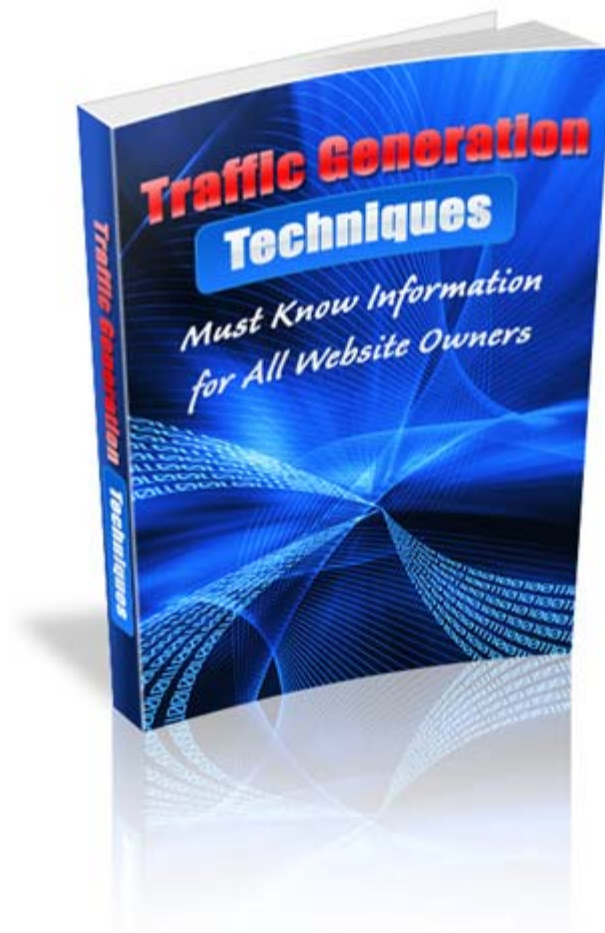




Traffic Generation Techniques

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[The Unselfish Marketer](#)

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Introduction

In 1989, Hollywood produced a fantastic movie starring Kevin Costner. The movie was *Field of Dreams* and the most famous line to come out of the movie was, “If you build it, they will come.” Although this worked in the movie when Kevin Costner plowed down his corn field and built a baseball diamond for dead and famous baseball stars, this isn’t going to work when it comes to driving people to your website or any other business for that matter.

The “If you build it, they will come” theory has been around in business for quite some time and the movie only made it a little more popular. Unfortunately, this theory doesn’t work very well in e-commerce and following it can ultimately be the end of a website business that could have grown to a large and profitable size. Also, by following this theory you are not giving your business, or yourself, a chance at becoming profitable.

When you begin an online business you must realize that there are millions of people on the Internet. There are also millions of websites and new websites being launched every day. In order to become profitable, you have to market and advertise. You can’t just sit back and wait on the visitors to begin showing up and there are many reasons for this.

First of all, if you build a website and don’t tell anybody about it, then you are only going to be getting visitors who accidentally stumble upon your site. The length of time that they spend on your site is going to be minimal and will most likely not result in any sales. Secondly, you won’t be attracting any search engines by launching a site and then standing by and hoping for someone to find you on page 100 of Google’s page ranks. So, you might be asking yourself, “How do I get recognized out of the millions of websites on the Internet?” The answer to this question can be found throughout the pages of this eBook as we explore the numerous ways that you can drive traffic to your website and ditch the “If I build it, they will come” approach.

Chapter 1

Traffic Generating Techniques

Without website traffic your website isn't going to do you any good. Many people do not realize this and they believe that once the website is built and on the web that is all they have to do. Unfortunately, this is simply not true and this is also the demise of several websites.

There are approximately 4 million websites on the Internet. Additionally, there are approximately 1 million spam sites. These sites steal traffic from sites that are useful. They drive your readers into traps of advertisements that they find it difficult to get out of. These sites are also only designed to generate traffic without providing any good information on the web.

