101 Traffic Tips For Increasing Site Visitors And Sales
Part 1 of 2

By

Paul Evans

http://www.Nicheology.com

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Introduction

Getting traffic is something that many Internet marketers struggle with. It's quite a shame, because traffic brings additional profit.

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Let's look at an example:

If you put up a new website and your first few months of profit
look like this...

    $12 with 100 visitors in Month 1
    $45 with 500 visitors in Month 2
    $102 with 1000 visitors in Month 3

From this data, you can start to figure the per visitor value of
your website is about 10 cents each. So, the odds are that you'd
make approximately $500 with 5,000 visitors and $1000 with
10,000 visitors – assuming all things remain the same, right?

Even if you didn't change one thing on your site, you should
make significantly more money.
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It would be really great if you could just build a website and have people automatically flock to it -- but it doesn't happen that way in real life. The good news is that I'll be sharing **101 ways that you can get a lot of traffic to your site**.

Implementing these methods will take some effort on your part, but the results will be well worth it.

The most important thing is that you follow these proven traffic tips so that you can start seeing traffic to your website. Once you put these tips into action, you'll see an increase in traffic, which, over time will continue to grow.

Let's get started.

Article marketing

Article marketing is one of the best ways to generate traffic to your website.

Here's how it works.

1. You write an article.
2. You submit it to article directories.
3. Web publishers (website owners & bloggers) grab your article from the article databases and use your article on their sites free of charge.
4. Inside your article, at the end, you include a resource box that contains a link to your website. When the article is published, that portion must tag along and be published, too.

Your link tags along with your article and you get FREE advertising.

There are three main ways article marketing can generate traffic for you:

- People click your link from the article directory and end up on your website.

- Webmasters publish your article (with your link intact) on their own site)

- Your search engine position increases because you'll gain more backlinks.

That makes article marketing an excellent strategy.

Tip #1 - Do your keyword research

One of the most important things you can do to make sure your articles do well is keyword research. Since people use keywords to search for information in the search engines like Google, you'll want to target appropriate keywords if you wish to show up at the top of the results pages.

You can find relevant keywords in many different ways, but the easiest way is to use Google's research tool.

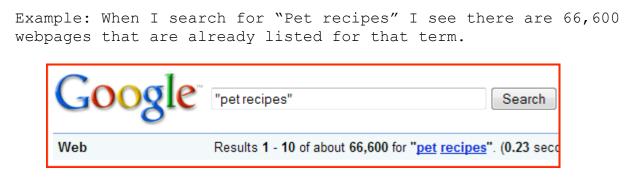You can find it at: http://adwords.google.com/select/keywordtoolexternal

Simply type in a keyword for your website and Google will give you many keyword ideas.

Example: If you've got a website about pet recipes, you would enter terms like "cooking pet food", "homemade pet food", "natural pet food', "cook dog food", etc.

Google also gives you the numbers that tell you how often people search for each term. That way you know the keywords you're targeting are worth your efforts.

Another important piece of the puzzle is figuring out how much competition there is for each keyword. If you are targeting words that have too much competition it's going to be harder for you to reach the top of the search engine results pages. Don't worry about that happening, because it's easy to figure out how much competition there is.

Simply go to Google and type in your keyword surrounded by quote marks. The results that pop up are the other sites that are specifically targeting that term.

Example: When I search for "Pet recipes" I see there are 66,600 webpages that are already listed for that term.

Now that you have these keywords you can use them to give you a basis for your articles. It's easiest to choose one keyword per article and focus the topic around that keyword. Remember to put the same term in your title as well.

Tip #2 -Write your articles for the reader -- and the search engines

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There are many people who think that in order to rank highly in search engines, they need to stuff their keyword in their article an excessive amount of times. This is definitely not the best way to attract readers or get traffic to your website.

The search engines are also getting smarter and they know when you're trying to game them.

It is much better to weave your keywords in more naturally. This will serve both the search engines *and* your readers. There is no set keyword density that works well, but many experts suggest you stick to around 2 to 5%. That means for every hundred words you would include the keyword about 2 to 5 times.

Remember -- the search engines can tell if you're trying to stuff your keyword in your article. Their main goal is to provide a good user experience for people who use their search engine, and your main goal is to get people to your website.

It makes sense, then, that you would strive to provide good content that the search engines will like and that people find useful when they visit your website.

Tip #3 - Submit to the right article directories

There are many article directories, but not all of them are worth your time. Since you're trying to get traffic to your website, you want to find the very best ones. It can be hard to choose since the search engine's "love" for these directories seems to change all the time. Still, there are a few that you can always count on.

These include:

- EzineArticles.com
- GoArticles.com
- ArticleDashboard.com
- Buzzle.com

If you open an account at these different directories and start a regular submission schedule, you'll find that you start getting visitors to your website.

Since these are people who are looking for exactly what you're offering, your conversions should be great as well.

Tip #4 - Focus on your author's resource box

One of the most important article marketing tips you can follow is to focus on your author's resource box. This is your "take" for your site, whereas the actual article body is your "give" to the directory.

