

# WEBSITE TRAFFIC EXPLOSION

SUCCESSFUL TRAFFIC STRATEGIES REVEALED



# Website Traffic Explosion

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## **Section I: Website Traffic Explosion**

### ***Successful Traffic Strategies Revealed***

Traffic is the engine that drives all online businesses. Without it, you're stagnating and starving in a dusty back-shop off a maze of alleys that no one explores or even knows about. At the end of the alley, out on the main road, crowds of busy people hurry quickly by, day after day. You glimpse them, small figures scurrying past in the distance... but you can never reach them. What should you do about it?

That's simple. You want to turn them into customers. You want to move your shop to Main Street – not literally, but by upping the visibility and authority status of all your sites.

To do this, you may need to step out of the security of old, familiar habits – not to mention adding a few new tricks (the web isn't quite the same place it was, even a year ago.) It's much easier to funnel paying customers through your door from Main Street, rather than trying to get them to leave their journey to take a time-losing detour to an obscure, unappealing place that's totally out of their way.

## ***Untangling your “Traffic Roundabout” Gridlock***

In Britain, they have a peculiar phenomenon called "roundabouts": Traffic circles, where people have to merge in and leave the flow again in an orderly manner at the correct exit. (Sounds like a sales funnel, doesn't it?) If you don't know how to do it, how to get the flow right, things can get pretty snarled - but if you do, it's a piece of cake. Traffic flows smoothly.

Customers easily reach and park outside your shop. They're able to go inside, buy what they want, and quickly leave – a pleasing experience for both of you.

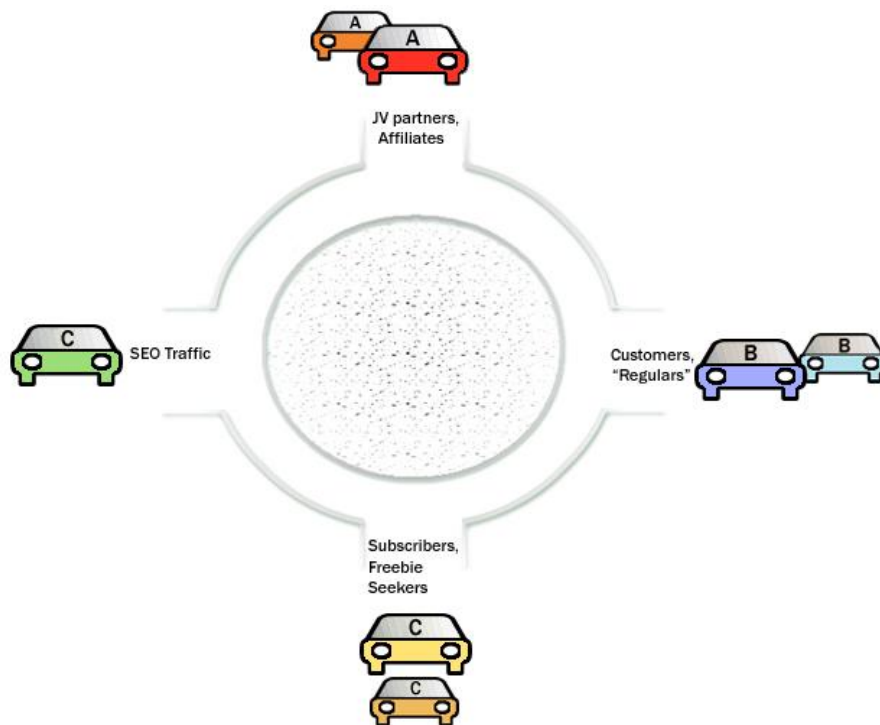
In order to learn how to simulate this flow online, the first thing we need to do is get an overview of all that traffic, so we understand how it moves. Let's zoom up in our traffic helicopter, and look down to identify the different vehicles..