Traffic just doesn't appear. Sure, you're going to have people stumble across your website, but the chances of them staying long and coming back are slim to none. The main reason that you don't see immediate traffic once you get your website posted is because traffic has to have a source. People have to see a link to your site and click on it to go to your site. Or, they have to see the address on a piece of marketing material and then go seek out your website from there.

There is another kind of traffic that you want to generate as well. This is called organic search engine traffic. When you're trying to get your site noticed in a search engine, this is the traffic you're trying to attract. This type of traffic is the hardest to build because your site has to pop up reasonably close to the top of the search engines and then attract somebody to click on it. You are also competing with about 4 million other websites. If you're on page 100 of Google's page rankings for a particular keyword, then the chances of you getting noticed are very slim. The keyword also needs to be one that is popular and searched frequently. Obscure keywords will only get you a few obscure hits.

It is also important to realize that you can buy traffic. For \$100 you can purchase hits from a company. Now, just because you purchase hits doesn't mean you're going to make any money. And, if they are just random, untargeted hits then you're not likely going to profit and it will most likely be a waste of your time and money.

The key is to ultimately find viable methods that will get you website traffic. You need a constant stream of traffic, because without this you're not going to make much money off of your

site and your business is going to not do so well.

Website Traffic and Sales

If you've been on the Internet much at all you probably know that traffic is the key to generating sales and sales are the keys to generating money. Traffic is a very profitable thing, but your traffic has to be targeted traffic. It can be a bunch of hits that don't intend to purchase your products. This also means that you should avoid any traffic generating scheme that seems too good to be true, because it probably is.

There are several ways that traffic can generate you money, including:

- **Increased Sales** – The more people you attract, the better your chances are of selling your products or services. The more products or services you sell, the more money you will make.
- **Build You Lists of Prospects** – Mailing lists are a great way to keep people informed about your business. By generating traffic you can generate mailing lists as well.
- **Expose Your Brand or Your Service's Popularity** – The more traffic you can attract, the more people are going to know about you. They will then pass on information and praise about your business to other people who will then visit your website and hopefully purchase your products as well.

Plain and simple – if you have no traffic, you will make no money. This is the way the world works when it comes to business and this is especially true for an online business.

The Two Strategies of Traffic Generation

There are two ways that you can generate traffic on the Internet. They are very simple and concise and include:

- Free Traffic
- Paid Traffic

Free traffic is not entirely free, as it will still require an investment of time. Also, there is no guarantee that either way will generate money, but they are where you want to start and they are both very powerful ways of generating traffic if you used appropriately.

Paid traffic can be useful depending on the type of product that you are selling. If you are in a Google Adwords program, you can use paid advertising and generate traffic in a very effective manner. People who click on your advertisements are likely to be interested in your product and likely to buy. Also, those people who click on those advertisements know that they are being sent to a site that has paid for placement and they know it is a site where something is to be purchased. However, this is the “right way” to make money off of paid traffic. You can also use this program the “wrong way” and generate money as well. For example, Perry Marshall is an expert at using paid advertising to generate traffic and profits, but he often uses Adwords the “wrong way.”

On the other hand, you can look at someone like Jimmy D. Brown. He gives away free reports and generates viral traffic in this manner. He is able to generate traffic without effort and he does it for free.

When you look at both aspects, you will most likely find that there is no straight answer as to which method is best. They can both be used effectively if used in the appropriate manner. Otherwise, you can do a lot of work and make a whole lot of nothing. It’s all about how you control the medium.

Understanding Search Engine Optimization

In order to be successful on the web, you have to have a clear understanding of search engine optimization, or SEO. Many people have heard of SEO, but very few completely understand it. Search engine optimization is actually rather simple, and it is one way to generate traffic to your site for free. This method does take some time, but if you put good work into it, you will be seeing results within a few weeks.

The first concept that you must understand is how search engines rank pages. Pages are ranked according to their relevancy in relation to specific keywords that people use when looking for information. The more inbound links that a site has from similar sites with high quality information, the better the site will rank. The more relevant and useful the information is

on the site, the higher it will rank for a specific keyword. This does not necessarily mean that it will rank high for related keywords or key phrases, however.