Your author's resource box should contain a compelling reason for people to continue on to your website. You may talk a little about yourself, but it really has to be more about the reader and what he/she wants.

> For example, if your website is offering a solution for people suffering from acne, you want to give them a reason to visit. Clearly, you need to let them know that you have the answer they are looking for in order to get them to visit your website.

A huge part of crafting a great resource box is including one or more links to your website. Different directories have different rules about this, but the standard is to allow you to include two links. You want to surround these links in what is called "anchor text." This is simply a way for you to name the link to let the search engines know exactly what your site is about.

Here is an example of anchor text:

If you want the search engines to know your site is about **acne treatments** you would type:

> **best acne treatments**

This would help boost your rankings for the keyword "best acne treatments."

Tip #5 - Submit many articles

There are webmasters who think that they can boost their search engine rankings and get tons of article directory visitors to their site just by submitting an article or two. If only this were true. Unfortunately, this isn't the case at all. You need to sustain an active level of submission to stay at the top of the search engines.

That doesn't mean you need to spend your life writing articles. As long as you're consistent in your efforts and don't stop at just a few articles you'll likely see great

results. Still, those who submit many articles over a long amount of time usually see higher levels of traffic.

You'll find that the number of articles you need to submit really depends on the niche you're in. There are some niches out there where just one or two articles a month will do. There are other niches where it's ultra-competitive, so you'll need to submit more articles, more often.

The recommendation by EasyArticleMarketing.com is to try to submit one article per week, every week. If that's too much, then shoot for 2 articles per month, every month. The key is to be consistent.

Tip #6 - Re-purpose your content

Since your main goal is to get more traffic, you'll want to use your content in as many different ways as possible. It's no use to just write an article one time, submit it to one directory, and expect to get traffic. It's a much better use of your time to use your content in more than one way. After all -- you still own the article.

In fact, many people are finding that it actually increases their rankings greatly if they use the same article at more than one article directory. There is some debate about this, so you might find that you want to rewrite it a little bit before submitting it to another directory. Still, this saves you a lot of time.

Three article submission services that have grown to get a lot of respect over the years are:

Isnare: Submits to many publishers for a very reasonable price. You can learn more about this submission service at http://www.isnare.com

Article Marketer Service: Offers a free trial. Definitely worth trying just for that reason. http://www.articlemarkter.com

Unique Article Submitter: This is great if you are concerned about duplicate content. http://www.uniquearticlewizard.com

Beware signing up with other services until you check them out. These three are respected and updated constantly.

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You should also take the content that you submitted to the directories and put it on your own website. This updates your site and shows the search engines that you are constantly adding new content. Adding new content often helps you get "spidered" (visited by the search engines) more frequently. The more frequently you are spidered, the faster you can rank for new content and the faster you can make money.

It's true -- content really does make the web go round. The more content you have on your websites, the more chances you have to get traffic. People are on the web to find information so be sure to offer them lots of quality articles on your websites.

Tip #7 - Don't give it all away

A common mistake that many people make when they are using article marketing as a form of traffic generation is giving away too much information in the article body. That doesn't mean that you don't want to offer quality writing to your readers, but your main goal is to get them to visit your site.

That's why you'll want to write your articles to *entice* the reader. A good way to make this easy is to follow the A.I.D.A format of writing articles. This stands for attention, interest, desire, action.

> **A.** This means you want to capture their **attention** first with a compelling headline and a great opening.
> **I.** Then, you want to maintain their **interest** by showing them how important what you're about to say is.
> **D.** Next, you'll want to increase their **desire** for visiting your website. You can do this by handing out a solution or piece of information, but indicate that you have addressed the rest of the information on your site.
> **A.** This is a great way to get people to click on your author's resource box -- the **action** you want -- and to get more people to visit your website.

It's not at all uncommon to get a click-through rate of around 40% if you use the AIDA method.

Tip #8 - Brand yourself as an expert

One of the best perks about writing a lot of articles is that people start to recognize you as an expert. This is an excellent thing for you, because it means you'll get a lot more traffic to your site. In fact, if people are impressed enough by what you have to say and what they find at your website you'll discover that more and more people start to link to you and recommend you to others. When this happens, it becomes like a snowball effect of traffic.

The fact of the matter is, you **are** an expert because you've written so many articles and you know so much about the topic. That's another reason why it's so important to take advantage of the author's resource box, because it really helps to brand your website and your name.

That way people start to recognize you as the authority.

Tip #9 - Research the competition

You know what *you* are doing to generate traffic, but it can be even more helpful to know what your *competitors* are doing. This is especially true if you know of a website that is ranking especially high in the search engines. You can map what they've done based on their articles, and tweak their strategies to perfection for your own uses.

For example, if you go to ezinearticles.com and search for the most viewed articles in your niche, you can usually determine what other websites are doing to rank so highly.

- You might take a look at the keywords they've used in the title.
- Notice the way they've crafted their article.
- Examine the resource box.
- You can also look at their profile and see just how many articles they have submitted.
- Check out the website they are linking to as well.

