

# Secret Traffic Tactics



**By Calvin Woon & Jonathan Teng**



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# Introduction

**It is not enough to create a killer web site.** In order to be successful, you also need to have a steady flow of traffic to the site. This is particularly true if you have goods and services to sell.

But even if you are hoping to generate revenue with the use of ads, you still need people to visit the site and click on the ads before your efforts will begin to pay off.

**The good news is that you don't have to be an Internet guru to figure out how to do this.**

**There are some simple to apply strategies that anyone can use to get buyers to a web site.** Many of them are simple common sense approaches that require nothing more than a little time to implement. Others may cost a little money, but offer the potential of substantial returns.

If you are serious about setting up a web site and making money, keep reading. No matter what you are selling or how you plan on making money with the site, **there will be at least a couple of ideas that will be a great fit for you.**

# Traffic Generation That Won't Cost You a Cent

Many people set up a web site because **they want to make money**. The reason they want to make money is they don't have any. This can seem like quite a problem. After all, **we have all heard that it takes money to make money, right?**

**That is NOT necessarily the case.**

While you will have to make some investment as far as making a deal with a web host and possibly setting up your web pages, there are several ways to get your site noticed and begin generating traffic that will translate into dollars.

**In this section, we will focus on simple things you can do that will not cost you anything more than some of your time.**

## ***1. Writing Content Using Search Engine Optimization***

Search engine optimization is the efficient use of keywords and keyword phrases to get your content noticed. Essentially, you choose words that are relevant to your products and also tend to be used by consumers in online searches.

**The end result is that you will find your site ranking higher on various search engines that consumers use to find what they**

**want.** The higher you appear on the search listings, the better chance you have of driving traffic to the site and earning money.

**Just about every site makes use of keyword optimization strategies to accomplish this very thing.** On the one hand, this is to your advantage. Since it is done so frequently, it is easy to learn how to use keywords.

On the other hand, the fact that it is done so frequently means you may have to be a little more creative with your choice of keywords, if you want to stand out from the rest and score that high placement on search returns.

This is where the concept of long-tail keywords can make a big difference.

## **1a. What You Need to Know about Long-Tail Keywords**

**Long-tail keywords are simply keyword phrases that contain four to eight words in a sequence.**

Just like a single keyword or a two word phrase, the long-tail keyword helps to narrow the focus of a search, making it easier for a consumer to zero in on sites that are more likely to have what he or she is looking for.

That is good news for you, since including long-tail keywords in your web content is just as simple as including simple keywords.

**When you think about a long-tail keyword, think in terms of how a consumer is likely to use this device to conduct a search.**

As an example, if someone wants to know what flowers are ideal for planting in the spring, he or she may enter a search phrase into the browser that goes something like this:

*"flowers to plant in the spring"*

Another possibility would be:

*"flowers for a spring garden"*

**Both of these examples are long-tail keywords.**

**The advantage of the use of these types of keywords is obvious.** If you can identify the most commonly employed long-tail keywords that relate to the content of your web site, it is easy to sprinkle them on your pages and have your site show up higher in search results.

**Here are some examples of where to use your long-tail keywords:**

- **Page Headers** - when you couple a long-tail keyword with a phrase like "how to," you may have an ideal title for the content on that page.



The visual advantage is that when your visitor clicks on the link from the search results, he or she sees their search criteria immediately and is assured they have come to the right place.

- **Sub-headers** - If the long-tail keyword is not right as a title, then make it a subtitle in another part of the content on the page.
- **In the body of the page content** - work the long-tail keywords into the text that you include on the page.

Remember that you can have the greatest long-tail keywords in the world, but if you do not use them in your content, they will do you no good at all!

## **On-Page Optimization and Long-Tail Keywords**

**The key to effective use of long-tail keywords is to use them in a manner that is logical and does not appear contrived.** To accomplish this, that means the keywords must be relevant to the content of the page.

**Sticking in a keyword that makes no sense at all will do nothing but turn off your visitor and kill any chances you have of making money.**

In order to use long-tail keywords effectively, try the following tips:

- ✓ **Tailor your content to showcase the long-tail keywords.**  
Turn the page into a how to or similar informational page that serves as a natural lead in to the products or services that you sell. Your visitor will like getting information for free and be primed to move on to view your products.
- ✓ **Use the long-tail keywords more than once on the web page if at all possible.** Just make sure the usage makes sense. No one likes to read content that is disjointed.
- ✓ **Make use of the long-tail keywords to move people from one page to another on your site.** The longer they hang around, the more likely they are to buy something.

## **Off-Page Optimization and Long-Tail Keywords**

One of the most effective ways to use long-tail keywords outside of your page content is as links. These can be used to move traffic from one page to another on your site, or also in ads and message boards that you use to publicize your web site.

**Identifying long-tail keywords to use for this type of off-page optimization is relatively straightforward:**

- ✓ Use online resources such as Google AdWords to **identify long-tail keywords that you can use** as links to your pages.
- ✓ **Name your pages in a manner that will complete the linkup with the long-tail keyword.**

- ✓ **Include the long-tail keyword somewhere on the actual page** to complete the cycle.

Doing this allows you to effectively use two ways to raise your standing on searches. First, the long-tail keyword is embedded in the content.

Second, since the long-tail keyword is part of the link to the page, it will also show up in a search. Combining the two will make your chances of showing up high on search results that much better.

## **1b. Using Article Directories to Generate Traffic**

One of the great things about the Internet is there is a place for just about everything today. This means you have a number of ways to promote your web site that are easy to use and often free as well. Article directories are one example.

**An article directory is simply a web site that allows persons to write articles on various subjects.** People can visit those directories and learn about just about anything that interests them.

**Many of these sites do not offer writers any direct compensation for their articles.** But there are plenty of benefits to enjoy from placing articles on several directories.

- ✓ Generally, **you have the chance to include links to sites that are relevant** to the subject matter of the article. Writing articles

that touch on the subject matter of your site make it possible to include a direct link.

- ✓ **If a direct link is not allowed, you still often have the ability to note in your short author bio** that you run a web site named XYZ. That can be your means of attracting attention with this free article.
- ✓ **You may be allowed to embed links to your site in the body of the article.** This is often accomplished by using a long-tail keyword in the text and using it to create a blind link. When someone clicks on the link, they are directed to your web site.

## How to Get Attention With Your Articles

Since the idea is to make sure you drive traffic to your site through these articles, you want the content of the article to dovetail with the content of your web site. You can accomplish this in a few different ways:

- ✓ **Use quotes from your web site in the body of your article.** Make sure to give yourself credit, since this is one more way to plug your site in the article itself.
- ✓ **Make sure the topic of your article has something to do with a product or information that is found on your web site.** Make sure to include keywords that will help link the two in the mind of the reader.