When people search the Internet, they are not usually interested in those pages who are number 200 in rankings. They are more interested in the first 10 or 20 because they do not want to spend the time looking and sifting through hundreds of pages. The idea is that through search engine optimization, you can move your site up the ranks with fresh, keyword content that will attract the search engines and traffic. In turn, the more traffic you generate, the higher you will be ranked in the listings. Think about your own searching habits when you are looking at optimizing your website. If you are planning a vacation to Las Vegas, are you really going to look on page 40 for a hotel or casino? Most likely you're not.

Secondly, keywords that are used frequently are going to have a lot of competition. So, you already know that there are about 4 million websites on the Internet. Now, let's assume that you have a website about wine. Obviously, you are going to think of "wine" as being your main keyword. Now, if you search wine in a search engine, how many pages are there for you to sift through? Most likely you will find hundreds of thousands and all of these sites are your competition. When you are targeting your site for a keyword, you need to choose a path of least resistance. The key is determining which keywords are popular, but not highly competitive.

Thirdly, you will want to begin by choosing keywords that are easy for you to compete for. You will then want to build pages that are based around those keywords that receive traffic, but have no competition. As you do this, you will want to begin building up pages that reach the higher and more competitive keywords. Essentially, you will be building a ladder that allows you to exchange links with relevant sites and you then use their keywords as an anchor in your sites.

Indexing your Site into Search Engines Quickly

In order to gain exposure you have to be indexed. You can guarantee yourself to be placed in their "sandbox" by simply submitting your sites. However, you may still have to wait several weeks or months before they finally make their way around to your site.

The key to getting noticed quickly is to get your website's link on a highly ranked page. This is because highly ranked pages get spidered more quickly than those websites who are waiting. If you are linked into one of these higher ranked sites, then the search engine's spider will move into your site as well through the link.

To get linked into one of these highly ranked sites, you can simply purchase advertising space. You can spend \$10 to \$25 and get placed on their site, which will then get your site indexed. After your time period for your link is over, you are not obligated to repurchase, but you will enjoy being indexed very quickly.

The next way to get noticed is to join a highly ranked forum. Leave useful posts that include a signature with your website address in it. You can also leave comments on popular blogs. Be sure that they do not use “no follow” tags, otherwise you are just leaving a comment that will go unnoticed by the search engines. Always make sure that your signature links back to your website.

This is just a couple of ways to get a link on a highly ranked page. There are several other methods that you may use as well.

Optimizing Your Site for Free Traffic

This is crucial when building a website. Not only will it save you a lot of money in advertising, but it will always work for you. Organic hits are the best and if you can receive all organic hits, then your site is going to be very valuable. This is especially true if you were to consider selling your website somewhere down the road.

The best way to start receiving free traffic is to do link exchanges. You will want to find other websites that are in your niche, and then you request that they place your link on their page and then you will do the same for them. You can use <http://www.linkmetro.com> to hunt down sites that are involved in link exchanges.

You will also want to setup links with sites that are ranked highly and are related to your area. You should also keyword optimize your anchor text for your link so that you have keyword optimization working for you as well. This is what the search engines will look at when they are determining what your site is all about.

While you are writing your anchor text, it is also important to have a few different variations. Use different keywords so that you will receive traffic from a variety of different keywords. This also helps to prevent duplicate content.

At the same time, you will want to keep your website's content fresh. You should set-up a content creation program that you will use to add new keyword optimized pages to your website

so that your site is new and ever changing. The more often you change your site, the more often the search engine spiders will have make their way back to you to check you out. In return, you will begin moving up in the ranks.

Chapter 2

Article Marketing to Gain Traffic

Article marketing has become very popular and for good cause. People come to the Internet for one of two reasons. They either want to buy something or they want information on something. If you provide a product and then in depth information about that product, then you are going to be helping yourself gain twice the amount of traffic for your site.