That way you can find out their search engine rankings in Google to get a feel for what these rankings are doing for them.

Tip #10 - Pay attention to your profile

This is something that many article marketers forget about. If you don't set up your profile, people are going to be less likely to trust you. The more people trust you, the more likely they are to go to your website. Setting up a profile might seem trivial, but it actually has a lot to do with the kind of traffic you may receive.

This doesn't mean you have to give away a lot of information about yourself. But it does help prove yourself as an expert. Remember -- people visit the article directories frequently. If they start to like your writing they may subscribe to your articles (an option available at many directories). Your chances of them doing this greatly increases once you've added information and a picture to your profile.

Quite frequently if a person finds ONE article they like that you've written, they'll seek out others. However, if they go to your profile to do so, and there's no picture, they may lose trust that you're a real person with a real business.

Here's an example of a great author profile:
http://www.ladypens.com/author/arika-lewis/

No, this doesn't really help your search engine rankings (unless the directory allows a website link within the profile) but it does help with article directory visitor trust.

Getting Traffic Through Pay Per Click

Pay Per Click (PPC) is also an effective way to get traffic. While article marketing is free (except for the cost of your time), Pay Per Click costs money.

The most well known service is Google Adwords. Yahoo and MSN also have their own PPC networks. And, there are many smaller pay per click networks that have shown promise.

So, how does pay per click work? Basically, you pay for every visitor that you receive to your website through the pay per click service.

You'll create a text ad that entices people to click on it. Your ad will appear for searches based on the keywords you have chosen. It can cost anywhere from five cents per click to several dollars per click. This figure depends on the niche you're in and how many other people are bidding on the same keywords at that time.

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It's easy to "lose your shirt" if you're not careful. That's why it's best to learn as much as you can about this useful traffic generation tool – especially how to track your results so that you can quickly find out which ads are working and which aren't and adjust your spending accordingly. The greatest thing about PPC is that the results are nearly instant. As soon as you put up your ad, you can start getting traffic.

Tip #11 - Plan carefully

As I mentioned earlier, it's very easy to get carried away and pay too much for your PPC advertising. That's because your ad might be shown more than you expected, and a lot of people click on it. If you haven't tested this you can lose a lot of money.

The absolute best thing you can do is to plan ahead and learn all you can about this method of traffic generation. The first step in planning is doing proper keyword research. You want your ads to be highly targeted so that when people search and your ad pops up, it entices them to click.

> For example, if you are selling a certain brand of MP3 player you wouldn't want your ad to pop up for the search term "CD player." Instead, you would select keywords that are targeted to strictly to MP3 players.

Before you even start your campaign you need to use the Google keyword tool (or something similar) to determine what your keywords should be.

> The Google keyword tool can be found here:
> https://adwords.google.com/select/KeywordToolExternal

This careful planning will help you earn money instead of losing money.

Tip #12 - Test first

The best thing you can do after you've selected your keywords is to test them out. Don't start out with a huge bid amount because you can quickly lose money that way. You'll want to start off with a lower amount to see how many clicks you end up getting. It could be that you're not getting as many as you expected, so you'll

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want to increase your bids. Or, you might find that you're seeing some traffic and high returns.

Don't worry -- testing doesn't take long. You can determine within a few days whether or not you should discontinue your ads, tweak them, or keep them going as they are. Being cautious is the best thing at this point, because there are way too many people who dive in headfirst with PPC and then end up with a huge bill that just didn't pay for the kind of traffic they received. If you do this right, on the other hand, the results from PPC can be faster and more profitable than they are with article marketing.

Tip #13 - Split test your ads

Sometimes, people don't click on our ads even when we think they're great. There are many different reasons for this, and that's why it's so important to split test your ads. Pay Per Click engines like Google Adwords actually make this easier than ever. You can set up two or more different ads so you can see what is the better performer over time. I recommend that you take advantage of this because you might find that one ad never gets clicks and the other gets great clicks and conversions. Once you have these results, you can delete the non-performer and concentrate on the one that's giving you the level of traffic and sales that you want.

It's important to keep in mind that if people are searching and your ad pops up it should contain the keyword you're targeting. That's because the search engines highlight the keywords in your ad, which makes them stand out more to your prospects. This is a great way to get more clicks and more traffic.

Tip #14 - Make sure your landing page is relevant

One mistake that manypeople make is sending their PPC traffic to an unfocused or bad landing page.

You want the landing page to be relevant to what that person searched for. This will ensure that your visitor doesn't simply click away the second they land on your page.

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People are often trying to find something very specific, and if it's not clear that you have what they want you'll lose that visitor fast. If you make an effort to customize a landing page that is relevant to your website you will find that your traffic converts a lot better.

This often means sending visitors to different web pages depending on the keyword they clicked on.

> For example, if one of your keywords targets "natural acne treatments for sale," you want to make sure the page people come to clearly showcases these natural acne treatments.

> If a different ad created references "homemade recipes for acne," that landing page had better show some homemade recipes.

