TRAFFIC EXTREME

UNCOVER TOP WAYS TO CREATING UNSTOPPABLE TRAFFIC TO YOUR WEBSITES

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Foreword

Traffic plays a pivotal role in any online business. I mean think about it, if nobody walks by your store, who is going to buy your goods?

Online traffic is synonymous with the amount of visitors to your online store. If you wish to amass a huge following and build massive wealth in your business, you will need to learn the ropes of building steady flows of online traffic to your blog or website.

Every aspiring entrepreneur recognizes this, thus many different proven traffic generation techniques have been developed which you can easily apply to your own business.

Are you ready to draw customers to your online business? Let's get started.
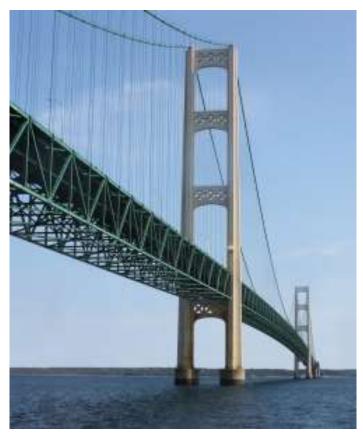
Traffic Extreme

Uncover Top Ways To Creating Unstoppable Traffic To Your Websites

Chapter 1:
Introduction

Synopsis

Traffic is king, as they say.

Intro

Imagine your shop in an abandoned shopping complex in a deserted town. Cobwebs are growing at every corner and you've wasted tons of cash in goods you've never been able to sell.

That's what its like when your website has no traffic.

We know that it is important.

That's why, it is highly crucial that we spend at least 30% of our marketing efforts to draw traffic to our online businesses.

Traffic isn't something that is formed on easy terms.

It takes diligent practice of your chosen traffic generation technique to ensure a steady stream of traffic.

Thankfully, these traffic generation tasks can be outsourced.

But first, you must have a thorough understanding of how each method works before you can teach your subordinates to draw traffic for you.

But with so many traffic generation methods available, how do you know which is the right one for you?

The best choice – Learn and apply as many techniques as you can.

You can never have enough traffic, as they say.

But don't do things halfheartedly. Whatever task you embark on, make sure you see it till the end.

That is the only way to create true results for your business.

In the next few chapters, I will show to you a couple of surefire methods to create massive traffic for your online business.

Chapter 2:

Free Traffic

Synopsis

For those on a shoestring budget, free traffic is definitely the way to go.

Free Stuff

Even if you have a steady cash flow, the potential of free traffic sources in bringing you extra eyeballs shouldn't be overlooked.

Free traffic is essentially drawing visitors to your site without having to pay for advertising fees.

There are several ways to draw free traffic to your site, such as:
-Article Submission
-Search Engine Optimization
-Link Exchanges
-Ad Swaps
-Offline Traffic Methods

Article submission basically involves submitting articles related to your niche topic to high traffic article directories so that people searching for information will find your articles, which leads them to your website through an author's resource box.

Search engine optimization is the art of getting your page to the top of Google or Yahoo's search engine by targeting high search volume "keyword phrases".

Link exchanges is the exchanging of links between your site and other people's websites so that visitors from the other site will visit yours and vice versa.

Ad swaps basically entails mutual promotion of 2 partners websites through email marketing or blog posts. When used correctly, can hugely benefit both parties.

Offline traffic methods deal with promoting one's website through offline methods such as banners, flyers, direct response marketing and name cards.

In the next few chapters, we will look into each of these free traffic methods in more details.

Chapter 3:

Article Marketing

Synopsis

Article marketing was one of the most widely used traffic generation methods in the past, and still is widely used today.

As mentioned earlier, it involves posting or submitting articles to article submission directories to draw traffic to your website.

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Articles

Here are some commonly used article directories, which you can submit articles to:

-Ezine Articles (www.ezinearticles.com)

-Article City (www.articlecity.com)

-Article Alley (www.articlealley.com)

-GoArticles (www.goarticles.com)

Bear in mind, each of the directories has their own set of submission guidelines. So be sure to read and adhere to the guidelines of article writing if you don't want your articles to be rejected.

Here's how it works:

As a general rule of thumb, write an article ranging from 300-500 words (or more) which is unique, filled with keywords related to your topic.

Then, sign up for a free account at any of those article directories.

Make sure you create a solid author's resource box which talks a little about yourself and has **backlinks** (one or two max) to your website.

Whenever you post an article and it is approved, your article will appear on the website directory along with your author's resource box.

People searching for relevant articles will read your article, and from there if they wish to find out more information, they will visit your website.

For this matter, it is important that your article titles are highly optimized for keywords so that they can be found and also must be catchy enough to stand out from the crowd.

Example: 8 Goal Setting Mistakes You Should Avoid.

This is good because it contains keywords and also is eye-catching enough for readers to want to click on your article to read it.

Remember, content is key. You must have uniquely written content as plagiarized content are often penalized and frown upon. If your content is good, it will further entice the readers to find more information through the links to your website.

Here's your job:

Consistently post 3-5 articles per week to multi article directories and soon you'll start seeing a steady flow of traffic come into your website.

Chapter 4:

SEO

Synopsis

SEO stands for 'Search Engine Optimization" which is basically the art of getting your website onto the first page of the search engines such as the big "G" (Google), Bing and Yahoo.

SEO

The SEO technicalities change from time to time, but there are still many basic SEO techniques for getting your website favored by Search Engines which I am about to reveal.

The first of all is in-site optimization. Basically, it involves tweaking your website and blog posts in such a way that its easy for Google "Spiders" to crawl your website and index it so that people can find your website easily.

