeat), and the list goes on. Let's be honest, would you listen to, trust or go to these posters website and buy something? I doubt it.

Think of it this way... what if you were speaking with the forum members in real life, a group conversation if you will. You want to conduct yourself in the same way, as if you were talking to people face to face.

Listen, I am not trying to get up on a soapbox and preach to the choir, I am just saying, if you want real results from your forum marketing you need to take it seriously. Otherwise you could be wasting your time, and time is you most precious commodity.

## Submitting Articles

Here's another great way to build trust and generate traffic to your website. If you're not familiar with the concept, it's real simple. You write articles usually in the 500 word range and submit those articles to article directories.

The real advantage is that article directories, allow you to add an Authors Bio at the end of your article, where you include a call to action with a link to your website.

Some of the advantages of this traffic source is that it tends to build better trust with people, so they are more likely to be better converting traffic. Why? Because people get to you know you and your business, through your writing, rather than coming in "cold" to your website.

Top Article Directories:

<http://ezinearticles.com/>

<http://goarticles.com/>

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

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

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

Of course there are many more, but those are the bigger sites. I personal don't see it's worth your time to submit to 100's of articles directories, because many of them won't send you much traffic, if any traffic at all. You have to weigh your time and what you get out of your time before you start going crazy submitting.

The one except is if your submitting articles to build back links, this is a time you might want to submit to as many article directories as possible. Of course most sites will not be powerful back links, but to me, every link counts. For building back links though, you really only need to submit one or two articles to many directories.

In the end it comes down to working smart. For example, if 90% of your article marketing traffic comes from 5 directories, will it be worth your time submitting to the other 10%? I am saying if submitting to 5 directories takes an hour, but submitting to the other 100 directories that send only 10% takes 5 hours, are you wasting 4 hours of your time. That same 4 hours you could use to write and submit, say another 4 articles to the sites that bring you're the most traffic. That tactic right there could actually quadruple your traffic volume alone. You could be working smarter.

Of course this is also a matter of testing, by submitting articles and measuring the results. Most people submit articles and have no clue what's working best for them.

## Getting Traffic

I will tell you though, if you are going to give your business your all, it is VERY easy to run out of time, or worst, you end up working ALL the time. You only have so much time. I know, I've been there, done that. So make an effort to measure your results and work on what brings you the biggest return.

There are a few things you need to realize before you jumping into article marketing.

### **What affects your results from article marketing:**

- Your article title. The title of your article needs to grab a potential reader's attention, so that they click through and read your article. If they don't read your article, they will never see you bio and they won't click on the link in your bio that leads to your website.
- The content of your article. It needs to be solid, usable information. If it's nothing but a sales pitch, your less likely to have much success. I also believe it helps greatly to be entertained. We know that people crave to be entertained, the reason why reality shows are so popular. Also, it helps to give them a reason to follow through your article and on to your bio and click on your link.
- Your Authors bio and links. If there was one part of your article marketing effects that was the most important, this would be it. Your bio and it's link, is the gateway to your website and if it doesn't get clicked, no one goes to your site. No one goes to your site, you don't sell anything. This is where you need to really sell readers on clicking the link and visiting your website. A strong call to action is very important. This is also the place to use copywriting skills, to get the most from your efforts.

It all comes down to getting your articles readers to click on the link on your bio. It's your main objective.

Of course this is not the end-all, be-all guide to article marketing, I just wanted something to get your started.

## Twitter Traffic

I won't say it will bring in hordes of cash-in-hand visitors to your website over-night, but if done properly, it can bring customers and sales, it has for me. Also, I am not saying it will bring you a ton of traffic, it all depends on what you put into it.

I highly recommend you create a Twitter account for each store or niche you're in. This way you'll be able to better target your potential customers, each one will give you a separate targeted marketing arm for each site you have.

The idea is to try and follow people who might be a target market for what you're selling. If you target the right groups, their followers should also be a close match for the desired audience. Not always, but it's a start.

Many people just follow anyone and everyone and that tactic is highly untargeted.

As the very least, you should set up your sites feed with your twitter account, so your sites updates show up on twitter. You can do that automatically with services like this:

<http://twitterfeed.com/>

Once set up, every time you update your site it automatically shows up on your twitter account without your need to do anything. I don't know about you, but I like things that work on auto-pilot. The above service will also feed your facebook account.



## Facebook

Who doesn't use facebook these days? It might not be everyone, but it still amounts to millions and it's a social network you shouldn't over look it's potential when it comes to gaining new customers for your business. There is no doubt that they have been come a giant in the social networking arena and a get way for you to reach new buyers.

As with twitter, you should have a different Facebook account for each store or niche you're promoting, to better target potential customers.

Use the service I mentioned in the twitter section, to automate your sites updates to your facebook accounts. Start a fan page for each account and gather fans. Get as many likes for your account as possible, just remember to try and get likes from your target audience.

Something else to keep in mind is that the search engines have admitted that they look to social media when it comes to a websites ranking. I don't know the percentage or how much it effects ranking, but the fact that they admit to looking at it, means it's worth adding social marketing to your promotional duties.