It might seem picky, but the more targeted your page is, the more likely your traffic is to convert into sales.

Tip #15 - Use negative keywords

Just like you're concerned about getting the right kind of traffic, you should be just as concerned about getting the wrong kind of traffic. You, of course, want to avoid paying for ads that don't convert. That's why you should make use of the *negative* keyword tools in your PPC engine. When you enter these, your ad will **not** show when your negative terms are searched for.

> For instance, let's say that you are selling a topical acne treatment (a cream).

> You might then choose to use "supplement," "pill," and related keywords as <u>negative</u> keywords so that your ad does <u>not</u> appear during searches that are done by people looking for an acne pill treatment (capsule).

This will save you a lot of money, which will allow you to focus on the words you really care about.

Tip #16 - Use phrase match, broad match, and exact match

There are three basic ways you can enter your keywords into the PPC engines as you bid on your keywords.

These three ways include:

- Phrase match
- Exact match
- Broad match

Let me define those for you.

Phrase match is when your ad would appear for your keyword, plus additions to that keyword.

For example, if you enter your keyword as **cowboy boots** your ads would appear when people search for cowboy boots, as well as **blue cowboy boots**. Your ad would not appear if someone searched for boots cowboy or cowboy shoes.

Broad match is actually the default and it will make your ad appear whenever your keyword is used in any order.

You may show up for for cowboy boots and boots cowboy.

Exact match is when you surround your keyword with brackets. That means you want your ad to appear only when someone searches for that *exact* term.

That means your ad will appear only for the keyword **cowboy boots** and never for anything else.

Of course, when you combine these matching methods your ad will appear for many different combinations. It's all about testing and figuring out what will work best for you.

If you want to be completely targeted and spend as little money as possible you should stick with exact match for now. Still, you may be leaving a lot of money on the table by leaving out broad match and phrase match.

Tip #17 – Pay attention to other people's ads

You can learn a lot by looking at other people's ads. If you notice that a certain website always bids at the top spot, you can rest assured that they are making some money.

Take note of the phrases they are using in their ads. If they've been running their campaign for any length of time at all, the chances are good that they have been testing their click through rate as well as their conversion rate.

No -- you don't want to copy what they are doing, but there is nothing wrong with learning from successful people. Take ideas, and change them to make them your own.

There are always ways to improve on what is already working.

Tip #18 – Decide whether you want your ads to show up for content bids

In addition to showing up at the top and right side of the search engines for paid ads, you can also choose to show up inside other people's website content.

You've probably heard of Adsense. This is when web publishers (website owners and bloggers) put Google's ads in their content.

Where do you think those ads come from? You guessed it. Adwords. So, yes, you can be on the other side of things and display ads on other people's sites.

This is called "content bids" and is a separate option in your Adwords dashboard.

There are benefits to doing this. Content bids can give you more traffic, especially since the ads show up among targeted niche content. Oftentimes, you can get content bids very inexpensively.

Before you decide to jump on this, consider the main drawback to content bids, too. That is that the people who are reading web content may not be looking to buy things. They may not be in as much of a "shopping" mentality as those searching on the search engines would be.

Many people choose not to turn on the content bids in order to save money. You'll have to test to see if it works for you and is worth your money.

Tip #19 - Bid outside the box

In addition to the standard keywords, you also want to bid on other terms people might be searching for. One of the best strategies that professional PPC users use is bidding on terms that are highly specific.

Some examples would be:

> Company URLs
> Company names
> Specific product names
> Specific product names plus the word "review"

As you become more and more used to using PPC, you will find additional terms to bid upon. You will also find some duds, so it's best to get rid of those as soon as you find out they are not working. Fine-tuning your search terms will help you increase your traffic and get targeted visitors.

Tip #20 - Optimize your bids

We don't always see every possibility available to us, especially if we are new to doing something. That's why it's a great idea to use the tools that your PPC engine offers to help you optimize your campaigns.

Google's Adwords has an especially great interface for helping you get more traffic and leads for your business. They'll even automatically go through your campaign to find ways you can optimize your bids, keywords, and other aspects of your campaign so you can get better traffic.

If you've learned one thing from this section, it should be "test, test, and test some more". Guessing is like shooting blindfolded. Testing gives you accurate, precise information that will enable you to see big profits much faster.

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Web 2.0 Websites

Web 2.0 websites are simply sites that rely on user-generated content.

There's nothing fancy about them. They simply allow users to contribute value to the website and your readers' experience.

It's only been the last few years that these types of sites have really started to develop. However, they have taken off like wildfire. It's next to impossible to find someone who has not heard of MySpace or Facebook – and innovative new sites like Twitter and LinkedIN sprout up every day.

But, how can you use them for traffic? That's what we're about to cover.

Tip #21 - Use MySpace

No lesson about generating traffic online would be complete without a discussion about MySpace. This is a huge social site, and you can leverage it to get a lot of free traffic to your site.

You're going to need your own account to get started with MySpace. After you've signed up you'll get your own website of sorts... it's your own personal "space". This is where you're going to collect friends who are interested in the same things you are, write blog posts, and more.