- Subscribers
- Freebie seekers
- SEO Traffic
- Affiliate Traffic
- Customers
- “Regulars”

One of the things you're going to be noticing from our “eye in the sky” view: There are 6 classes of vehicles heading to your shop, that's true – but only **3 types of traffic**:



- **Type A** traffic is crucial to your business success because it conveys people directly to your door. Think of Type B as a fleet of taxi drivers, each of whom recommends you to fares they think are likely to buy from you. They drop their fares off right at your doorstep, without ever coming in themselves (after a first, initial visit to check you out and make sure you'll please their clients – who will give them big tips!)
- **Type B** ends up hurrying directly into your shop and purchasing. They know what they want – and that you're likely to have it.
- **Type C** are window shoppers... They reach your shop, but spend all their time browsing, stepping inside only because they were lured by your "free samples" or window displays. They hover about, and come back again and again until one day they finally buy... or they look around, decide you don't have anything they want; and leave.



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

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

### ***Your Visitors***

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

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

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

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

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

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

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

Help them scan by using:

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

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

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



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

### ***Article Marketing with RSS***

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

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

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

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

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

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

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

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

### ***And Speaking of Blogs...***

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

Here’s how:

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

http://api.moreover.com/RPC2  
http://bblog.com/ping.php  
http://blogsearch.google.com/ping/RPC2  
http://ping.webloglot.com/rpc.php  
http://ping.feedburner.com  
http://ping.syndic8.com/xmlrpc.php  
http://ping.bloggers.jp/rpc/  
http://rpc.weblogs.com/RPC2  
http://topicexchange.com/RPC2  
http://www.blogpeople.net/servlet/weblogUpdates  
http://xping.pubsub.com/ping

That's all there is to it!

### ***But Wait, There's More...***

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

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

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

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

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

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

### ***How Not To Let Forums and Blog Commenting Suck Your Time***

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

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

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

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

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

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

### ***Product Reviews***

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

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

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

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

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

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

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

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

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

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

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

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



### ***“When in Doubt – Ask...”***

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

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

Don’t forget to use **Surveys** and **Polls** to capture reader attention and invite that valuable feedback. ([Survey Monkey](#) is a very easy-to-use free survey building site – and there’s a great Pro option too.) Post about your survey on your niche’s best forums (but only if you’re already a member there!) Blog about it, ask your fellow forum members to pass it on. **Tweet** it. Ask others to re-tweet it. Talk about it on Facebook. Be active in making sure you ask others to promote it.

### ***Ezine Ads***

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

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

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

### ***PPC Ads***

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

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

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

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

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

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

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

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

## ***Your List***

### **Follow Up for your Content Placement**

So you've generated your Freebies or Special Offer, and you have your first list. Don't just leave it sitting in limbo – you should have that **series of emails** carefully timed and set up to go. Subscriber follow up and regular contact are crucial.

You should also have a **Buyer's List** created for your autoresponder, so you can migrate your subscribers over immediately, once they become buyers. If you are diligent about this, you won't make them feel de-valued and annoyed by seeing a sales push for the product they've already bought. The last thing you want to do is break that one-on-one, personal connection feeling by sending out the same emails they've already received and responded to with a purchase.

Don't forget to work your list! A list that is just sitting there is a sad waste of valuable resources. Some of your list members may become affiliates, if you give them enough incentive and make it easy for them to sign up and promote you. A small number could prove to be invaluable JV partners, not too far down the line.

And yet more list members could end up as that jewel in the crown of internet marketing: Repeating or recurring customers.

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

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

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

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

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

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

## ***Creating Buyers***

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

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

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

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

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

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

You create a Facebook page (MySpace, if your thing is Graphic Design – that’s where a lot of the designers hang out). You follow people. As with all



your social media, you try to be friendly without being annoying, and helpful – with valuable tips and links.

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

One other tip: Tweet your fellow bloggers' posts.

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

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

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

Think of them as simple protocols and standards...