Look at Google, they started their own social network with Google+. They must see it as important if they put time and resources into their own network.

## Video Marketing

I don't have to tell you how hot video's are, YouTube is one of the bigger traffic sites on the internet, it's not doubt that it's a powerful medium. Google paid over a billion dollars for Youtube, because they knew that was where the people were moving to online. I don't mean to keep bring up G, I only mention them because what they are doing and the fact they know what they are doing, so it's a good chance to follow in their steps.

Video marketing is not that difficult. If you're reading this, it means you already have the tools to create your own video's. Windows PC's come with the movie maker program that's great for making your own video's. I am not a MAC user, but I am sure they come with the same tools. Other than a video creation program, the only other things you would need is a microphone/headset and a webcam, but only if you choose to make video's with your voice and face. It's not a must-do.

How do you make videos? They could be as simple as you speaking on webcam, explaining something. You could create a slideshow with something like power point and turn it into a video. You could do something in between.

While it's not for everyone and might be out of many people's comfort zone's, the best way to build trust with potential customers and buyers is to show your face and let them hear your voice. They will feel more comfortable when they see you are a real person.

There is something else to consider... it's usually easy and faster to make a video than it is to, say write an article or create an ebook. Not for everyone, but it's worth trying.

## Social Marketing/Bookmarking

There seems to be a never ending supply of online social networks these days, site after site looking to hook social addicts. I am not going to go in to get into of them because it's a very long list.

One very important thing to remember about social marketing, bookmarking in particular is that the regular users, power users and influencers can sell promotion and marketing a mile away, so if your always "selling", you won't get far, you might even get banned.

A better approach would be similar to the proper article marketing approached and that is to provide solid and usable content, trying to inform rather than sell. People are more likely to do business with you when you are trying to actually help them solve a problem or a need. No one likes to be sold to. At the very least, if you do article marketing and its good content, use social book marketing to get more mileage out of your marketing efforts.

Same holds true on with this marketing avenue, your title will be the biggest factor whether you find success or not. If you don't grab them with the title, they won't move into your funnel.

### **Some popular Social book Marketing sites:**

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

<http://digg.com/>

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

<http://delicious.com/>

<http://pinterest.com/>

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

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

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

Use these services like you would the article directories, test and see what results you get, use the best that comes to the top.

## RSS Feeds

As you may already know, your site comes with a built-in and automatic RSS feed feature. RSS stands for “real simple syndication”, meaning it’s a simple way to spread or syndicate content far and wide. In essence, it’s an easy way to get word out there about your site.

Some of the syndication is already done for you. Each time you update your site, your site automatically pings (notifies) certain RSS feed directories that you’ve updated. A side benefit is that search engines will find these updates from the RSS directories and follow them to your site and spider your site.

Another very useful feature of RSS that many people miss out on, or don’t understand, is using it to gain backlinks. Free automatic backlinks.

There are a number websites, mostly social websites that allow you to add your RSS feed url into your profile. A good example is Squidoo. They have a RSS module where you put in your feed address and you can set how often your Squidoo lens’ checks your feed. When it does check your feed, any new items are automatically added to your RSS lens module. This all happens on auto-pilot. Once set up, you don’t have to touch it again. So, in essence, you get a backlink from this other site every time your feed updates.

Important thing is, Squidoo is not the only site, there are many sites you can add your feed.

The power of this tactics is of course, as I mentioned, once set up, it’s hands-off.

## Search Engine Traffic

This is a complete subject on its own and there not quite enough room here to cover it all, so this will be a quick overview.

### Important factors for Search Engine Optimization:

- Proper Keyword Research – You can rank number one for a given keyword or phrase, but if no one is searching using that keyword, you get no traffic and you've wasted your time. Quick and free keyword research can be done by using the keyword tool in your Google Adwords account. If you don't have one, you can sign up for one for free. Just go to the Google.com and click the advertising opportunities link at the bottom of the page.
- On Page Optimization – You need to use your keyword or phrase in the title of your page, at the beginning of the title is best. Use the keyword throughout your content on the page, about 3% or so. More content than code helps. Provide usable information in your content. Try to use words that are different but similar to your keyword.
- Off Page Optimization – This mainly consists of back links from sites you do not own. The bigger or more popular the site that contains the backlink is, the more powerful the back link will be. The more related the content of the back link site is, the more powerful the back link will be. Always be building back links, and keep it looking normal and natural. You don't want to build, or have 100 back links, then next month have 10,000 created. It's not natural. Always try to create one way links, links that only point to your site. Direct link trading can possibly hurt your rankings, if you do too many (I know from experience).
- Always Updating Your Site – I mentioned this previous, but want to repeat it because I think it's that important. You need to continually add content or update your site. Stale sites can and often do slip down in the ranks.

SEO is not as difficult as everyone seems to think, it's really a matter of putting in the time and effort. I think most people do not see much success because they don't want to put in the work, or they give up too easy. It's not something that is going to happen overnight, given the competition, it might take even longer.