The best thing about this is that it's like starting a whole new list as you gather more friends who are interested in your niche. You can use the search feature in MySpace to find and add friends, and if they add you back they will probably check your page often to see what you're up to. This means more visitors will come to your website since you'll be linking to it.

One of the most useful portions of MySpace is the blogging section. You're able to place a blog right on your page with links to your own website. This is a great way to build backlinks to so that you are ranked higher in the search engines.

Tip: If you want to do well with MySpace you need to interact with others and always follow the terms and conditions of the site.

Tip #22 - Use Facebook

Facebook is like MySpace in a lot of ways, though there are many differences as well.

> You can make friends with this site.
> You can update people with your blog entries.
> You can use the updates section to talk about changes you've made to your website.
> You can join networking groups that are related to the niche topic you're focusing on.
> You can place a link to your site and company in your profile so that as many targeted people (the friend's you've selected) as possible can view it.

Just like with MySpace, you want to interact with people in order to get more traffic and make connections. Your Facebook visitors will enjoy seeing what you have to offer, and you'll get more traffic.

Facebook also has an array of add-ons available that have been developed by independent programmers. These offer a way to interact with prospective customers and visitors to get them even more interested and show them what you have to offer.

For example, you can send your Facebook friends small digital gifts, which may make them more likely to visit your site and eventually become a customer.

Tip #23 - Use Blogger.com

Blogger.com is a free blogging platform that is owned by Google.

One strategy is to set up a blogger blog as your main website. It's quick and easy.

Another strategy is to set up a Blogger blog as a method to get links to your main websites.

When you set up a blog with Blogger it will be created as a sub domain on the blogspot.com domain. (For instance http://wmarkthompson.blogspot.com/)

That means you get all the link juice that comes from an authority site like blogger, which is a great thing for you.

To take advantage of this strategy for the search engines, you'd want to create a "mini blog" on Blogger that links back to your own site. This is a similar concept to adding articles to an article directory, though you have more control over the blog. The downside is that you don't get the built-in article directory traffic.

The more entries you add, the more likely you are to be found by other Blogger.com users, and to rank highly in the search engines because your blog is coming from such a respected domain.

Since you're linking back to your main website you should start to see your traffic and search engine rankings increase. Remember that every little bit helps, and that results build over time, so each of these strategies will work together to increase your overall traffic.

Tip #24 - Use WordPress.com

WordPress.com is another free blogging platform that should not be confused with WordPress.org, which is a self hosted blogging application.

WordPress.com will allow you to set up a blog as a sub domain on their own domain. Just like Blogger.com, this is a great way to build links to your own website so that your rankings in the search engines increase.

You do need to be careful with WordPress.com because they're a lot stricter about having things like affiliate links throughout your blog and being overly promotional. Still, you shouldn't have to worry as long as you offer quality content and link to your own site in a smart way to get all the benefits of WordPress.com without being shut down.

Tip #25 - Use Squidoo.com

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Squidoo is an excellent website that can help you generate traffic to your own site. You create "lenses" with Squidoo, which are not necessarily blogs, but not websites either. You could say lenses are something in between. Squidoo offers many different modules that help you add content quicker and easier than you might think possible.

If you've never used Squidoo before, here is a sample lens to get a better idea of the possibilities: http://www.squidoo.com/paul-b-evans

Squidoo also lets you place your RSS feed from your blog on your lens. This is a hands-off way to keep your lens fresh with content since it will update itself as you update your blog. Your blog gets the benefit of the great link.

Squidoo is also <u>very</u> flexible about placing links to your own site, unlike HubPages or Wordpress.com.

Google and other search engines also tend to love Squidoo, so you'll find that your lenses rank highly and send link-love to your site. You can also join groups within Squidoo in order to get even more targeted people to visit your lens, and eventually your website.

Tip #26 - Use HubPages.com

HubPages is a lot like Squidoo in many ways. They have modules that make it easy to add content to create a miniature website in a very short amount of time. The difference between HubPages and Squidoo is that HubPages is a lot pickier about what goes on your hub. You may only have two outgoing links to your site, including any RSS feed links.

Still, HubPages has a very dedicated community behind it that can drive a lot of targeted people to your website. They are also very well-liked by the search engines so the potential is great. One of the greatest things is that people love to comment on hubs and regularly seek out new ones, so you may get a lot of questions and commentary on your hub. This will help expand your reach as an expert.

Tip #27 - Use Weebly.com

Weebly is yet another Web 2.0 property that can help you get higher rankings and more traffic. Weebly offers an easy way to create a small webpage that is set up on the Weebly.com domain.

They have a very simple drag-and-drop interface, and you're easily able to add links to your website as well as quality content that will entice people to visit your website. In order to get the most out of Weebly, you want to make use of the different text and graphics features that will be attractive to prospective visitors.

