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SPECIAL REPORT:

How To Skyrocket Your Targeted Website Traffic In 7 Days...



By Stanley Tang
<http://www.increasetargetedwebsitetraffic.com>

About This Report

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Introduction

For everyone who runs a website, traffic is the lifeblood of their business.

Unfortunately most websites find it a constant struggle to generate enough traffic to see consistent profits. This report was written to give you tips, tricks and techniques to overcome this hurdle in your business.

The key of course is to generate **targeted traffic**. That is, traffic that is ready, willing and able to buy. That doesn't mean they'll necessarily buy on their first visit, but they will be more likely to join your mailing list, request more information or return later to make a purchase.

When developing website traffic strategy, it's important that you consider ways to generate new traffic, as well as get existing customers to return. **Remember, the least expensive customer to get is the one who has already purchased from you.** Since they already know and trust you they'll be more likely to purchase again (and again and again!)

The tips included in this report are a combination of techniques for attracting new visitors as well as encouraging customers to return on a regular basis.

I hope you will enjoy my special report, *How to Skyrocket Your Targeted Website Traffic in 7 Days*. Now, let's get started generating traffic.

To your success,

Stanley Tang

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How to Dramatically Increase Your Targeted Web Site Traffic

Increased targeted web site traffic means more chances of generating sales, leads and interests. There are multiple ways of driving traffic to your site. Some work and some don't. In this article, I will teach you the ultimate secret to skyrocket your targeted website traffic.

Before I reveal the secrets to generating traffic, I need to tell you the fundamentals of website traffic. Basically there are four types of traffic source:

You can buy traffic

This may include things like pay-per-click search engines such as Google Adwords and Overture. You can also buy banners and text links from high traffic websites.

You can create traffic

This may include things like writing your own articles, starting an affiliate program, creating a blog etc.

You can borrow other people's traffic

This is where you use other people's traffic using leverage. It could be through viral marketing, joint venture, place ads on ezine/newsletter.

You can steal traffic

This is where you get traffic unethically by using spyware etc. I will not be talking about this type of traffic in this article.

Without further delay, let's get started. One of the most common questions I get from people these day is "where are the best places to buy traffic?". My answer to them is pay-per-click search engines. This is the first secret to generating traffic. The traffic you get from PPC search engines is usually high-quality and laser-targeted. I usually use this as my number one traffic source to test out my website, because if my website cannot covert high-quality visitors into buyers, then so is the same for other sources of traffic, even if it's free. You will just be wasting your time and effort.

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The second secret is purchasing banner ads. Banner ads got a poor reputation after the dotcom boom busted. That is why most marketers stay away from banners. But in fact, banner ads are proven to be one of the most effective ways to bring quality traffic, and it is the most overlooked source of getting traffic. Also, banner ads are dirt cheap. I can still remember that during the dotcom boom, banner ads soared to prices such as \$100 per 1000 impressions. Now, you could get them for just a few dollars.

Another overlooked way of getting quality traffic is purchasing existing websites. This is the third secret I want to teach you. Existing websites are usually established, and have a steady flow of traffic. The websites you should be looking for are sites which have high traffic, but the owner hasn't found a way to monetize the traffic.

The forth way to increase your targeted traffic is through search engines. When people go online to look for information, 95% of them go to search engines. By making your website content rich, your search engine ranking will go up. However, most people end up wasting their time with search engines.

The fifth way is by creating your own traffic. This involves things like writing articles and submitting to article directories, creating a content rich blog, starting an affiliate program where you motivate webmasters to send you traffic. I will go into more details with this in my free 7 day mini-course on "How to Dramatically Increase Your Targeted Traffic" at <http://www.increasetargetedwebsitetraffic.com>

You can also joint venture with other people. This is a excellent way to increase your traffic, as it is a win/win situation. You send proposals to potential joint venture, and kindly ask them to promote your product. You split the profit, and your JVs will start sending you traffic to your website! You can also exchange links or ads with your JVs. You place your link on their site, ezine or newsletter, and they place their ad on yours. If you get rejected by your JVs, so what? They could have said yes, and that could have meant an extra 1000, or even 10000 unique visitors to your website. Never be afraid to ask.