Article marketing can be used in a variety of different ways including:

- Adding articles to your site for fresh content
- Adding articles to a blog to drive traffic to your site
- Adding articles to article directories to drive traffic to your site

It is important to remember that your articles need to have useful information in them. You also do not want your articles to be salesy and pushy. These should be informative articles that leave your readers wanting more information from you and will then cause them to want to visit your website to find out what you are all about.

Search Engines Like Fresh Content

There are tons of websites on the Internet and many of them are stagnant and useless. The search engines do not like these sites, so they are often indexed at the bottom of the rankings. If you throw up a website and never change it, then it is likely that your stagnated website is also going to end up at the bottom and nobody will ever know it exists. This is obviously not the way to generate web traffic. To keep the search engines interested in moving you up the page ranks, you have to provide them with fresh meat in the form of fresh content. This is where useful articles come into play.

If you post informative articles on your website, then you are adding fresh content to your site. It is best if you do this slowly. You can add a page a day or a couple pages every few days. This will depend on how much time you have to update your site. You are always better off feeding the search engines slowly rather than overwhelming them with several pages all at once. By

feeding them slowly, you keep them lingering around your site. This is one way that articles can help you to gain traffic.

Blogs

The search engines also like blogs, especially WordPress.com. This service allows you to set-up as many free blogs as you want and Google loves this site. They index blogs very quickly and if you provide useful and keyword optimized content on your blog, then you are going to find that you attract a lot of attention from the search engines. Always be sure that you have a link to drive people to your actual website and you will begin generating traffic in no time. Because the popular blog suppliers are ranked high in the page rankings, everything they are associated with gets spidered and indexed as well. The search engines love the fresh new content and they hang around on blogs for extended periods of time. Plus, anything else that you have linked into your blog will get spidered as well. Every time you update your blog, you will be bumped to the top of your section for the category or tags that you have selected. If you select your tags carefully and use popular keywords, you may be receive sudden surges of traffic. You can then channel that into your product pages and the main site of your blog and website.

Blogs are very popular and easy to maintain. The website portion is already taken care of for you and all you have to do is use the forms to add posts. Microsoft Office 2007 also makes it easy to update your blogs. You can choose new blog post, type it up and supply your login information through Microsoft Word 2007. The program will then post your blog onto your blog without you having to actually go there. This is a great way to add several blog posts to your site quickly. The ease of updating a blog is one reason why they are such a popular form of promotion. You can post blogs within a matter of minutes and search engines love this new and fresh content.

Many people will add to their blogs several times per day. A blog is similar to a website. The more you feed it consistently the more attention you will attract from the search engines. However, don't forget that you need to have at least a concluding paragraph in your postings that will then send people to your site to learn more about you.

Another great way to get attention on your blog is to post comments on other blogs. By doing this you can include a signature file that links to your blog or your main website. You can also

post comments with links that suggest visitors check out another page if they are interested in learning more about a particular subject.

Another way to create traffic through blogs is to have multiple blogs on different niches. Each blog can be optimized for a different keyword. You can use each blog to promote for that keyword only and then find a way to funnel that traffic into your main site or product pages.

Article Directories

Another great way to get noticed is to publish your articles in article directories. These articles must be very informative. You also want them to be around 300 to 500 words. These articles should be easy to read and should have a conclusion that leaves the reader wanting to learn and read more. At the bottom of the article you will have a resource box. This is a box that tells a little bit about you and your business. It should also include a link to your website so that people can click on it and find out more about your products or services.

When writing for article directories you have the option of keyword optimizing or not. Many people choose not to, but by optimizing your articles you are increasing your chances for generating traffic for that keyword. Article directories are popular and the search engines spend a lot of time indexing their information. If you are using good keywords, then your articles are going to get noticed. Also, the keywords will also be picked up by the actual directory's search engine, which increases the chances of someone reading your article.

Article Writing Tips

There are no set rules to writing articles, other than that they need to be useful, informative, and grammatically correct. There are a few guidelines that most marketers will follow to ensure that they are successful in their article marketing campaign.