Tip #28 - Use Twitter.com

Twitter is an amazing web 2.0 site that is becoming more and more popular all the time. This one is a little bit different than the rest of the Web 2.0 sites we've discussed so far, but that's what makes it so great. It's all about networking with others in what is called a micro-blogging platform.

When you sign up for Twitter, you'll be given a chance to collect followers and to follow other people. The point here is that you will see the updates of people you follow, and people who follow you will see your updates.

One recommended tactic is to find people who you enjoy learning from and/or networking with and see who they are following. Follow those same people.

Here are some people that I enjoy following:

> http://twitter.com/rayedwards (Amazing copywriter – amazing man)
> http://twitter.com/SuperAffil (Doug Champigny – great guy)
> http://twitter.com/WMarkThompson (Affiliate Manager & Nice Guy)

Beware of following people who have tons of followers and are only following back a few. Realize that they're viewing Twitter as a one-way street, so determine whether that's ok with you or not. For some people it will be fine, and for others, you may choose to pass.

On Twitter, you can talk about the great things you're doing to your site or in your business, as well as the things that are going on in your personal life. You can follow people who are interested in your niche, and they will most likely follow you back. As you update and talk about the helpful content on your website, you'll start to get very targeted traffic.

Another great thing about Twitter is that your updates, or "tweets", that contain links will show up in the search engines. This gives your next chance to rank for the keywords you are tweeting about as well as add additional backlinks to your website. All of this leads to getting more traffic. It's also a way to build up relationships, which is what gives you steady followers and great rewards.

Tip #29 - Use MSN LiveSpaces

MSN Live Spaces at http://home.spaces.live.com/ is yet another web 2.0 platform.

You can create a profile as well as your own blog on this site.

Just like Blogger and WordPress, this gives you a chance to blog about your site and related content to get targeted visitors in the LiveSpaces community, as well as to improve your rankings in the search engines.

Tip #30 - Use Wikidot.com

Wikidot.com is a bit different then the other Web 2.0 sites mentioned, but it can still help you get traffic to your website. Many people have heard of and use Wikipedia.com, and this is a similar idea.

The difference here is that you get to create your own wiki site instead.

After you sign up for WikiDot you will get to create your own community wiki. You can add a front page that links to your website as well as several other pages. This can act as a gateway to your own website, which has the potential to get you a lot of traffic.

Since you're the leader of this wiki, you'll get even more respect as an expert. Not only will you get the visitors from your community members and others who stumble across your wiki, you get the benefit of the backlinks so you can rank more highly in the search engines.

It's always exciting when you can find sites like this that serve a dual purpose for giving you traffic.

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Find Out How The Big Dogs Really Get Their Web Traffic. It's not how you might think...

Forum Marketing

Forum marketing is another excellent way to get more traffic. Forums, or message boards, are targeted communities where members join in order to have discussions with each other about the topic at hand.

For example, since you're interested in Internet marketing and finding ways to drive traffic to your website the chances are good that you are a member of an Internet marketing forum or two or three. The same goes for people who are interested in dog training, gardening, skin care, and nearly every niche out there.

In fact, here are two that I recommend:

www.warriorforum.com - Where all the "big dogs" hang out. A great place to learn and get special deals.

https://forums.digitalpoint.com

By joining forums and interacting in the right way, you can definitely drive traffic to your sites.

Tip #31 - Find the right forums

The very first step in proper forum marketing is finding the right forum to join in the first place. You may already know of some good ones, but if you haven't found some it's very easy to do. Simply type "your niche forum" into Google or another search engine. The results that appear should point you to some great options.

Examples:

"gardening forum"
"skin care message board"
"pet community"

Now, it should be said that not all of the forums that appear in the results are going to be worthwhile. Some of them are pretty dead and don't get a lot of traffic. You want to find a very active forum with many members and many new posts every day in order to have the best results.

You should also read the forum rules and start browsing some posts to get a feel for things before you join and spend a lot of time. You are, of course, going to want to be able to put your website in your signature file and have a certain amount of freedom in your posts. That doesn't mean you are planning to spam the forum, but you're not going to get any visitors to your site if you are unable to display your link.

Tip #32 - Become known before displaying your link

The worst thing you can do is join a forum and immediately start throwing your link around. That's actually the best way to get **banned** faster than you can imagine. It is a much better tactic to start posting and adding valuable input to questions and generally getting to know the other members first.

After you've "paid your dues", you can start to put your website in your signature file and show that you've got a great website to offer. Remember, you want to entice people to visit your site, so make sure your text in your signature file is interesting enough for people to click on.

By waiting before you show your link you'll build trust. This is what will get people to visit you and to listen to what you have to say as an expert in your niche.

Tip #33 - Choose the right anchor text

Since you're going to have your link in your signature file as you make posts in the forum, you're going to want to make sure it contains the right anchor text. As you learned earlier, having anchor text that reflects your targeted keywords is a great way to boost your site's rankings for that keyword in the search engines.

> For example, if I wanted to rank for the keyword "cat food" in Google I would make sure that my forum signature file had "cat food" as the anchor.