I will tell you, it is more than worth the effort, because it's basically free traffic that continues to flow. If the proper keyword research is done, it can also be high quality buyer traffic.

Make sure you don't get to complacent or comfortable, you need to always be adding content to your site, and building back links, or your competition might over take your ranks. Remember, you're not the only one trying to get the traffic.

## Getting Traffic

Also, be sure to take advantage of automatic back link building, such as with your RSS feed. Not only does it build back links for you, it also “spreads the word” about your site.

## Email Marketing Traffic

If you do any email marketing, or listbuilding (and you really should), another way to get instant traffic is by using solo ads.

If this is a new concept to you, it's real simple actually.

There are a number of email marketers out there who sell ads for their list. You pay a fee and they send out an email with your ad, or your pre-written message to their list.

Almost every solo ad vendor price their ads per a set number of clicks. Say \$50 for 100 clicks. They have software that makes it so you get the given number of clicks to the links in your message. These are usually only for ads that lead to a squeeze page, few are going to send you clicks to your sales page. Important distinction to keep in mind.

Also, you have to remember, these are "clicks" to your links. It is not subscribers. So the key is to have a squeeze page that converts well. The better your squeeze page converts the more subscribers you'll get from the solo ad clicks and, most importantly, the cheaper your subscribers will cost. The lower your squeeze page converts the more those subscribers will "cost" you.

### **Some quick easy math... with a 100 click solo ad at \$50.**

Squeeze page converts at 15% @ 100 clicks = 15 subscribers. \$3.33 cost per subscriber

Squeeze page converts at 50% @ 100 clicks = 50 subscribers. \$1 per subscriber.

So you can see, the better conversion, the more you'll get for your money with solo ads.

It's advised that you test your squeeze page BEFORE buying ads. Unless you have money to throw around.

## Pay Per Click (PPC) Traffic

I personally do not recommend this route, but felt the need to cover it slightly, just in case your thinking about it. While PPC can be a great way to drive traffic to your website and make even more profit, it is not for those that are new to an online business.

The reason I don't recommend it as a traffic source is because over the years it's become very competitive, so you REALLY have to know what you're doing, or you could lose **A LOT** of cash in a very short time.

Not only do you need to know how it works, just as important, you need to know how to choose keywords and track your campaigns, if you ever hope to make a positive return.

I am not saying to never try it, as it can be lucrative, and most importantly, it can be very targeted traffic, I am just saying, **learn how it works inside and out before you jump in with both feet**. Also, start out small, with a low daily budget, so you don't lose the rent money by Tuesday.

If you want to add a new profits and customers, it can bring in traffic, you just need to be careful and REALLY track your ads.



## Viral Ebooks

The idea is to create an ebook, or better take a PLR and edit it so it contains links to your website, your products or even affiliate products if you'd like. Then you get them out on the net. These ebooks are usually given away for free to give them a better chance of getting into more hands.

You could link them for your own website. There are many ebook directories you could add your ebook to, just google for these sites.

While it might seem like a lot of work, it's another one of those tactics that can bring you free traffic for many years to come. I often see sales come in from short reports and ebooks I have out there, that have been out there for a while.

Also, when you have a quality report or ebook, and your name is on it, it gives people a chance to get to know you, or see you as an authority or even expert, which all can lead to more trust. The more people trust you, the more likely they are to buy from you.

Of course this is not a complete list of every possible traffic source; I just wanted to put something together to get you started.

**I hope it helps, and with that...**

## Final Thoughts

I want to make it perfectly clear to you, that everyone has the opportunity to make money online. You get what you put in to it. It has nothing to do with luck, there are not secrets you must know to succeed, and it is only a matter of putting in the effort and doing the work. Nothing more, nothing less.

Often I hear people saying they've been trying for years to make money online and they have not made anything. To those people I say, you have not done the work, you have not taken enough action and it's possible you do not believe you can make money online.

Again.. if you follow a plan, even the simple one I've outlined at the beginning of this report (Product + Traffic = Sales), there is no reason you will not make profits. And once again, there are no mysterious secrets one must know to succeed online.

I don't mean to say some people are lazy, not at all. It is often just human nature that one would come up with excuses or reasons not to take enough action, it can even be as simple as little to no faith in one's own self.

Another problem is that many people are very impatient, they want everything now. They try a little on line, it doesn't work, so they give up and often says it doesn't work. Still others get caught up in information over load and usually don't get anything done. Many others get stuck in learning mode, thinking they need to learn one more thing before they can get started, but it usually never needs, they are always learning and rarely little "doing".

If you've obtained this document from a site you purchased from my store and have questions on any of this, drop me a line, I'm happy to help as much as I can. I won't do the work for you and I don't have time to train people, but I'll do my best to assist you. I enjoy hearing success stories and I hope I'll hear one for you. You have the opportunity; it's up to you what you make of it.

I have faith in you; I know you can do it!

**To your success!**

**Don't forget to check out the resources below....**