For example, you should always include keyword phrases into the titles of your blog posts as this will help you articles get found by people who search for these phrases in the search engines.

Also, it is helpful to include keyword phrases and keywords in the first sentence of the first paragraph and bold or italicize them. This is often favored as well.

However, exercise caution when using keywords as excessive keywords will come off as "spam" by Google spiders and your website will be punished, so only use it when necessary.

The key is to find a good balance between SEO optimization and user readability. You don't want to sound like a robot in all your blog posts as this will turn people off.

Next is backlinking. The more links your website gets from outside **authority** websites, the higher your page will rank in Google. As a general rule of thumb, it is better to get more quality backlinks (e.g more reputable websites of similar niches) than many links from smaller websites – A move that is often frowned upon as may come off as "link farming".

You can also link between blog posts within your website to boost SEO points but this does not contribute nearly as much as outsider links.

Recently, a new trend has emerged in SEO which is social interaction. Which means, people must actively interact on your website, whether if it's through sharing, tweeting or commenting on your blog posts. This is favored by search engines and will greatly boost page ranking for those that make their websites interaction friendly.

Chapter 5:
Paid Traffic

Synopsis

One of the fastest ways to get traffic is to pay for traffic. That's right. If you set yourself a healthy marketing budget, you stand to grow your business exponentially.

Buying Traffic

There are a few paid options for fast traffic. One of the more prominent ones being Google Adwords (www.google.com/adwords)

You'll have to set up an adwords account with Google and your website must comply with the stringent guidelines set my Google. Recently, Google has banned many adwords accounts for not adhering to their guidelines and are focusing their advertising business to more bigger companies.

In any case, if you decide that you want to adverstise on Google and that your website is credible enough, go for it.

If not, there's also Facebook advertising which is similar to Google adwords where you can start your own advertising campaign and set your own budget.

Another form of paid advertising is by paying other web masters to advertise your links on banners on their high traffic websites. This usually informs some form of agreement with the webmaster such as a monthly fee or a one off payment for a permanent link.

The amount for payment on such sites will ultimately depend on how much traffic that website receives and also you'll have to consider

how relevant that website is to yours so that you won't be paying for unqualified traffic.

Paid traffic can be a fast way to get leads fast at an affordable price and should be considered once you have a solid business sales funnel set up.

Chapter 6:

Google Adwords

Synopsis

As mentioned earlier, you can leverage on Google's advertising platform Google Adwords to get your website on the front page of Google almost instantly.

Google

One common form of Google advertising is known as Pay Per Click or PPC. Basically, Google advertises your text ad at the side bar or on top of the searches as a sponsored ad and you pay Google each time someone clicks on your ad.

Clicks could range from 10 cents a click to even 1 dollar per click, depending on the competitiveness of the keyword. Therefore, steer away from competitive keywords such as "make money online" or "buy insurance" if you wish to have your ad appear in front of Google.

The key is to target keywords or phrases with low advertising volume but yet high search volume.

For this matter, you can use Google's keyword tool to determine suitable keyword phrases for your advertising campaigns

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

That way, you can get a bang for your buck!
Another form of paid advertising is called Pay Per View (PPV) or Pay Per Impression. Basically, you pay the advertiser a fixed fee for a fixed number of eyeballs on your banner ads.

For example, 1 dollar for 1000 views regardless of whether they click on your link or not. This is great if you have a high converting banner ad.

Cool Tip: Not sure how to make good banner ads? Just take a screenshot of your best performing text ad and use it as a banner.

One of the largest Pay Per View networks is Yahoo's Advertising network:

http://advertising.yahoo.com/products-solutions

You can choose from a wide variety of advertising options that best suits your business.

Chapter 7:

Sponsored Ads

Synopsis

You can leverage on other people's website traffic by paying for ad space on their websites.

Ads

This can be a top position on their website's banner section or perhaps a sponsored blog post, which links to your website.

It is up to you to discuss the pricing of the ad with your advertiser. As a rule of thumb, the cost will depend on how much traffic his website receives.

One way of estimating his website traffic and type of traffic is by using Quantcast

http://www.quantcast.com

That way, you can determine his website is a suitable platform for you to advertise your business.

Chapter 8:

Social Media Traffic

Synopsis

With the emergence of Social Media websites which are growing at a phenomenal pace such as Twitter and Facebook, your business stands to benefit a lot from tapping into such sites.

Social Sites

For example, you could start a Facebook Fan Page for your website. When someone "Likes" your fan page, it appears on their news feed and ALL of his friends will see that he "liked" your page.

From there, perhaps more curious souls would hop into your page and "like" it as well. That way, the news about your business would grow exponentially.

Not only that, your Facebook fan page or Twitter Page can serve to provide tons of useful information to your target audience. This will get people interacting and more and more people will join the conversation.

You could also hold contents on your social media pages and reward people with gifts for participating. These activities build hype and generate interest among followers and often gets the news about your business out further.

Not to be overlooked also is social sharing websites such as Digg.com and Reddit.com. These sites allow people to "social bookmark" websites of interest and their friends can see what stuff they are interested in and get more eyeballs for your business.

Last but not least, Facebook also offers a highly targeted advertising platform for you to advertise your business to get more leads for yourself.

Wrapping Up

Rome wasn't built in a day, the same way traffic doesn't happen in an instant. However, if you diligently practice these traffic generation methods, it is 100% that you will be bringing in streams of steady traffic into your business.

The best way for success in traffic generation is by eliminating what fails to work and trying new stuff to see what really works.

Once you have found what works best for your business, replicate and multiply your efforts and in no time you've built yourself a solid business empire streaming with thousands of followers.

I wish you all the best in your traffic generation endeavours!

Warm Regards