Keep in mind that you're not just getting one backlink for all the posts you'll make. You're actually going to get a backlink each time you post. This can have a massive effect on your search engine rankings, which is another reason to become active and involved in a highly ranked forum.

You should also know that if there are too many backlinks coming in with the same anchor text it raises a red flag for Google. Their algorithms can figure out when people are trying to game the search engines so they guard against this.

That's why you might want to join a few good forums, so that you can have a different anchor text for each signature file you have.

Tip #34 - Create an effective profile

You should always create a profile to go along with your forum username. As you post more and become more known people are going to be interested in reading your profile. You'll want to have some meaningful content written there that describes what your website is about, as well as a link to your website. You might be surprised at how many people will end up visiting your site through your profile.

People are naturally curious about others who share great information. That's why you'll get visitors to your profile and why it's a good idea to have it ready.

Once again, you can't forget the fact that you can include your website in your profile. These profiles often get indexed by the search engines so you'll be getting yet another back link to your website.

Tip #35 - Offer to buy an ad

In addition to the free links you'll be getting from posting on the forum, the owner of the forum will probably have some ad space available. A lot of webmasters stay away from buying these ads because they think it will be too expensive. That's sometimes not the case at all.

When you contact the forum owner you should ask what is available as well as the cost. If you do find that the costs are too high you can always negotiate. Even if

it's not clear whether the owner has any ad space, you can always offer to buy some because it might be something they haven't considered before.

If it's a very large forum that doesn't seem to be privately owned, there is still a way for you to get your ads on their site. This is actually a method that may be even cheaper than dealing with the forum owner directly. You can actually go into your Adwords account and target certain websites.

That means you can find a forum you really like (that already has Adsense on their site) and bid on ads that will appear there. This is a way to target people you know are going to be ideal prospects for your site – sometimes for dirt cheap prices.

Directory Submission

Submitting your website to directories is another option to generate traffic. Many of these link directories have their own visitors who love to find websites they are interested in by just browsing through the directory. Many of them are even highly ranked in the search engines and have a high page rank, which means they are more likely to give you a boost in the search engine rankings.

Once again, you're going to get backlinks as well as targeted visitors from the directories you submit to.

Keep in mind that these are different than article directories. Link directories are generally collections of links from all around the Internet. Some of them are focused specifically on one single niche, while others are collections of websites from many different niches.

We highly recommend http://www.directorymaximizer.com to handle your directory submissions.

Tip #36 - Get your submission ready.

It's important to get everything you need ready for submission before you actually start the process. This helps keep you organized so that there are no roadblocks in the way when you do submit. As you go through the submission process you'll notice that there are many different categories available. Different directories classify niches in different ways, so it's helpful to browse the sites to plan in advance.

Another important step to getting your submission ready is researching your keywords. Just like it was helpful for article marketing, it's also helpful for directory submission. Since you don't have much room for descriptive text, you're going to want to focus on your main keyword or a few main keywords.

Finally, you need to craft an appealing description for your site. Remember that many people go to these directories to find relevant websites. Your description needs to be as enticing as possible. This will help you get more traffic because more people will click on your site's link and visit.

Tip #37 - Choose your directories

There many different places to submit your website and many different ways to submit. For example, you can submit manually to the main directories or automatically using special software.

The best thing to do right now is to choose your directories. If you have a limited amount of time you'll want to focus on the ones that will give you the most benefit first.

You should also know that some of these are paid directories and other ones are free. Unfortunately, it's often the ones you have to pay for that will give you the most benefit. You should take a look at your budget, and how much time you have and make your decision on directories based on that.

After you've chosen the directories you'll need to sign up for them. Look at their terms of service, as always. If you're having trouble finding good directories this is a good list:

- Yahoo directory.
- Best of the Web.
- Dmoz
- JoeAnt
- GoGuides.org.
- UncoverTheNet

Tip #38 - Submit to more than one category.

Sometimes you might feel like it's hard to pin down just one category your site fits into. You can often get more traffic if you put it into two or more categories. It is important to note that some directories do not allow this. You always want to check with the site's terms of service to make sure you are complying.

If it's allowed, the chances are good you'll get a lot more visitors since more people will be able to find you.

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Tip #39 - Automatic submission

Automatic submission as a great way to make sure that your site shows up in as many different directories as possible. While you want to manually submit to the most popular directories, it's important not to forget the"little guys".

There many different options for a automatic submission, and some are free and others are paid. If you can afford it, you may want to go with the paid versions to ensure that your submissions will go through. Plus, they handle all of the messy steps so that you can focus on other tasks in your business.

We highly recommend: http://www.directorymaximizer.com

Tip #40 - Find smaller niche directories

Manual submission to the largest directories and automatic submission to other directories is great, but don't forget the smaller directories. These are strictly focused on a specific niche, and many people who are interested in websites like yours visit them.

To find these directories you are going to have to dig a little bit. To do this, type in "your niche directory" in a search engine. (example: 'gardening directory')

Browse the directory and make sure it's high quality and already has other links there. This means there is a higher chance that it gets traffic from people who are interested in your niche.

