Secrets To

WEB TRAFFIC

OVERDRIVE

Traffic Building Techniques To Increase Visitor Flow To Your Websites And Explode Your Business Profits!

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SECRETS TO WEB TRAFFIC OVERDRIVE

Traffic Building Techniques to Increase Visitor Flow to Your Websites and Explode Your Business Profits!

Increasing Your Web Traffic Starting NOW!

Internet. **Business**. **Profit**.

To fully integrate all of these words into a successful merging you will need another word. <mark>Traffic</mark>. Every article and reading material you will find about making your site or company successful would always include the importance of generating traffic.

So, we all know that in the core of it all, traffic is the most essential thing to a successful Internet based business company. Aside from ensuring that you have a great product to sell, and you have your company's internal organization well taken core of, it would be time to get to the nitty-gritty of things, generating traffic.

If you already have a site and you want think that you're not getting the traffic that you're supposed to be getting, then its time to reconsider. If you are contending in these very competitive business, you should always be a step ahead of your competition, increasing your traffic flow should have been done starting yesterday.

Timing is essential, that's an old adage known to everyone. But with generating traffic, you should always be on your toes and be a day ahead of everyone. Never think of today and tomorrow as a starting point for making your site traffic laden, it should always have been yesterday.

To help you out in generating more traffic for your site, here are some seven surefire ways **in a nutshell** to increase your traffic starting from yesterday.

(We'll cover them and more in detail in the later parts of this book)

1) Invest in good advertising with Search Engines.

[Google's Adwords](#) and [Yahoo's Overture](#) provide great advertising schemes that are very truly popular and assures great traffic. Although with this surefire way to increase your traffic would cost some money. While some would shy away from spending money to increase traffic, it is imperative in this case to do so because Adwords and Overture is the top surefire way to increase your traffic.

You could see for yourself the success this Search Engine advertising methods have reaped rewards for so many companies. Lots of site feature these advertising system and many have signed on to reap the benefits. Do not be left behind. Every penny is worth it with using Google and Yahoo's advertising.

2) Exchange or Trade Links with other sites.

With exchanging links with other sites, both of you will benefit from the efforts both of you do to enhance your sites traffic. When one site features another sites link, they could provide one another with the traffic one site generates. The efforts are doubly beneficial because it would seem like both of you are working to generate more traffic. The more links traded with more sites the more traffic could be expected.

3) Use Viral Marketing.

Viral marketing allows you to spread the word about your company and product without any costs or if ever low costs only. This is a marketing method that can be quite sneaky; you can attach your company's name, product or link to a certain media such as a funny video, entertaining game, an interesting article or a **gossip or buzz**. With this method, people get infected with the creativity and entertainment of the medium that they will pass it on to many people.

We will cover this in detail in a specific chapter later.

4) Search and use proper keywords or keyword phrases for your sites content.

Search Engines look for certain keywords that they would show in their results page. In doing so, having the right keyword and keyword phrase is a high requirement in ranking in high in Search Engine results. You could write your own content or you could hire someone to do it for you.

5) Write Articles that can lead traffic to your site.

Submit articles to sites that would contain the same subject that your site deals in. If you sell car parts write press releases and articles about cars and car parts. Attach your sites description and services at the end of the article as well as the link.

6) Join forums and form online communities.

Capture a market and show your expertise and credibility. When you found a good foundation for your site, people will trust you and your site and will pass on to many people their trust. Traffic will certainly increase because they know that you can provide what they need.

7) Lastly, Offer newsletters or E-zines.

If many people know what you are about and your existence is shared with many others, you will find a loyal traffic that can provide you with more traffic by recommendation. If you arouse the curiosity of your customers they would be pushed to help you with your traffic.

How to Generate Traffic Using Only Free Methods

Putting up a company would of course require a lot of things, to get straight to the point, you need a capital. To make money requires money as well. But of course, with the versatility the Internet offers, there are many ways you could find that could help optimize the potential of your site or business in generating traffic.

While there are ways to jumpstart your traffic flows, many sites don't have the resources that others have to generate more traffic for your site. Well, *you don't have to spend a cent*; all you need is the proper mindset and a lot of eagerness. You also must have the drive and perseverance to do hard work and research to generate more traffic for your site.