- ✓ **Keep it simple to read.** Unless you are attempting to reach an audience with a technical background, you want to make sure your article uses no more than a few technical terms. When you do have to use technical terms, explain them as simply as possible.
- ✓ **Don't use information that will date the article.** The idea is to make sure it has an "evergreen" feel to it. That is, the content of the article will be as timely a year from now as it is today. Doing so will mean your article maintains the potential to drive traffic to your site with ease.

## What About the Byline?

**Many article directories allow authors to include a byline (resource box / author bio) with the articles they submit.** This is one of the perks you get for submitting free content. You can use your byline to interest people in visiting your web site. Make sure to include the following:

- ✓ **Your expertise.** Note that you are well versed in the subject matter of the article and that you run a web site where more information is available. This opens the door to naturally including a link to your site.
- ✓ **A snippet about what your web site includes.** Keep it short, since the byline is really supposed to be about you. Try something like "to learn more about roses in the spring and other flowers as well, visit the author at [www.yourwebsite.com](http://www.yourwebsite.com)."

Bylines are not intended to be long and exhaustive biographies of the author. This means you need to pack a lot into just a few words. Shoot for a couple of paragraphs that are simple and to the point.

If the reader has to work his or her way through another mini-article to get to your link, chances are the momentum will be lost. **So keep it simple.**

## 1c. What You Need to Know About Blogging

**Blogging is a great way to compliment your web site with a continual flow of new information** that is relevant to what you have to offer. Setting up your own blog is pretty simple. There are blog clients that will host your blog for free, so you don't have to worry about it costing a lot of money. Best of all, you can update the content whenever you like.

**There are several attributes of a solid blog post that you should keep in mind:**

- ✓  **Blog posts are meant to reach a wide audience.** That means you stay away from a lot of technical jargon. Keep the verbiage simple and easy to understand. A lot of fancy words will turn off readers and have them scampering to find another blog to read.
- ✓  **While there is no ideal length for a blog entry,** it is usually a good idea to keep it somewhat short. As a rule of thumb, go for something that a reader can digest in two to three minutes.

Attention spans on the Internet are short. If the length of your blog entry looks too daunting, readers may pass on it.

- ✓ **Grab attention with the title.** It may be cute, it may be timely, or it may just be funny. As long as what follows is relevant to the title, that is okay.

A good title catches the eye and offers the reader a taste of what is to come. Avoid using titles that have no connection to the content of your blog entry. **People will feel cheated and never come back.**

## How Often Should You Update Your Blog?

**It is a given that you need to update your blog on a regular basis.** Some bloggers update every day. Others make sure to update the blog at least twice a week. Remember that the whole point of a blog is to keep people coming back for more.

**If they can reasonably expect to find new content on your blog several times a week,** they are more likely to return. Every time they return, there is a chance they will follow through to your web site and make a purchase.

**If you can't update every day, then at least be consistent with the days you do update.** Maybe you can go with a Monday-Wednesday, Friday or a Tuesday-Thursday-Saturday pattern. As long as there is a discernable pattern that readers can lock into, you will be okay.

**Fresh content keeps your blog alive and interesting.** At the same time, try to use a format that allows you to archive previous blog entries so readers can easily retrieve them.

This format allows you to grow a body of work that is sprinkled with keywords and helps to increase the chances of interested readers finding your blog and saving it to their favorites.

## **What About Tagging and Pinging?**

Tagging and Pinging in your blog entries is one of the ways you will be able to provide opportunities to migrate over to your main web site. Essentially, you are using keywords in the text of your blog entries to create blind links that will take the reader over to the site if they so desire.

**Sometimes, a reader will wonder why a given word is a different color or is underlined in the text and move the cursor over it.** When it is obviously a link, human curiosity may kick in and the reader will click on the keyword and see where it takes them.

### **A few tips on using tagging and pinging effectively:**

Make the words fit naturally into the flow of the blog. Nothing kills interest like a bunch of words inserted with no apparent rhyme or reason.

- **Place the tags in places where you have already shared information** that should pique the interest of the reader in your web site. The migration will seem more natural that way.



- **Don't overdo it.** Too much tagging is distracting and will defeat your purpose. Two or three times per blog entry should be enough in most cases.

**If you have a web site where you sell anything, blogging is a great way to promote yourself.** Best of all, you have complete control of the content and the appearance of the blog pages. This is actually one step up from the article directories, since there is usually a proscribed format you have to follow. With your blog, you can do it your way.

## **1d. Using the Tool of Forum Marketing**

**It is no secret that the Internet has forums and message boards on just about every subject you can imagine.** Many of them will allow posts to include information about various web sites that may be of interest to the readers who regularly inhabit the board.

**This is good news for you, as it represents still another way for you to get some free advertising for your web site and your products.**

Of course, before you can make use of this wonderful publicity tool, you have to go about finding the right forums to make your pitch. **Here is what you need to do:**

- **Use search engines to find the right forums.** Remember those long-tail keywords you developed? Use them as part of

your search criterion. Make sure to include the phrase "message board" or "forum" in the search.

- **Qualify the forum to make sure it is a good outlet for you.** Some forums allow visitors to view but not post. This is actually ideal for you, since you can look through the posts and get an idea of how much plugging you can do without breaking any guidelines.
- **Make note of any sections to the forum that allows links to product sites to be posted.** While you want to be able to include a link to your site in your signature, it never hurts to also have your link appear somewhere other than just in your posts.

## **How do You Build a Good Reputation on the Forum?**

If you approach your membership in the forum as a way to place a quick ad and then disappear forever, you will defeat your purpose. First, that single post is likely to be ignored.

**Second, if the forum is active, it will soon sink into obscurity as newer threads take its place.** What you want to do is find a forum where you can participate on some regular basis. If you want people to read rather than avoid your posts like the plague, here is what you should do:

- ✓ **Interact with others on the forum.** Don't just start new threads; participate in ongoing conversations. This interaction

will make it easier for others to feel comfortable interacting with you.

- ✓ **Be respectful of the opinions and remarks of others.** You don't have to agree with the content of every post, but there is no reason to trash what others think. Avoid referring to other posts as "ridiculous" or "garbage."

If you disagree, simply state your position. People will respect you for respecting the right of others to hold a different opinion, even if they don't agree with yours.

- ✓ **Don't allow yourself to be baited.** Just because you are practicing good manners doesn't mean everyone else will. Avoid answering a rude post in kind. Keep yourself above the drama and people will notice. They may even notice enough to click on that link in your signature.