Don't forget that these directories are also an excellent way to get back links to your website. In fact, you might find that the greatest benefit from the smaller directories is the backlink you get from a relevant site within your niche.

Video Traffic

Videos are an amazing way to get traffic to your website. There many people who search for videos online to learn information or entertain themselves.

You can take advantage of this by creating your own videos and uploading them to popular video sharing websites.

Tip #41 - Create a compelling video.

The very first thing you're going to want to make sure of is that you've created a compelling video. This means you should capture people's attention, make them interested in what you're talking about, and get more visitors to your website.

There many different ways to make your video, including creating a PowerPoint presentation and recording it, filming yourself, or using an automated process (such as Animoto.com).

You should experiment and remember to place a link to your website in the video so that people can see it clearly.

As with all things in your business, if this sounds insurmountable, then outsource it! Need help? Check out www.outsourceweekly.com

Tip #42 - YouTube

While there are many video sites out there, the most popular one by far is YouTube. You can get a lot of traffic to your website just by using this one video sharing website. The first thing you're going to do is make your profile and include a link to your website in your profile. Just like people who visit article directories are interested in the author, people who visit video sharing websites are interested in who made the video. You also get a backlink by including this in your profile.

You can upload your video after you're done producing it and creating your profile. Keep in mind that YouTube only allows you to have a video that is around 10 minutes long. That's just fine because people's attention spans aren't that long anyway, and your end-goal is to get them to visit your website.

While you're uploading your video, you'll notice that YouTube allows you to write a description. This is an excellent spot to put in another link to your website. People who view your video will hopefully be interested enough to visit.

It should also be said that YouTube holds a lot of weight with Google. You can expect to get some Google search engine traffic just by having a video on YouTube.

Tip #43 - Submit to other popular sites.

YouTube isn't the only player in the game -- there are many other popular sites as well.

Here is a list of some of the best:

- Google Video.
- Daily Motion
- Vimeo
- Lulu

Even if you submit the same video to these different websites you'll be getting some traffic because the same people who visit one video sharing site may not visit another website. Also, you'll find that sometimes one video sharing site ranks highly in the search engines, while another one doesn't.

You want to have your video in as many places as possible so you have more chances of ranking and getting traffic as possible.

Tip #44 - Automate your video submission.

If you want a more automated route you can use software to make the process of submitting your videos even easier.

The most popular is probably Traffic Geyser (http://www.trafficgeyser.com), though you'll have to pay a monthly fee to use the service.

Tip #45 - Promote your video.

Sometimes your video will take off right away and other times it will take a bit more work on your part. You can get some traffic to your videos by seeking out popular videos related to your niche, as well as channels related to your niche, and by commenting on them. You can sometimes link to your own videos within the comments. The people who visit that popular video may visit your video (and eventually your website).

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Sites like YouTube also give you the chance to post a related video to other popular videos. Posting a related video places you right under the popular video with a little graphical icon that will entice people to click over to your video as well. Piggybacking off of other people's traffic is an effective way to get your videos noticed.

Tip #46 - Create your own channel.

If people like your videos they will be interested in watching more of what you have to offer. Fill their desire by creating your own channel on YouTube. You can get some excellent traffic, and loyal visitors by regularly updating your channel with videos promoting your website.

Experiment and see what other popular YouTube users are doing to drive traffic to their websites.

Tip #47 - Place the videos on your own website.

These video sharing websites will also give you a code so you can place your video on your own website. While this won't directly give you more traffic, it will give your site more dynamic content that your visitors will love.

Remember -- repurposing your content like this will help you make a better use of your time and drive more traffic to your website overall.

Tip #48 - Create more videos

After you've made your first video, you have to remember that the more videos you have out there, the more potential traffic you'll get. You can also test and track different methods of video creation, to see what visitors respond to the most. You may find that a video you thought would really take off *really doesn't*. By the same token, you may find that a video you thought was a dud gets you a ton of visitors.

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Again, the more videos to get out there, the more traffic you will receive. There are more people than ever before searching for videos who want to watch them online. You can get yourself quite a following by constantly creating new videos.

Tip #49 - Be unique.

As you get better and better at creating your videos, you are going to want to put your own spin on them. More and more marketers are figuring out that videos can drive traffic to their websites. That means you have a lot more competition in the near future and the competition is only growing. That doesn't matter, however, because you can make your videos unique and include descriptions that set you apart from the rest. This will help you get better rankings in the search engines and more views on your videos.

Tip #50 - Make it clear that others can use your videos

Other people may be interested in using your videos on their website or blog. Some marketers don't like this, but you can make it clear that **you do**, because you know it will help you drive more traffic to your site. Remember -- your video includes information about your website and helps brand your name.

You can include some text in your video description that tells people it's okay to use your video on their site. Obviously, YouTube and other video sites have the code right there for people to use (unless you turn that option off), but it often takes a call to action to get them to use it. Visitors will love this because they get extra content for their site and you'll love this because you'll get extra visitors to your own website because your video is branded.

To Be Continued Next Week

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