That's it. Remember, take action and you will soon see your traffic dramatically increase.

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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 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 may 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 without 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 spend 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. 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. The more you post about relevant items or topics the more traffic you will get.

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

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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.

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 people in your market. 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 content should be done by a professional content writer. You could do your own 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. 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.

Probably the newest way of advertising your website for free would be to market it on MySpace. Create an account on myspace and seek out friends who share similar interests. Blog about your interests and ideas on your own MySpace Blog and provide links to your website/s. The more friends that

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share similiar interests with you the more traffic you will get. And when you have something important or a new product to share you can send a bulletin to your friends.

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.

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

If you own a website then one of your biggest needs is to drive a never ending stream of visitors to that site.

More and more webmasters face the recurring dilemma of how to increase the flow of traffic to their websites.

Over the past few years there have been numerous ideas coming from many sources on this very subject, some of which have been good, some bad, and some downright ugly.

One of the methods that have spawned many success stories in driving traffic into websites is viral marketing. Viral marketing makes use of the natural tendency of a person to want to share something with others which they have found themselves to be 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 from 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 friend 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, email address, the recipients email address, and send the media to the intended recipient much like an email with an attachment. As the recipient receives the email he would never think of the mail as being

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spam mail because he would see the senders name as someone he or she knows and trusts.

Tell a friend scripts eliminate 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 email 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. Then along with it is another tell a friend script.

Then the process begins 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 and who like what they see would go and click on the link and visit the site. This drives more 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, and compiled with great creativity and foresight.

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It is imperative that you have patience in using a tell a friend script. If your chosen media does not 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.

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Internet Marketing - Drive Traffic to Your Site with Content

Content is the most important factor in driving traffic to your web site. Internet marketing requires more than just developing a web site and hoping for the best. Providing useful content is imperative to the success of your internet marketing endeavors. There are several ways content can boost your sales, bring visitors to your web site, and increase your profits.

To err is human, to forgive is divine. So we would indeed deem you to be divine if you forgive us for any misunderstandings that may arise in this article on internet marketing.

Internet marketers must place the appropriate keywords on their web sites if they expect a high ranking in the search engines. Depending on the nature of your business, finding the most searched for terms on a particular topic will bring visitors to your site. You must provide fresh content on a regular basis if you expect the search engines to find you. You can also increase your subscriptions and your clientele by regularly updating the content on your web site. By offering free reports or informational publications you will increase your customer base. People love to receive free bonuses, and by offering them to new subscribers or clients you will surely attract new business.

Do not judge a book by its cover; so don't just scan through this matter on internet marketing. Read it thoroughly to judge its value and importance.

You can create additional cash flow by using an auto responder to send out multi-part newsletters containing links to affiliate programs or web sites. Your subscribers will love the constant information and they will be drawn to the links you provide. Training courses and multi-part newsletters serve as excellent freebies for prospective clients.

Simply having a mailing list is not enough to find success in the internet marketing industry. You must build a relationship with your subscribers and actively seek out new subscribers.

As an internet marketer, sending out new content in the form of informational articles will establish your expertise in your particular area of business and will allow you to gain the trust of your subscribers. The result

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will be that your subscribers will be anxious to pay for the services or products you offer. Make sure to not take advantage of this trust by offering low quality products. You will quickly lose the trust you have gained if you do not offer the best your business has to offer.

As you progress deeper and deeper into this composition on internet marketing, you are sure to unearth more information on internet marketing. The information becomes more interesting as the deeper you venture into the composition.

Internet marketing has one constant rule. A list of subscribers is money in the bank. Cultivate your list with new content and special offers. Affiliate programs and link sharing are excellent money making tools for internet marketers. By providing new content on a regular basis, you can keep the interest of your subscribers and gain their trust as an expert in your field. Keep your mailing list up to date and offer special promotions and freebies to your subscribers. Success in internet marketing consists of more than developing web sites and waiting for the traffic to flow. You must offer unique content and attractive incentives if you want your business to profit.