## **What About My Signature?**

### **How Do I Make It Work For Me?**

We've talked about the signature to some degree. **Yes, you want to have a link to your web site in the link.** However, you don't necessarily want a raw link to appear.

Many signature boxes will allow you to name a link. This means you don't have to put in the raw URL as part of the signature. Instead, you can use the name of your web site instead of the link.

For example, instead of [www.yourwebsite.com](http://www.yourwebsite.com), the link would appear as "Your Primary Keywords"; you may even be able to put a tag line or slogan behind the link to dress it up a bit. Thus, your signature may appear something like this:

*[Your Name]*

*[Your Keywords]*

*[Your Slogan]*

**Moving the cursor over the signature activates the link and off the visitor goes to pay you a visit.**

Of course, some message boards frown on the inclusion of links in signatures. Before you sign up to participate, determine if this is the case. You may still find opportunities to make use of the site through a list of links included in a directory or some other mechanism.

**But keep in mind the more freedom you have to keep the link to your web site in front of people, the greater the chances of garnering business from your participation.**

## **Is Forum Marketing Really Right For You?**

Marketing your web site by participating in forums is a great way to establish rapport with people who are interested in the products and general subject matter of your web site. This personal touch can help you in several different ways:

- ✓ **You have the chance to build rapport** with the other participants on the board. This can easily move into a client-customer relationship.
- ✓ **You increase the chances for good word of mouth.** When one of your customers can recommend your web site and add an endorsement like "I met him through a web site and he is a great guy," this helps to increase the chances that the word of mouth will generate another new customer.
- ✓ **You can learn a few things about what products you should carry.** Often, participants on message boards will mention a product they really like or even wish out loud there was a product that would do this or that.

Armed with this information, you may be able to refine your product listing to accommodate these wishes or supply products that people apparently really like.

Before you decide that spending time posting on a forum is not productive, find a viable forum and give it a month's trial. **You may be surprised at what you gain from the experience.**

## **1e. Making the Most of Press Release Sites**

**We've all seen them.** Posted here and there across the Internet are press releases. Essentially, a press release is a news item that has to do with a particular subject. For someone who wishes to publicize a web site, a press release now and then can make a huge impact.

**Today, there is a world of free press release sites on the Internet.** Many of them work just as well as the fee based press release outlets. Of course, you do need to qualify them a little to make sure they will provide you with a decent amount of exposure. You can accomplish this by doing the following:

- ✓ **Get an idea of how many hits the site receives on average.**  
If people are checking the site regularly, then the potential of reaching your target audience is greatly increased.
  
- ✓ **Look for press releases that involve businesses similar to yours.** Not only will you pick up some pointers on how to structure your press release, you will also be assured that if those other businesses come back regularly to post releases they are getting some return on the effort.

**Ideally, you will identify at least a dozen or more press release sites that you can use regularly to post news about upcoming sales,** new product lines you are carrying, or anything that is a little new and different about what is going on in your business.

**Along with new products, here are some other topics you can build your press release around:**

- ✓ **A landmark in the life of your business.** Did you just celebrate your first year of operation? Write a press release. Just acquire a new venture partner? Write a press release.

Even though it doesn't have to do with your product line per se, it is still an opportunity to note something good is happening and invite people to come check it out.

- ✓ **New payment options.** If you just added PayPal as a way of paying for orders, make a big deal of it in a press release. People love to know when a site begins accepting a new mode of payment.
- ✓ **New and Improved versions of your products.** When something you already carry is enhanced in some way, write it up in a press release. Long time users of the product may decide to visit your web site and purchase the improved version rather than go somewhere else.

**One of the great things about the press release is that you don't have to write a new one to go with every site you use.**

One will do nicely for use at all the free press release sites you choose to utilize. Of course, this means you really need to draft a press release that is eye catching and helps to set it apart from the rest.

### **How Do You Write an Effective Press Release?**

**It is important to keep in mind that a press release is focused on one central function: to announce something new is going on.** This means it is not the place to focus on general promotion of your company, although you will get in a plug before the last word of the release.

You need to have a specific reason for writing the release, or potential customers will take one look and move on to something else.

**Here are a few tips to keep in mind when writing a press release:**

- ✓ **Have one solid bit of news to report.** This provides the reason for the release to be written in the first place.
- ✓ **Come up with a catchy but succinct headline for the release.** Don't try to be too cute, but if you can put in a little play on words that is not too outlandish, you should be able to attract attention without turning anyone off.
- ✓ **Include a contact person.** This can easily be you. Make sure to include an email address set up for this type of thing. If your web host does not provide multiple email addresses, create one with a free service, and title it something like yourwebsitename@gmail.com.
- ✓ **Make sure the first paragraph is all about the news you are sharing.** State what the news is, then follow with why it is important.
- ✓ **Consider using a quotation in the second paragraph from a company officer.** If you are a sole proprietor, then bestow upon yourself a title that is fitting for your position, such as the owner, proprietor or company founder.



Quotations from persons high in the organization tend to impress people, even if it is a one person company.

- ✓ **Close with a short paragraph that provides a general description of your web site and your product line.** Always include a link to the web site.

**Try to keep your press release under 300 words or so.** While you may have unlimited space on the free press release site, there is always the chance that some other outlet will pick up your release and write something about your news.

You want the information to be clear and concise. If it is littered with a lot of extras, the chances for being picked up by another source are decreased substantially.

## **What About Those Fee Based Press Release Sites?**

Along with the free sites, you may also want to look into the fee based press release sites. They sometimes offer a little more in the way of bells and whistles than the free sites, although it is not a good idea to assume that is always the case. You may want to consider a fee based site if:

- **You have a budget for public relations.** Since there is a cost involved, you will need to make sure you can cover the fee without hurting your core business operations.

- **The site offers support.** This could be editing by a professional writer, various fonts and styling to enhance the view of your release, or tools to monitor the hits that the release receives.
- **The site places well with search engines.** If you can get your release seen by more of the right consumers by using the fee based site, then go for it. After all, you are in the game to make money.

**You may not be able to afford a fee based press release site at first.** That is okay. There are plenty of free sites that will serve you just as well. Keep the information you have about the fee based sites in your back pocket. In a year or so, you may be in a position to make good use of them.

## ***2. Making the Most of Social Media on the Internet***

**As you already figured out with the use of message boards and forums, there is a lot of socializing that goes on with the Internet.**

Along with those options, there are other types of sites you can use in order to build up your visibility with consumers and have a lot of fun at the same time. Here are several areas you need to consider if you really want to harness the power of the Internet to generating traffic to your site.