How sweet it is to have more traffic for your site <u>without</u> spending a single cent. Now it's a sure thing that many sites have articles that offer tips and guidelines in how to generate traffic using only free methods.

Because it is possible, you don't need to speed a single cent, it may take time, to say honestly, I'm not going to beat around the bush with you. You get better chances by paying for your advertisements, but at least you get a fighting chance with some of these free methods I'm about to tell you.

- **Take advantage of online forums and online communities**. The great thing about forums and online communities is that you can target a certain group that fits the certain demographic that you are looking for. You can discuss about lots of things about the niche that you represent or offer. Another great advantage is that you know what you are getting into and you will be prepared.

With online communities and forums you can build a reputation for your company. Show them what you are made of and wow them with your range of expertise about the subject, with that you can build a reputation and build trust with the people in your expertise and knowledge.

- **You can also make use of newsletters**. Provide people with a catalog of your products and interesting and entertaining articles. If you make it really interesting and entertaining, more people will sign up for your newsletter and recommend it to other people. The more people who signs up for your newsletter, the more people there will be that will go to your site increasing your traffic.

While the first two methods above have been discussed briefly earlier, here's another:

- **Another great idea is trading links with other sites**. You don't have to spend a cent. All you have to do is reach an agreement with another webmaster. With exchanging links, the efforts both sites do will benefit both sites. Every traffic that goes to the site could potentially click on the link of your site and visit your site as well. This works well especially when both sites feature the same niche.

- **Write articles** that could pique the attention of people that have interest in your product. Try writing articles that will provide tips and guides to other aficionados. Writing articles that provide good service and knowledge to other people would provide the necessary mileage your traffic flow needs.

Many sites offer free submission and posting of your articles. When people find interest in your articles they have a good chance of following the track by finding out where the article originated. Include a link or a brief description of your company with the article and there's a great probability that they will go to your site.

- **Write good content for your site**. Many Search Engines track down the keywords and keyword phrases your site uses and how they are used. It is not a requirement that a content should be done by a professional content writer. You could do your on but you have to make content for your site that is entertaining

as well as informational. It should provide certain requirements as well as great quality.

(More on Search Engines and Search Engine Optimization in the next chapter)

Generally, Internet users use Search Engines to find what they are looking for. Search Engines in return use keyword searching in aiding their search results. With the right keywords, you could get high rankings in Search Engine results without the costs.

All of these methods and more will drive more traffic to your site for free. All it **takes is a bit of effort and extended man-hours**. Learn all you can about the methods depicted here and you will soon have a site with a great traffic flow without the usual costs that come with it.

Search Engine Optimization and Why You Got to Use It

E-commerce is a *cutthroat* business. You have to arm yourself with the proper know-how and the tools to make your site a cut above the rest.

Each day, more and more sites are clambering to optimize their rankings in websites and if you lose your guard, you may just get trampled on and be left in the abyss filled with so many failed E-commerce sites.

Search Engine Optimization or SEO is a term widely used today by many E-commerce sites. For the past few years and the next ten years or so, Search Engines would be the most widely used Internet tool to find the sites that they need to go to or the product or information they need.

Most people that use Search Engines use only the ten top search results in the first page. Making it to the first page, more so to the top three is a barometer of a sites success in Search Engine optimization.

You will get a higher ratio of probability in being clicked on when you rank high. The more traffic for your site, the more business you rake in.

But, it is essential to grab a hold of that spot or make your ranking even better. As I aforementioned, each day is a new day for all E-commerce sites to make them selves rank higher using Search Engine optimization. It is imperative to make your site better and better everyday.

So just what is Search Engine optimization and do you have to use it? The answer to why you have to use it is an easy one. ==You need Search Engine optimization to be number one, or maybe at least make your site income generating==. *Period.*

With Search Engine optimization you can get the benefit of generating a high traffic volume. Let's just say you get only a turn out of successful sales with 10 to 20% of your traffic. If you get a hundred hits or more a day, you get a good turn out of sales already. If you get only twenty to ten hits a day, you only get one or two if not any at all.

So once again, what is Search Engine optimization? Search Engine optimization is **utilizing tools and methods in making your site top ranking in the results of Search Engines**.