## What Will Your Reader Do, When He Receives Your Email?

Sees your name in his inbox – and brightens up, sure he’s going to receive value	Sees your name in her inbox. Hits “Delete” – and <u>finally</u> unsubscribes
<p>You never mail more than once a day, tops.</p> <p>(Time intervals that have also proven effective:</p> <ul style="list-style-type: none"> <li>● 2 X weekly</li> <li>● 1 X weekly)</li> </ul>	<p>You bombard him with so many emails, your name is all he can see when he loads his email inbox. He very rapidly starts to feel you are stopping him from accessing emails he really wants or needs..</p>
<p>You send truly valuable tips, letting her know you have been thinking of ways to help her make her internet niche journey even more enjoyable. (You don’t even try to sell in most of these emails, except for a discreet link under your signature that she can “take or leave”)</p>	<p>You hammer him over and over again with your “GREAT BIG HONKIN’, TRAFFIC GENERATING, LIST GIGANTICATOR!” offer. And again. And again. And again. And again. And again. And again. And - just in case he didn’t notice your offer – again. (And that was just before breakfast!)</p>
<p>You send a “Welcome” email, of course, the moment she’s invested in your product (in addition to your “thank you” page. But then you send <b>a follow up email</b>, to see how she likes your product, inviting her to submit questions.</p>	<p>The moment he’s bought your product – before he’s even had a chance to try it – you bombard him with 7 affiliate offers for high ticket items... that don’t <u>really</u> relate to the “Audio Recording niche” his product was aimed at. (If you remember, you stick the word “welcome” at the beginning...)</p>
<p>You always have <b>a simple call to action</b> about becoming an affiliate somewhere below your signature, with a link. Occasionally, you send an up-front email about it.</p>	<p>You do all your affiliate promoting on your Sales pages, thank you.</p>
<p>You send your emails in plain text, just in case she is busy enough to feel that waiting for HTML isn’t an option; and because you don’t know if she’s on dial-up. You don’t want to waste her time.</p>	<p>You blitz your buyer with an HTML email, packed with flash modules and gorgeous graphics, as well as multiple offers. (Hey, that’s all he’s been waiting for, right? He’d rather read your email than anything else, right?)</p>
<p>You provide a clear way to contact your, or a Help Desk link</p>	<p>You make sure there’s nothing but the autoresponder’s “automatic bounce”, so he can’t reach you – after all, he might be wanting a refund!</p>

## ***Affiliate Traffic***

Now here is the real heartbeat that drives and circulates your traffic.

Affiliate traffic is your most powerful tool, so make sure you have an affiliate program set up – even if you have to start out with Clickbank. (They provide full affiliate management for you.)

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

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

**Scripts:** If you're familiar with website scripts, you might want to try this option – but check with your web host's rules, first. If you have the slightest doubt about managing a script – don't do it. Improperly installed, they can crash not just your site, but your entire server. Your web hosting company won't thank you for the down time!

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

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

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

## **Your Affiliate Base**

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

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

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

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

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

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

## **Your JV Base**

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

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

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

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

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

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



Of course, you don't have to make that choice, just because I say so: You might actually be delighted to have a would-be Vince from Sham-Wow standing at your street corner, brazenly hawking your wares for the quick sale. But if you're in it for the long haul - if you're committed to excellent customer service and happy repeat customers - you need an excellent reputation. If that's the case, inviting hand-picked JV's yourself is the way to go.

How do you attract quality JV'S?

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

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

### ***Recurring Customers***

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

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

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

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

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

### A Customer Question

I received this question, just a little while ago:

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

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

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

There is a lot of truth to this position, and it shouldn't be taken lightly. However, I firmly believe that your loyal low-end buyers have a valuable place, too. Treat them all as the valued customers they are, and build that loyalty. Take the position that your low-end customers are one day going to be able to graduate to those big ticket items.

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

### ***The Freebie Seekers***

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

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

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

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

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

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

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

### ***Transforming Subscribers to Buyers***

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

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

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

You've made yourself forgettable!

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

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

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

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

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

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

We’ve all seen those endless lists of bonuses – anything from “Improving Your Golf Swing In 30 Minutes” to “SEO Cheats for Newbies” – all within the same package. They’ve very obviously been downloaded from some “free PLR” site, and you get the feeling the marketer is throwing everything at you but the kitchen sink.

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

Why?

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

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

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

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



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

## Section II: SEO (Search Engine Optimization)

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

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

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

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

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

There is an easy way to sort it out:

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

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

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

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

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

### ***Do Your Blogs need SEO?***

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

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

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

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

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

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

My last SEO tip for blogs?