## 2a. Social Networking Web Sites

There has been an upswing in the number of social networking sites over the last several years. While the original intent of the sites was for personal use, many entrepreneurs have jumped on the bandwagon and use them regularly to promote businesses to consumers. Here are some examples of social networking sites that may be helpful:

- ✓ **MySpace** ([www.myspace.com](http://www.myspace.com)) allows you to create a page to share videos, audio files, and information about any subject you like. This can include profiling how you make your living and a link back to your business.
- ✓ **MyLot** ([www.mylot.com](http://www.mylot.com)) a lot like MySpace, MyLot also allows for a lot of information to be included on a profile page. At the same time, you have the chance to participate in passing along information on specials you are running or other data that others may find interesting.
- ✓ **Facebook** ([www.facebook.com](http://www.facebook.com)) with some similarities to MySpace, there is still plenty of opportunity to talk about your work and share links that can help interested parties find you on the Internet.

Along with these mainstream options, there are also **a number of social networking networks that are devoted to niche markets.**

For example, there are a number of adult oriented social networking web sites that welcome information about toys and other adult products that would be of interest to the people who participate in the network.

This means that no matter what type of products you offer, there is a good chance at least one social networking web site will be a perfect place for you to set up a profile and get involved.

The use of social networking sites in business applications is still evolving. **But there are a few tried and true methods that have worked for a number of businesses that you may want to try:**

- ✓ **Create a short video on something that has to do with the content of your web site.**

Using our flower analogy, you can easily create videos that include footage of flowers in growth while you talk about the care and nurture of those types of flowers. Keep the content of the video relevant to your products and you will be on your way.

- ✓ **Include still shots and short presentations with relevant information as part of the data on your social networking page.**

This can be especially helpful if your niche market is more likely to be using a dial up connection rather than a high speed connection. While considered low tech today, the inclusion of one or two of these types of presentations will broaden your appeal.

- ✓ **Change your content from time to time.** New images and changing the fonts when allowed by the site keeps things looking fresh. You can also change the text from time to time, almost using the profile page like a blog.

**Check out social networking sites and see what you can come up with.** Look around different profiles and see how other businesses are using the features of the site to best advantage.

**Keep a pen and paper handy to jot down notes.** What you see may provide the inspiration for a great new way to get your web site in front of people and generate that traffic.

## **2b. Social Bookmarking Sites**

**These are different forms of social networking sites, in that there is a little less interaction between users on some sites.** Still, there is a chance for establishing all sorts of connections that will ultimately lead back to your business web site.

**Two of the more popular social bookmarking sites are Del.icio.us and Digg.** While not the only kids on the block, these two sites have huge audiences. One of the reasons for this is that the sites tend to only bookmark content that is worth the effort.

In order to make the grade at these types of free bookmarking sites, you need to turn out some pretty good copy. This will involve:

- ✓ **Avoiding repetition.** Social bookmarking sites are not looking for the same old tired content to be displayed over and over. Unlike press release sites, you will not be able to recycle the same text over several different sites. Find ways to make it unique.

- ✓ **Keeping it timely.** Content that is likely to be as useful tomorrow as it is today stands a better chance of being bookmarked and rated highly. Avoid including factors that will tend to date your content, such as trendy catch phrases that may be old news tomorrow.
- ✓ **Making it focused.** While you can get away with a degree of wandering around with a social networking site, that is not the case with social bookmarking sites. Keep the content focused on the subject matter and you stand a much better chance of performing well.

For a good idea of what type of content works, spend some time visiting social bookmarking sites and read through some of the most recommended bookmarks. **You will pick up some valuable pointers in what is going on**, plus get a good handle on how your competition is making use of these types of sites.

## 2c. Social Content Sites

**Social content sites cover a lot of ground. Some of them allow you to respond to or pose questions.** Others provide you with a chance to share content.

Others allow you to place blind ads that allow respondents to contact you through a forwarded email system or to participate in ongoing conversations. Here are some examples of popular social content sites:

- ✓ **Craigslist** ([www.craigslist.org](http://www.craigslist.org)) – You can find just about anything on craigslist. Tailored to focus in on many cities around the world, this handy site allows everything from posting business ads to finding a date for the evening.

There are even public forums where you can post tips on using products you sell and invite people to contact you for more information. While it may be a little trouble to visit so many different city sites, you may find that it works well for your purposes.

- ✓ **Yahoo! Answers** (<http://answers.yahoo.com>) – This option is just like it sounds. People ask questions and other people answer them. You can easily respond to questions that have to do with the products you sell and include hints of how to get back to your site.

If you are really creative, you can start a question under one Yahoo! screen name and answer it under another.

- ✓ **YouTube** ([www.youtube.com](http://www.youtube.com)) – Like the social networking sites, you can include video on YouTube to promote your business in general or products that you carry in particular. Uploading is not hard to do. If you have basic equipment to create the video, you are all set to use this resource.

**There are other social content sites of note.** You may want to look into Squidoo ([www.squidoo.com](http://www.squidoo.com)), HubPages ([www.hubpages.com](http://www.hubpages.com)) and

similar sites that include a lot of text as well as visuals for the social interaction.

Because of the success of these types of sites, there are new ones popping up every day. Look around and you may find one or two that even deal with a niche market you want to target.

## **How Do Social Media Sites Tie In With Search Engine Optimization and Article Marketing?**

One thing you need to understand is that social media sites can work alongside of the SEO keywords and article marketing that was discussed earlier. **Here are two examples of how that happens:**

- **You can use the same keywords**, including long-tail keywords in your text on social media sites. By using the same ones that you use on your web site and in your articles posted at various sites, you create more of a chance of at least one of your mechanisms bubbling to the top of a search.
- **Your articles can serve as the basis for some of the content on your social media profile pages.** Since you own the content, you can use it wherever you like. You can use it in quotes or in the case of a social networking site use the text as the script for a video.

**Keep in mind that all of the tools you use to draw traffic to your web site need to work together in accomplishing the purpose.** Don't see them as separate ways of pursuing the same ends. Use



them as set of tools rather than opposing methods and you are likely to have more success with your efforts.

### ***3. Going with Joint Venture Partners and Affiliates***

**Many online entrepreneurs find that setting up deals with affiliates or joint venture partners can greatly increase the chances for driving traffic to a web site and generating more sales.**

While there is some degree of overlap between the concept of an affiliate and that of a joint venture partner, the two should never be considered identical. **Let's take a look at each option, and how use of this means of growing your business might be helpful in your situation.**

#### **3a. Affiliates**

An affiliate is essentially someone who is prepared to do the work necessary to create sales on your behalf. In exchange for this effort, you will offer some type of compensation to the affiliate. Generally, the compensation is directly tied to the value of the completed sales, although there may be other models of compensation that are employed.