Getting yourself in the first page and better yet in the top half of the page will ensure that your site will generate public awareness of your site's existence and subsequently generate more traffic, traffic that could lead to potential income and business.

Search Engine optimization requires a lot of work to be fully realized. There are many aspects you have to change in your site or add as well to get Search Engine optimization. These will include getting lots of information about the keyword phrases that are popular in regards to your sites niche or theme.

You may also need to rewrite your sites contents so that you could get the right keyword phrases in your site without making it too commercial but light and informative. There are certain rules and guidelines to be followed with making your site's content applicable and conducive to Search Engine optimization.

You will also need to collaborate with many other sites so that you could get link exchanges and page transfers. The more inbound and outbound traffics generated by sites among others are one of the components Search Engines uses to rank sites.

Try to search the Internet for many useful help. Tips, guidelines and methods for Search Engine optimization are plenty to be found. Read many articles that can help you optimize your site in Search Engine results.

The more knowledge and information you gather the better. This will all help you in getting those high rankings. This may require a little time and effort in your part but the benefits will be astounding.

If you can part with some money, there are many sites in the Internet that can help you in Search Engine optimization.

There are many sites that help in tracking keyword phrases that can help your site. There are also some content writers that have lots of experience in making good keyword laden content for your sites that have good quality.

How to Use A Tell-A-Friend Script To Drive Traffic Today

Here's a rarely used leverage in Internet Marketing community today but is often used in commercial sites with **tons of effective results**!

More and more webmasters have the recurring dilemma on how to increase the flow of traffic in the websites. During the past few years many methods that been developed to solve this predicament. While most of them would work there are those that would not make even a small impact.

One of the methods that have spawned many success stories in driving traffic into websites is **viral marketing** (there is a separate chapter on this topic alone towards the end of this book). Viral marketing makes use of the tendency of a person to share something to find informative, entertaining or amazing.

Many companies bank on this behavior to spread their products and increase the popularity of their company or their website. Viral marketing makes use of many mediums in enticing this behavior. It might be in the form of an interesting story, an addicting flash game, an amusing video and many others that may catch a person's fancy.

This ingenious form of marketing is typically low cost and is a wonderful tool for any company to utilize. The benefit greatly overshadows the cost or efforts to initialize this marketing scheme. Any website would greatly benefit that viral marketing.

Tell-A-Friend Script

One of the easiest methods in viral marketing is using a Tell-A-Friend script. This is a simple programming script that you can attach to the programming of your website. Generally, Tell-A-Friends scripts are installed in pages where a media is placed so that a person can easily send the media to any of his friends or his family members.

The basic concept of a Tell-A-Friend script is a script wherein a person may input his name, E-mail address, the recipient's E-mail address and send the media to the intended recipient much like an E-mail with an attachment. As the recipient receives the E-mail he wouldn't think of the mail a spam mail because he would see the sender's name as someone he or she knows and trust.

Tell-A-Friend script eliminates greatly the chances of being blocked because they use the information inputted by the sender. This allows for wider spreading of this marketing method. It can be quite sneaky but it is very effective.

With the E-mail sent and opened the sent media will either be read, viewed or played. Also along with the mail would be a brief description of the company or site that sponsors the media sent. This allows for the introduction of either the site, company name or its products. The along with it is another Tell-A-Friend script.

Then the process begins and REPEATS again. As more people use the tell-a- friend script, more and more people will know of the existence of the sponsoring company or site. People who read the ads inside the mail who liked what they see would go and click on the link and visit the site. This drives traffic into the site resulting to great number of potential customers.

Tell-A-Friend Script Availability

A Tell-A-Friend script is very simple and does not require a complicated method of programming. In fact, you can copy paste a script and simply put it on an intended page. Finding one is even simpler. All you have to do is go to a Search Engine and type in the search box "*Tell-A-Friend script*" then press enter or click go.

In the search results page you will see many links that will direct you to a site where you can get a Tell-A-Friend script. It would just be a simple matter of looking and searching for the script and copying it to your intended web page.

With a Tell-A-Friend script viral marketing strategy you can drive traffic into your site which could potentially spell profits. This is a simple harmless script that offers great benefits for low cost paired with great creativity and foresight.