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

## ***Static Sites***

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

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

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

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

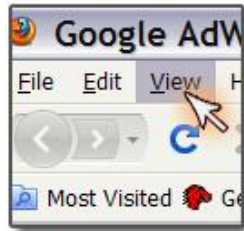
```
<img="images/ebookcover.jpg" width="200" height="528"  
alt="1001 ways to make perfect gravy" />
```

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

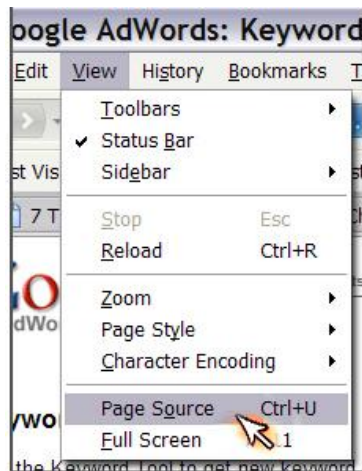
```
<img="images/ebookcover.jpg" width="200" height="528" alt="" />
```

What do you do, if you don't know how to fill in your ALT tags or code HTML? It's really very simple! In fact, so simple, I'm going to put it into pictures...

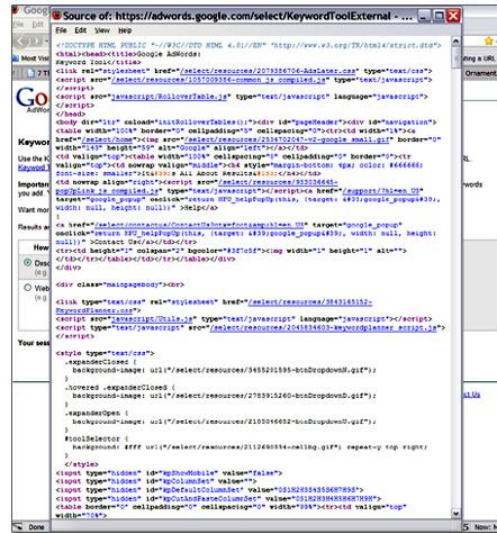
**A.** Click on "View" in your top Menu bar...



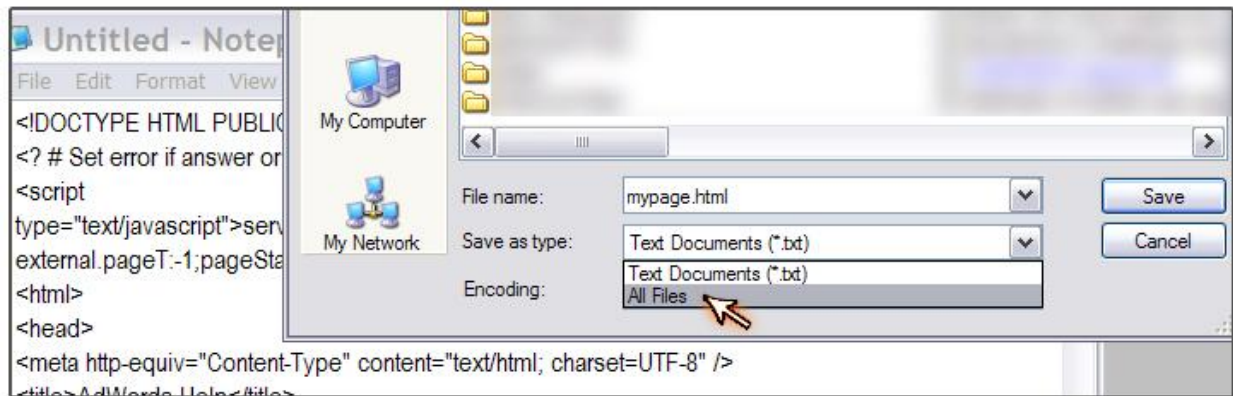
**B.** Select "Page Source" from the drop-down menu...



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



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



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

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

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

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

### [W3C Markup Validation Service](#)

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

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

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

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

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

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

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

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

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

[Elizabeth Castro: Choosing Doctype](#)

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

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

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



## ***Other HTML Tips***

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

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

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

- 4.** Unless you're familiar with HTML, never, ever bother to validate templates created by the plethora of IM minisite software out there: 90% of them will be a complete, absolute HTML mess, filled with outdated tables and deprecated code. But as long as you have good content, no Flash or Frames, your DOC\_TYPE header in place and filled-in ALT tags, your site will most likely work just fine, mistakes and all. (With IM templates, the simpler the HTML, the better.)

- 5.** Finally, exactly as in the case of blogs, a proper Sitemap is mandatory for good SEO. Here is a handy link, to help you generate one easily:

[Free Sitemap Generator](#)

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

### ***Tracking***

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

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

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