Affiliates can be divided into two different sub-categories:

- ✓ **Resellers:** A reseller normally will private brand your products and sell them as if they were his or her own. This is often a good way to go with products such as software or even long distance services.
- ✓ **Agents:** An agent does not private brand your products. Instead the agent will market your products under the original name and work to direct traffic directly to your web site.

In both cases, the compensation package for the affiliate may be based on two basic models:

- ✓ **Buy rate:** You provide the affiliate with a wholesale price for each unit sold. The affiliate marks up the wholesale price to determine the retail price he or she will sell the unit for. The difference between the two prices is provided to the affiliate as the commission or compensation for each completed sale.
- ✓ **Percentage commission:** With this model, you set the retail price, but offer the affiliate a fixed commission on each unit that is sold. For example, if you sell widgets at \$30.00 each and the commission is 10% on each widget, your affiliate will earn \$3.00 on each unit sold.

**While there are some variations on these two models (i.e. salary plus commission),** they sometimes blur the lines between being an affiliate and being an employee. Unless you want to take on employees, keep the distinction very clear.

## Setting Up An Affiliate Program

Along with establishing the compensation method for affiliates, **you also want to make sure there is a mechanism that adequately ensures the affiliate will get credit for each sale generated.** This can be accomplished in one of two ways:

- **Have the affiliate submit the orders using an identifying number**, such as an agent number. This puts a burden on the affiliate to keep up with orders, but it does tend to ensure he or she gets the proper credit.
- **Set up a portal to your order page that captures the agent information.** The affiliate can supply the portal link to consumers. You know which affiliate generated the sale because of the portal used to place the order.

You also need to establish a schedule for providing compensation. Here are a few things to keep in mind:

- ✓ **Pay on collected revenue only.** This will prevent you from getting into any type of cash crunch in between paying your affiliates and actually receiving payment for the orders.
- ✓ **Pay on a biweekly or monthly basis.** Most affiliate programs work this way and it is easy for the affiliate to plan on when compensation will be received.
- ✓ **Consider setting a minimum for payouts.** This will cut down on having to process a bunch of small payments constantly. Plus

it will motivate your affiliates to generate enough completed sales to meet the minimum payout every pay period.

## **Attracting the Right Type of Affiliates**

One of the pitfalls of an affiliate program is that you are bound to have people jump sign up and then do nothing. This can be frustrating on your part. A few ways to keep this to a minimum and attract the type of people who are likely to work the program are:

- **Require an application.** Set criteria they must meet before being accepted as an affiliate. This will weed out the casually curious and leave you to choose among applicants who at least have the basic skill sets needed to be successful.
- **Design a fair compensation program.** If you are offering little compensation for a lot of work, you are not likely to attract the movers and shakers. Make sure you provide enough incentive to make the effort worthwhile.
- **Offer support and training to qualified applicants.** If the potential affiliate feels like someone is there to answer questions and support their efforts, they are much more likely to enter the program with a lot of enthusiasm. People who feel like training is a waste of time probably will not be an asset anyway.

**Affiliates can be a great way to broaden your presence online and draw attention and traffic to your web site and products.**

However, if you feel this is not the right way to go, there is still the option of a joint venture partner.

### **3b. Joint Venture Partners**

Joint ventures are simply business dealings where partners engage in the structuring and operation of a business. There are a couple of models or types of joint ventures that may be considered:

- **Full partnership** - With this model, you and your partners have equal say in how the business is ran. Together you make decisions about marketing, advertising collateral, products, and the design of the web site.

Generally, a full partnership means the partners also contribute equal amounts of funding and other resources to the business.

- **Limited partnership** - In this situation, the joint venture partner may contribute to a specific aspect of the business, but not be involved in other functions or operations.

This is a common model when you need help with one facet of the operation but prefer to keep control of the rest.

**How you set up the JV deal depends on what you want to get out of the partnership.**

## Finding the Right JV Partners

Before you begin to look for partners, it is important to decide what you want to gain from the alliance. Here are some points to consider:

- **Does the potential JV partner already operate a web site that would compliment your own?** Could the two of you refer customers back and forth between you?
- **Does the potential partner have resources** or expertise that help to cover tasks that you are not proficient with?
- **Does the potential partner have an interest in what you have to offer**, in that the relationship could benefit him or her with their main business?

**There are several ways of finding the right partners once you know what you want from the relationship:**

- ✓ **Use those online outlets to advertise for a partner.** Those social networking sites may yield some great returns if you allow your needs to be known. In like manner, ask around those forums you visit from time to time. There may be another member of the site who is interested in teaming up.
- ✓ **Search for people you are interested in.** Check out social networking profiles for people who have businesses that would compliment your own.

- ✓ **Post ads on help wanted sites.** Remember Craigslist? This is a great way to find a partner without having to pay a hefty advertising fee.

## **Approaching Potential JV Partners**

Once you identify some likely candidates, it is important to approach them in the right way. This is true even if the potential partner approached you first.

If you are not prepared to discuss the matter of partnership in detail, or if your plan is not well thought out, you may scare off a JV partner in no time at all.

**To avoid this pitfall, make sure you do the following:**

- **Have your business plan documented and formatted to share with your potential partner.** If you don't have a business plan, forget about a partner for now and go draft one.
- **Be specific in what you want from the partnership.** Don't imply that the partner will have a larger share in the business than you are willing to provide.

Focus on what you need and how you need it applied. The clearer you articulate your needs, the easier it is for the partner to know what you expect from the relationship.

- **Document everything.** Handshakes are nice, even virtual ones. But they don't replace binding agreements. Unless you have such an agreement ready for the partner to consider, you will appear to be unprepared at the least.
- **Provide full disclosure regarding what has already been done in the areas you expect the partner to function.** If you already have profiles at various sites, then provide access data so the partner can make the most of them.

The more tools you are willing to share with your partner, the more productive the relationship will be.

**The main point is to always be prepared to conduct yourself as a professional when interacting with your potential JV partner.** Every communication should convey how serious you are about a productive working relationship.

Unless you are able to adequately convey your dedication and commitment, the partnership will never have a chance to get off the ground.

#### ***4. Making Good Use of Viral Strategies to Generate Traffic***

**There has been a lot of talk about the concept of viral marketing the last few years.** For the uninitiated, viral marketing is simply a process of creating mechanisms that promote the passing along of information about a web site, a product, or a service.