It is imperative that you have patience in using a Tell-A-Friend script. If your chosen media doesn't get the mileage that is expected of it, it may take some time before it gets spread or shared. But surely many people will see your ads and there is great probability that they will visit your site increasing your traffic flow.

Now that we've covered the free methods, we'll talk about investing shoe-string budgets for maximum results in traffic generation.

Top 5 Ways to Generate Low Cost Website Traffic

There is one hard and fast rule in generating income for your website: **A steady flow of website traffic**. If no one goes to your site, it hardly bares a chance of generating an income. Many sites have tried and failed in doing so, and these results to the sites demise. It takes money to maintain an income-generating site; **it also takes money to make money**.

BUT, it doesn't take a whole caboodle of cash to generate website traffic for your site, either!

Ever wonder how does big hit sites drive traffic top their site? Most of them are spending tons of money to drive the traffic to their sites, investing in many advertising campaigns and different forms of marketing schemes and gimmickries. This is all worthwhile because, well, they are what they are now, high earning, big-hitting websites.

You don't have to do this if you don't really have their resources. There are many ways to generate low cost website traffic without having to spend what you don't have or can't afford. Many people have banked on high cost methods and have ended up losing their shirt over it.

Here I present to you the Top five ways to generate low cost website traffic that could help your site a whole lot. Even if you only get a small percentage of successful visitors in to client ratio it still works especially if you get a high number of website traffic.

Exchange Links

This is a sure and proven method. Rarely would you see a site where there is no link to another site. Many webmasters are willing to exchange links with one another so that they could produce more public awareness about their sites. You'll soon see and feel the sudden upsurge of the traffic coming in to your site from other sites.

A major prerequisite in exchanging links with other sites is having the same niche or content as the other site. They should share a common subject so that there is continuity in the providing of service and information to what interests your target traffic.

Exchanging links also boosts your chances of getting a high ranking in Search Engine results. It is common knowledge that Search Engines ranks high sites that have inbound and outbound theme-related links. With a good ranking position in the Search Engines, you will generate more traffic in your website without the high costs.

Traffic Exchange

This is like exchanging links but on a different higher level. This may cost a bit more than exchanging or trading links but could be made cheaper because you get to earn credits. You can use those credits when viewing others traffic, while you earn credits when someone views yours.

Traffic exchange services are the viewing of another's site or page. This is done vice versa where a site can use your sites contents and so can you to his or her site. You both benefit from each others efforts to generate traffic.

The other sites visitors can go to your pages and know more about your site as well as theirs. Once again the public awareness of your sites existence is boosted.

Write and Submit Articles

There are many E-zines and online encyclopedias in the Internet which provides free space for articles to be submitted. If you want to save costs, you can do the articles

yourself. There are many freelance writers who are willing to write for you for a small fee, but to save money, it is wise to do those articles yourself.

Write articles that are themed along with the niche of your site. Write something that you have expertise on so that when they read it, they can feel your knowledge about the subject and will be eager to go to your site. Write articles that produce tips and guidelines to the subject or niche your site has.

Include a resource box at the end of your article that can link them to your site. Write a little about yourself and your site. If you provide a light, information-laden and interesting article, they will go to your site for more.

If you want to leverage on article submission, you can try paid services like http://www.articlemarketer.com/.

Using Google Adwords to Drive Laser Targeted Traffic

This is a reason why E-commerce site laser target certain groups of people and drive them to their site to showcase their sites and products. Precision marketing is essential so that you could count on all the traffic on your site as potential customers.

Using Money to Make Money

It's a common business notion that if you want to make money, you have to spend money. One good way of spending money for business gain is through advertising. Advertising brings in the people because through advertising, they know that there is such a company or product in existence.

With the right type of advertising, you can see the spurt of traffic growth to your site. With a high volume of traffic, even if only a small portion or percentage turns out to be buying customers it is still a good average of profit generating income.

Right now, there is no other advertising scheme that would be worth every cent than using Google's Adwords (http://www.adwords.com/). The surge in popularity of Google's Adwords is very evident as you can see so many sites sporting this ad scheme.