Many internet marketing businesses have failed due to lack of updated content. Your web sites must be constantly updated with new content in order to draw the attention of the major search engines. Keep this in mind when cultivating your mailing list. You can keep the interest of your subscribers by offering free information and offers of free training courses. Your subscribers will love the attention and the expertise you share with them. Internet marketing is a great way to put money in the bank. Just be certain you are providing valuable, new information to keep your subscribers interested.

It was our decision to write so much on internet marketing after finding out that there is still so much to learn on internet marketing.

Internet marketing plays a prominent part in this composition. It is with this prominence that we hope people get to know more about internet marketing.

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Common Search Engine Mistakes That Internet Marketers Should Avoid

Learning about things is what we are living here for now. So try to get to know as much about everything, including internet marketing whenever possible.

Traffic to your web site is what will make you a successful internet marketer. If you cannot draw traffic, you will not make money. Normally the creator of a web site does so with the intention of generating traffic. You can accomplish this through various forms of advertising, but the least expensive way is through the search engines. A successful internet marketer will design their web sites to be attractive to search engines. No matter how impressive the design of your web site, you will not profit from it if the site is not noticed by the major search engines.

It was with great optimism that we started out on writing this composition on internet marketing. Please don't let us lose this optimism.

The effective use of keywords is probably the most important factor in search engine placement. If you pay little attention to keywords or use the wrong keywords, your web site will receive little or no traffic. The overuse of keywords is just as bad as having no appropriate keywords. If you repeat the same phrases over and over the search engines will downgrade your web site or skip it completely. Be careful to provide unique content on your web pages. Search engines will detect duplicate content and may refuse to index your site at all.

If you want to succeed as an internet marketer you must use only the keywords that are directly related to your business. The excessive use of unrelated keywords is an unethical practice that can cause your site to be classified as spam by the search engines and possibly removed from search engine listings. Make certain to use only the keywords that pertain to your particular business.

People always think that they know everything about everything; however, it should be known that no one is perfect in everything. There is never a limit to learning; even learning about internet marketing.

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Including keywords that are simply there to generate traffic is not a recipe for success in the world of internet marketing. In addition, do not use hidden text as a means of attracting visitors to your site. Occasionally internet marketers will place hidden keywords on their site, usually by making the keywords the same color as the web page so that the words are not visible. This is also unethical and search engines are smart enough to notice.

Do not make the mistake of thinking all search engine are the same. Each search engine has its own rules that are subject to change at any time. Make a point to learn the particulars of each of the major search engines. Free web hosting is also a bad idea. Search engines will often rid themselves of content that is provided by a free host. If you are serious about succeeding as an internet marketer, you must be willing to build quality web sites with valuable content. You should also be vigilant in making certain your web site is complete. Missing graphics and links will not help you to generate traffic to your site.

Ignorance is bliss, is it? Isn't it better to learn more than not to know about something like internet marketing. So we have produced this article so that you can learn more about it!

These are just a few of the things an internet marketer can do to generate traffic and be recognized by the search engines. If you want to profit from internet marketing you must be willing to put forth your best effort in building your site and making it attractive to the search engines. You will waste your time and effort by attempting to build sites that contain spam or offer no real information. Internet marketing is a highly competitive business. Your success or failure depends on how much you are willing to put into your web site.

Remember that it is very important to have a disciplined mode of writing when writing. This is because it is difficult to complete something started if there is no discipline in writing especially when writing on internet marketing

Accept the way things are in life. Only then will you be able to accept these points on #KEYWORDS#. Internet marketing can be considered to be part and parcel of life.

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Remember, this is a free ebook, meaning you can give it away to as many people as you can. You can also use this ebook as a bait to build your list.

I hope you have learnt a lot from this report. Remember to subscribe to my free mini-course, and I will see you there.
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To your success,

Stanley Tang

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