## 4a. Overview of Viral Strategies

**Essentially, it functions in the same way that any virus does** - viral marketing is passed on from one person to another by means of word of mouth or passing along some type of written communication.

Essential to the use of viral marketing is a strategy that is known as TAF, or Tell A Friend. TAF's usually include guidelines for how to recommend a site or product to someone of your acquaintance.

**The scripting for a TAF may be very basic, including a form for people to fill in with friends' email addresses, so that they can "tell friends."**

The idea behind viral marketing has been around much longer than the Internet. Sales professionals have used the Tell A Friend approach for centuries. **This is an example of one sales tool that has easily made the transition from traditional marketing to online marketing with relatively little change.**

**One common viral marketing tool is the viral email.** This is simply a marketing email that can be passed on to current customers with the request that they pass it along to people they know who would be interested in what you have to offer.

**The email is usually short and to the point, making it easy for the recipient to read in a short amount of time.** Along with the text, the email will normally include a link to your web site, making it easy for interested parties to come see what you have to offer.

**It is important to note that viral emails are not spam.** They are not sent out at random. Because they are forwarded by people who already do business with you, the audience is more targeted. Therefore, the chances for gaining customers and generating more sales are greatly increased.

**Along with the basic viral email, there are two other tools that are worth considering.**

**These are the viral ebooks and the viral videos.**

## **4b. What You Need to Know About Viral Ebooks**

Many online businesses make use of a free ebook as a way to generate interest in the core business. The approach is straightforward; subject matter that is relevant to the web site is chosen as the topic for the ebook.

**Throughout the text, references that could lead back to the web site are included.** Usually, there is what is known as a "soft sell" included toward the end of the text. This is a somewhat passive invitation to check out the web site and learn more about the products and services that are offered there.

**Most ebooks are created in a file format that is easily opened and read by anyone.** For this reason, the PDF format is often used for the text. The main reason for this is that anyone can download and install a free PDF reader. However there is a second consideration that you may find helpful.

**A PDF can be locked so that the text cannot be altered.** This means unless someone has the credentials to unlock the file, the book will remain just as you create it. That is important if you plan on offering the book as a free incentive that leads back to your web site.

**When it comes to laying out your ebook, there are a few things you will want to keep in mind:**

- ✓ **Write compelling text.** The good thing about ebooks is they don't have to contain a lot of filler when it comes to text. Hit the reader with solid information that will maintain interest.
- ✓ **Use different fonts and colors to accentuate your text.** Headers can be in color. Words you want to emphasize can also be in color.

Different fonts add visual interest and can help create a bridge from one sub-topic to the next. Play around with colors and fonts to find a look that is appealing, but also has a purpose.

- ✓ **Add images and graphics.** Photos, charts, and other visual elements will help to reinforce key points and also provide some additional interest for the eyes.
- ✓ **Testimonials.** When appropriate, a well-worded testimonial from one of your customers will provide that little extra oomph that will help to reel in new customers. Use this device sparingly, but if a chance arises, do not pass it by.

- ✓ **The soft sell.** As mentioned previously, you want the ebook to be informative, but it does have an ultimate purpose other than the dispensing of fun facts.

Find ways to refer to your web site in passing. At the same time, include an invitation to visit the site at the end of the ebook. If employed properly, the good will you built up during the course of the book will make it hard to resist.

**When you are ready to launch the ebook, make use of all the resources you have already assembled. For example:**

- Distribute the ebook to your existing clients via email. Encourage them to pass it on to their friends and other acquaintances.
- Offer the free ebook on the social networking sites you belong to. Include a link to a page where the file can be downloaded.
- Also mention the ebook on message boards and forums and include that link for easy download.

Once the ebook is in the hands of people who are likely to pass it along, you will find that the benefits will begin to yield benefits in a short period of time.

## **How About Incentives?**

**If you think it is a good idea, you can consider offering some type of incentive to pass along the ebook.** You may be able to offer a discount when a sale takes place due to the book being passed on to someone new.

Perhaps you could create a referral program where current customers earn a free gift of discount in exchange for sending you ten qualified email addresses of people who are interested in receiving the ebook. Offering some type of incentive may help sweeten the pot a little, and allow the ebook to circulate faster and to a broader audience.

[Click here to join a FREE Viral eBooks Membership site!](#)

## 4c. What You Need to Know About Viral Videos

Just like viral ebooks, viral videos can be an effective tool to spread the good word about your web site and generate plenty of traffic. Of course, you do need to make sure your video has some chops - that is, it will capture the attention of viewers and prompt them to share the video with others. Here are some ideas on how to achieve this:

- ✓ **Keep the video focused.** The viewer should never be confused about the subject matter of the video.
- ✓ **Make it relevant.** If the video is going to drive people to your web site, there needs to be a logical connection. The connection may become apparent at the end of the video or be apparent throughout the presentation.
- ✓ **Keep it short.** Attention spans being what they are these days, you will only shoot yourself in the foot if you create anything that runs longer than a few minutes. See this as one way that

you will have to stay on track, since there is no extra time for fluff.

- ✓ **Don't forget the soft sell.** The good thing about video presentations is that you don't necessarily have to rely on the spoken word to create this effect.

It could be something as simple as the URL to your web site doing a slow fade in at the end of the video. Play around with the concept and see what seems to work best.

## Launching the Viral Video

Once the video is ready for release, you have several ways to go about distributing it. Some methods are likely to provide better success than others.

- **Email.** You can distribute the file to your customers and urge them to forward it to others. However, keep in mind if your customers use a slower connection, it will take forever for the email to load.

Consider posting the video online and sending links instead of the actual video file. Everyone will be happier.

- **Social Content and Networking Sites.** These are ideal places to share your video. People will find you with ease and they can adjust the speed of the video to suit their connection speed.

- **Distribute via snail mail.** While not the most effective means these days, it may be right for your niche market. Copy the video onto small CDRs and send them through the mail to persons on your mailing list.

This will help you reach people who tend to shy away from social networking sites or who are leery of opening attachments to emails.

## **Suggestions for Social Content and Networking Sites to Use for Launching Your Viral Video**

There are a couple of places that are likely to generate a fair amount of hits in a short period of time.

- **YouTube** ([www.youtube.com](http://www.youtube.com)) – Considered by many to be the premiere online social spot, everyone from cat lovers to celebrities have a YouTube presence these days.

Videos are a huge part of what the site is all about. Your work will fit right in and be in front of users who are very comfortable with the site and watching online video presentations.

- **MySpace** ([www.myspace.com](http://www.myspace.com)) – While not quite as effective as YouTube, there is still plenty of opportunity to post links and also the actual video on your page.