In using Google's Adwords, you pay a certain fee depending on the number of keywords your ad is keyword sensitive to. Each time a person does a search in Google, the keyword or keywords use generate ads in the side of Google which are generated by the keywords they have assigned for their ads.

This method laser targets the traffic a site wants for their site. This also ensures that you are readily visible in the first page of a search result. Paying Google for this ad scheme ensures that your target group of people sees your ads. You drive your laser targeted traffic to your site which provides for their needs and wants. You can also be sure that you can meet their demands and needs.

Aside from Google, you can also be featured in their other search networks, these includes sites like, AskJeeves, AOL Search and Netscape. These sites also show Adwords ads that react to searches done by visitors.

There are also content networks, non-Search Engine sites that feature Google Adwords, which will also carry your ads. But this is subjected to the niche the site features. Your chosen keywords will determine which content network shall feature your ad. The frequency of your ad shall also be determined by your allowed budget.

Laser Targeting your Traffic

To get a good number or estimate of the traffic to buying customer ratio it is good to **laser target** your traffic. Knowing that your traffic are all potential customers and are interested in your products and company provides you with a more accurate statistics. This will show you how effective your utilizing of Google Adwords is.

Drive laser targeted traffic to your site by using keywords or keyword phrases for your Goggle Adwords that pertains to your company and to your products. There are many online Internet tools that can help you in choosing keywords and keyword phrases that are currently in demand that could help drive laser targeted traffic to your site.

With your Google Adwords ad, you are ensured that every click to your ad is a potential customer that is precisely looking pr interested in what you have to offer. Make sure that your Google Adwords ad has the right keywords so that you can drive you're laser targeted traffic to your site.

Using Google Adwords to help boost the drive to increase laser targeted traffic will prove to be very beneficial as many other companies can attest to. The benefits are high with the cost relatively justifiable.

Viral Marketing 101

Creativity.

This is one virtue a site must possess to lead the race in the ruthless competition in the Internet based business. With so many competition and rivalry going on, every method of marketing must be employed and utilized.

It doesn't matter if you have a killer product or a fantastically designed website, if people don't know that you exist, it doesn't matter, and you are not going to make it big. Worse of all, you business could just get killed.

While there are so many methods and schemes used by so many E-commerce sites today, there are still some of those that can help you with an extra boost in the popularity ratings. One of these is the so called Viral Marketing.

While the term Viral easily depicts a virus, a word very much dreaded by all computer owners, it is not what it seems. You do not actually use a computer virus to spread your business; on the contrary it just might kill you. Everyone has had enough of all those pop up ads and spywares.

Viral Marketing Overview

Viral Marketing also known otherwise as Viral Advertising is a marketing technique used to build the public awareness of one's product or company.

They use many forms of media to reach out to the public without actually promoting the product by riding on in other forms of addictive means that could get a person hooked and be obliged or amused to actually pass it on, with the product or company advertisement along with it.

In a nutshell, companies ride on the idea that if people like the content of a media they will pass it on to their friends and family. They sponsor the certain media, such as a cool flash game, funny video, amusing story and such, which one may pass on to another with the company brand or logo or the products description or any other content to help promote the company or its product.

Viral marketing has become a popular means of advertising and marketing because they are relatively low cost. To avoid being tagged as spam mail, viral marketing counts on the eagerness of one person to pas on the product. If a person sees the name of the person they know as the sender, they won't block it and open it as well.

Many companies offer incentives such as discounts and rebates when they help in spreading their viral marketing. They rely on the number of recipients a viral marketing gets from one person in determining the amount or number of incentive they can be attributed with.

Using Viral Marketing to your advantage

The main and foremost advantage of viral marketing is that you get a lot of publicity and public awareness about your site and your company. You get to generate a flow of traffic that are potential customers. With a little ingenuity and imagination, plus some incentives or prizes, you can reach out to a great number of people and announce your existence.

Most every site and companies are catching on to the effectivity of Viral Marketing and Advertising. Not using it could kill your business. Along with other schemes and methods in promoting your site, like Search Engine Optimization and such, viral marketing could easily push you ahead in the rating games.