**With both sites, keep in mind storage space for the video is ample but not unlimited.** Make sure your finished product will fit within the guidelines and you should be fine.

Both viral ebooks and viral videos will help you reach a wider audience and help to drive additional traffic to your site. Use your contacts at message boards and other outlets to draw attention to your ebooks and videos. This will help to maximize your exposure and compliment your efforts to gain the attention of interested consumers.



# Making the Most of Paid Traffic Strategies

**Along with the free options presented here, there are also some great tools available online that will carry some degree of cost.** Many of these resources require nothing more than a minimal outlay of cash.

Others may be quite costly. Still, they are well worth looking into if you are serious about growing traffic to your site and thus earning new sales.

## **Why Should You Consider Paid Methods When There Are So Many Free Options?**

**Depending on your circumstances, there may be no reason to even look at paid traffic strategies at first.** This is especially true if you have little to no money for startup costs and are paying as you go. However, there will probably come a time when looking into paid methods will be worth your while.

**Here are some signs that the time has come to consider paid strategies:**

- **You've exhausted all your free options.** They are still working, but getting a higher return from them is not likely.

- **Your business is established and turning a decent net profit.** This means you now have some money to devote to advertising and marketing.
- **You need help in identifying and targeting new niche markets** that will want to visit your site.

**Any one of these is reason enough to consider adding the usage of paid strategies to your overall marketing approach.** Two of them make the addition a very smart move. If all three apply, then you need to start looking into paid methods immediately.

There are three main categories of paid traffic strategies you will want to consider: pay-per-click or PPC; Banner and Ezine Ads; and paid classified ads. Here is the scoop on each approach.

## ***1. Pay-Per-Click - What It Is and What It Can Do***

PPC or pay-per-click is simply a means of advertising that allows you to bid to have your ads show up when a particular keyword is searched for; and, when your ad is clicked on, you pay (hence, pay-per-click), rather than paying when it is viewed.

The process is very simple. Using a medium such as AdWords, you simply create a number of targeted advertising campaigns (by creating ads and selecting corresponding keywords) and then allow them to rotate.

When someone clicks on those links or ads, you pay a small amount of revenue per click. **While at one time, this amount could be several cents per click, it is often fraction of a penny today.**

**What this can do for you is open up new doors for your sales effort.** You effectively harness the power of other web sites to generate a flow of visitors to your site. In exchange for allowing you to create a portal on their sites, the owners of the web sites will earn a small amount of revenue.

**There are several tools online that help you set up this type of program.** Of course, you still have to do some homework of your own in order to make this work. Here are some things you need to do in order to make the most efficient use of pay-per-click options:

## **1a. Learn How to Choose Keywords Effectively**

You've already learned a lot about this with your use of free options connected with your article marketing efforts. The idea here is to pick keywords that are used often, but in this case, do not have large bids (i.e. are relatively inexpensive to purchase, but will yield high traffic volumes).

In order to do this, you must:

**Consider keywords carefully.** Use free keyword research software (or Google's server-side tools) to help you get an idea how a given keyword or long-tail keyword performs on Internet searches.

## 1b. Put Together Copy for Ads That Will Attract Interest

**This will mean getting creative in just a small amount of space.** The ads will need to be brief, but say a great deal. Use of your keywords may be very helpful in this environment. Keep in mind that:

- **Your ad needs to be easily marketed.** The paid traffic tools will help you with this.
- **Your ad must be scannable.** That is, the consumer needs to be able to read the entire ad within seconds, not minutes. Otherwise, you will lose his or her attention.
- **Your ad should NOT pull erroneous clicks,** since you are paying per click—and, thus, want high-quality prospects only.

**To get an idea of ads that work, look through the promotion kits that many paid traffic services provide.** There are often examples of ads that have worked well in the past. You can use those to model your first efforts.

## 1c. Putting Together a Good Landing Page

The landing page is simply where your ad or keyword redirects the interested party. While some entrepreneurs have the ads take the consumer directly to an order page, that is not necessarily the best approach.

Often, some type of buffer page that helps to further pique the interest of the visitor is a good idea. **Here are some elements that go into a good landing page:**

- **Think color and visual interest.** The page should be inviting and help to lure the visitor into clicking through to get to your products. Consider using images and other graphics along with provocative text to keep the interest going.
- **Keep it simple.** While you want visual appeal, you don't want the page to be so busy that the visitor is not sure what to do next. Make it easy for the visitor to click through to your store once he or she is ready.
- **Make it relevant.** You don't need a lot of fluff at this point. Instead, you need to entice the visitor to keep moving forward so that a sale can result.

Examples of landing pages, good and bad, are found with ease around the Internet. Do a little surfing and check out some of the available examples.

## **1d. Bidding on Keywords Without Breaking The Budget**

**Part of the process of setting up a pay-per-click arrangement is known as bidding on the keywords.** Essentially, this is setting the price you are willing to pay for creating these much needed links through these keywords.

Since there is a cost involved, you do need to plan on this expense. To that end, here are some tips on how to factor in keyword bids as part of your general operating budget:

- **Identify how much money you can reasonably afford to pay for click-through each month.** Make sure the figure you come up with will not negatively impact core business functions.
- **Work with a provider to determine which keywords will give you the most bang for your buck.** At least at first, you may have to be somewhat conservative with the range of keywords, so the better the projected return, the sooner you can expand the budget.
- **Keep in mind that you never open with your top bid.** After all, you do want to get a bargain if at all possible! Leave yourself some room to increase the bidding if absolutely necessary.

**Many people benefit from the use of pay-per-click marketing strategies.** When done properly, the approach can help to generate a great deal of traffic to your site, and make a world of difference in your sales.

## ***2. What You Need to Know About Banners and Ezine Ads***

Banner ads and well written ads at online magazines (also known as eZines) are two tools that may cost a little more, but have the potential to pay off in a big way.

**The amount of success you achieve with the ad has as much to do with where the ad is placed as how the ad is put together.** For this reason, it is a good idea to thoroughly investigate the site where your ad will be placed.

**Essentially, there are three steps to finding, creating and placing your online ads.** These are finding the right sites and ezines to promote your products; qualifying the most likely picks in terms of audience and cost; and putting together ads that will effectively connect with the audience of the site or ezine. Here are some tips to help you with each step in the process.

## **2a. Finding Sites and Ezines that Sell Adspace**

**There are a couple of easy ways to go about finding sites and online magazines who will be happy to place your ad, for a fee.** Your first step is to find these sites. In order to accomplish this, you can try some of the following steps:

- **Conduct an online search** - using your own creative keyword searches, identify online publications that sell ads. To narrow the search a bit, be sure to include some keywords that have to do with the type of products you sell.
- **Ask around the forums** - chances are your fellow members at various message boards know of a few ezines and other sites that are always looking for new advertisers.

- **Find out where the competition advertises** - you can get some idea of which ezines are already advertising certain types of products, and thus cut down on your legwork.

Once you have a substantial list of potential outlets for your ads, you can begin the process of weeding out the sites that are not a good fit.

## **2b. Qualifying Sites and Ezines by Asking The Right Questions**

**Beginning with your list, go through and take a long hard look at each site and online magazine.** Some of them will be obviously unsuited for you, based on the layout or the content. This first pass will help you to cull out some of the less desirable outlets and allow you to focus on more attractive options.

Once you have made your first pass, you will want to further narrow the list by asking a series of questions to each potential outlet:

- **What is your cost per word?**
- How long will my ad run before renewal is required?
- **Are there discounts if the ad is set up for automated renewal or is guaranteed to run for a month? Six months? A year?**
- Where will my ad appear on your site/in your ezine?
- **Are there extra charges for updates to the ad from time to time?**
- Is it possible to get traffic reports on the number of times my ad is clicked on?



- **Do you have tools to help me design the ad?**
- What format(s) may be used for submitting the ad?

There will probably be some other questions that will come to mind, based on your product line. Be sure to include them as well.

**Pay close attention to the answers you get to these questions.**

If they are somewhat vague, that may be a reason for looking elsewhere even if the price is good. If the response is to send you a canned FAQ rather than address your questions directly, that is a nice way of telling you they don't have time for you. Take that as a cue that your business is not necessarily considered a high priority.

**Respondents who address the questions directly and invite you to ask anything else that comes to mind are worth pursuing,** even if their price per word is a little higher than the other options. That is because you know someone is actually paying attention on the other end of the communication.

**Continue to investigate your options until you have settled in with as many outlets as your budget will allow.** Once you have your list of candidates, it is time to design your ad.

## **2c. Tips on Creating Effective Ads and Generating Clicks**

The main purpose of your text ads and banner ads is to generate traffic to your web site. In order to accomplish this, you need to keep a few basic factors in mind:

- **Make the ad visually attractive.** Use colors and graphics to make it interesting and enticing. Remember that you only have a few seconds to generate enough interest to click on the ad.
- **Use a bold statement.** Make sure it is true, but make it bold. A solid affirmative stance will inspire confidence as well as cause the reader to wonder just what is going on over at your web site.
- **Make sure the ad is big enough to notice.** Smaller ads cost less. There is a reason for that. You want an ad that is large enough to allow you to put in more than a word or two and that will contain some graphics without looking cramped.
- **Consider the use of animation in the ad.** This can add a nice extra touch and help to catch the eye of someone who just came across the page.
- **Don't promise the moon in the ad.** The idea is to tell just enough to entice the reader to click the ad, not tell the whole story.

**Many advertising sites and ezines will help you evaluate your ad and provide some tips based on what they see their readers respond** to more frequently. Take those tips into consideration, but remember that the ultimate responsibility for the ad rests with you. Make sure you can support the finished product a hundred percent.

### ***3. Paid Classified Ads - Traditional and Online Advertising***

There is no rule that says your web site can only be advertised online. In fact, many businesses today choose to make use of offline advertising as well as online. This is true even for businesses that operate totally online. **Here are some ideas on how to use both modes of advertising to best advantage.**

#### **3a. Online Publications**

You already have some ideas on how to make the best use of ezines and other classified ad opportunities online.

Along with those options, you can also consider working with newsletters and different sites that are set up to offer online businesses space to create a spotlight profile on what they do and what they offer. While some of these are free, others will carry a nominal charge.

#### **3b. Offline Publications**

There are plenty of options for advertising in offline publications. You can choose to go with ads, feature articles and classifieds in publications like:

- **Niche market magazines** - these are publications that cater to a give hobby, industry, or job type.

- **Newsletters** - published by businesses for internal use or by non-profit organizations as a way to inform supporters of the organization. Ad revenue often pays the printing and mailing costs with the non-profit publications.
- **Billboards** - a little pricey, but also can be effective. When placed at the right location, they also can cause many people to give your web site a chance.

Now that you have some examples to work with, here are some general tips on finding the right places to advertise:

### **Niche Markets**

**Niche markets simply focus on a reader base that is devoted to a common topic.** If your web site sells gardening equipment, you will want to look for magazines, newsletters and other outlets that will reach people who garden.

To find niche markets, use your keywords to conduct Internet searches. Also draw on those relationships you forged at various forums. **You should turn up some likely candidates in no time.**

### **Creating Ads That Work in More Than One Medium**

**A simple two-step ad can translate easily from print to Internet with no problem.** Essentially, the ad is designed for placement on the Internet and may include animation and other types of bells and whistles.

At the same time, the ad will also work as a simple visual in print publications. Keep the colors vibrant and the content simple, and you will be well on your way to the ideal mix for an ad that will cover both mediums with ease.

## Conclusion

**One of the great things about driving buyers to your web site is that the strategies are ever evolving.** Methods that were not possible ten years ago are easily set up and used today.

At the same time, all the time-honored methods of the past are still viable and provide you with an arsenal of approaches that will work for just about any type of web site you can imagine.

Even if you are just starting out and don't have a lot of money, **you can make use of a wide range of free options** to get your business off the ground. As your business grows, you can begin to look at fee based solutions that will help to build on what you are already doing.

In spite of what some advertisers promise, **there is not much of a chance that your site will begin to experience a huge upswing in hits overnight.** Even with the highest quality ads, the best articles, and the most efficient use of keywords, it will take some time.

However, there is a very good chance you will begin to see measurable results within days of beginning your marketing efforts. **So dig in, get to work, and start generating some traffic today!**

Calvin Woon & Jonathan Teng

IM Buzz Creators

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## **Recommended Resources**

**1) How to Get A Domain Name**

- [NameCheap](#)

**2) How to Get A Hosting Account**

- [Hostgator](#)

**3) Autoresponder Account**

- [Aweber](#)

**4) Affordable Killer Graphics**

- [www.InstantKillerGraphics.com/discount.php](http://www.InstantKillerGraphics.com/discount.php)

**5) Affordable Sales Letters**

- [www.InstantCopyBox.com](http://www.InstantCopyBox.com)

**6) Killer Videos For Your Websites**

- [www.InstantKillerVideos.com](http://www.InstantKillerVideos.com)

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