Viral Marketing could be a sneaky way to get people to know about you and your company. You get them to pass your advertisement along. They are also very low cost that not investing in it could be downright a business suicide. All it takes is a great idea, a good addicting game, a funny story many ideas are still out there. Create a gossip or a buzz, many movies are promoted by using scandals and gossips to make them moiré popular. Remember the movie "The Blair Witch Project"?

Many big companies have tried viral marketing and have had many success stories with it. A classic example is Microsoft's Hotmail. They were the first known big company to utilize the scheme and it has worked wonders for them.

Now it's your turn to use viral marketing to work wonders for you. Act now and reap the benefits Viral Marketing will provide for you and your sales figures.

How to Monetize Your Traffic So You Get The Most Out Of It

As the book draws to a near end, I'll show you how to maximize and get the most out of the traffic you make using the methods we have discussed earlier.

Establishing your own E-commerce site is not like what it used to be. There are thousands of competition that is all too willing to get a bigger share of the pie. Every scheme and method you can find to augment your sales would be very beneficial.

We have got to admit to ourselves. Most of us are into it for the money. We are not going to waste our time and effort just for the fun of it. Many sites would not wait until hell freezes over just to see their profits. While there are some who takes things lightly there are always those who would rather see profit any given day.

It is common knowledge that without traffic we have no business. Like any business, without any customers you don't get sales. Traffic represents all the people that gets a chance to see what you have to offer. The more people who see your products the more people there would be to buy them.

Nobody puts up an E-commerce site that doesn't expect profit. We have a startup capital that needs to be regained. With a consistent traffic, we at least have a fighting chance to achieve that probability. Monetizing your traffic would optimize your chances of making the best out of it.

Making Money out of your Traffic

The best and most proven method of making a profit out of your traffic is **using advertising**. The Internet generates hundreds of thousands upon hundred of thousands of traffic everyday. Most of them are searching for something. While some are just looking for information there is also a good percentage that is looking for something that they need.

The Internet has proven to be a very reliable source in finding what was deemed to be a very unsearchable product. The Internet has made the world a smaller place; you can advertise a product from the depths of Istanbul and still find a buyer from the center of Philadelphia.

Generating traffic is not an easy task. You have to contend with a great number of sites to generate a good number of traffic flow. But if done successfully this could open up a Pandora's Box of possibilities. One of the benefits is monetizing your traffic flow.

So, to get to the core of it the more traffic you generate the more likely you are considered as a desirable, desirable, in a sense that a good traffic flowing site is easily convertible to profit. Basically traffic equals profit. Advertising is the name of the game; with the good advertising scheme you can use your traffic flow to your advantage.

When you have good traffic you have a good number of potential customers, customers that are willing to pour money into your coffers. Other than that these are also traffic that can be redirected to sponsored links that are willing to pay you for a sizeable portion of the traffic that you have generated.

This scheme is called "pay-per-click". With every click a visitor of your site makes on an advertised link you will be paid. The more traffic you generate and the more clicks that happens would spell to more profits.

Affiliate Programs

Another method of monetizing your traffic are affiliate programs. You can link up with other tried and tested sites and online companies and monetize your traffic by having a percentage of sales generated by traffic coming from your site.

The basic idea is, traffic generated from your site will go to another site that can offer a product that you do not carry. Many programs can keep track and make records of transactions that was made possible because of site linkage.

When purchases are made by customers that was led by your site to their site you get a percentage of that sale. Affiliate programs would give you the benefit of monetizing your traffic without the actual need of carrying or promoting a certain product.

In Closing

There are so many ways and methods to monetize your traffic. All it takes is a bit of hard work and the desire to successfully launch a profit-earning site. The Internet is a veritable source of information, many tips and guides are offered everywhere in how to monetize your traffic and make your site a good profit earner.

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- ✓ How to take full advantage of every Private Label products you have in your hard drive and <u>convert them into cash</u>!

- ✓ **How to effortlessly create your very own Private Label content at ZERO cost!**

- ✓ What to look out for in a Private Label product before purchasing it,

- ✓ **How to <u>smack your competitors flat</u> even though they may own the Private Label Rights and (Master) Resell Rights to the same products as you do!**

- ✓ And <u>so much more</u>! This is barely in a nutshell.

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