The first thing you want to remember is that you need to keep your articles fairly short and concise. People are always in a hurry these days and they are not going to want to read a thousand word paper that you wrote on your particular keyword. The idea is that you should give them a taste in about 300-500 words. People will take the time to read these smaller articles and if they are interested in learning more they will follow your link. Articles that look like college essays will turn people off in a hurry. They just do not want to spend the time reading

these long articles. Articles any shorter than 300 words do not seem to be able to provide enough information and will also turn off a reader.

The next important thing that you must consider is the resource box. The resource box is not a place for you to give a description about yourself, but more so about your business. You don't want it to be too salesy, but you want it to entice people to want to learn more about what you have to offer them.

The most important thing that you can do is proofread your articles. This should only take a few minutes and it is very important, especially if you are writing several articles. You are trying to build credibility through your articles and you want them to look professional, even if you aren't the best writer in the world.

Finally, you do not want your article to be in a sales letter format. Give them useful information. If you provide good information, then people are going to be more willing to look deeper into what you have to offer.

Submitting Articles to Directories

There are hundreds of directories out there that you can submit to, but several of them will not be around for long. Choose a select few directories that have proven themselves to be long lasting and submit to those directories. Submitting to directories can be time consuming so you want to ensure that you are using your time wisely. The best directories include:

1. EzineArticles.com
2. GoArticles.com
3. ArticleCity.com
4. SearchWarp.com
5. IdeaMarketers.com

There are also several directories that are focused specifically on certain areas, such as e-commerce. If you submit to these directories you will be able to target traffic that is more interested in your specific area. These five directories above are well worth your time and they are highly exposed. Many people go to them when looking for information and they are indexed frequently by the search engines.

Additionally, you can look for other areas to post your articles. Forums, blogs and other websites are often interested in posting articles by people to help them gain attention and at the same time you gain attention. If you are curious as to whether a particular blog or website is interested in your article, email them and ask. It will only take a minute of your time and if they are interested, then you are going to be able to gain great exposure and traffic.

Suffering from a Lack of Time or Writing Ability?

Most people will readily state that they are not writers. They will also readily acknowledge that they are often lacking in the area of time. If you are in one of these two groups, then don't fear there are options available for you.

If you are in the "lack of writing ability" category, you can remedy this by hiring a ghostwriter. When you hire a ghostwriter you own the copyright to the article once you pay for it and you can put your name as the author. Nobody even has to know that you didn't write it. All you have to do is find a website such as Elance.com and post a free project. Depending on your subject and the number of words of your articles you will receive bids. Most writers base their bids on word count. If you are looking for good articles that are in the 400 word range, then you will pay about \$10 a piece. This is a small price to pay for professionally written content and traffic the article will generate you. All you have to do is send the writer your topic and keyword and they will write you informative articles.

Most marketers will admit that submitting articles to directories is a time consuming job. There are software programs available to help you out, such as Article Announcer, but you still need someone to log in to the sites and make sure the article is formatted properly and submitted properly. There are writers and other individuals who offer this service to people. They will set up your log in information, resource box and biography on the sites for you. They will then post your articles to the directories that you want articles posted to. The cost of this service will depend on how many articles you are posting and to how many directories you are posting to. You will also be charged based on how often you need article posted. This is also a small price to pay if you are looking for someone to do all of the "dirty work" for you and will allow you to reap the rewards in the long run.

Chapter 3

Paid Traffic Generation Techniques

There are numerous paid traffic techniques that you can explore. Marketing is something is a necessity for online businesses, as you can see, so you will need to plan on making a few investments when marketing your website and generating traffic. Here are a few paid techniques that you can utilize.

Start Your Own Affiliate Program

There are several reasons that you may choose to join affiliate programs. Most people join them because they give you the opportunity to make cash. That's a good reason! There are two ways that affiliate programs can work for you and you can take advantage of both sides.

Most people associate affiliate programs through the concept of joining them to sell somebody else's products and making a cut off of the sale. You can implement these on your site as well, but they are not necessarily going to drive traffic to your site. Once you have traffic at your site, they are a great way of supplementing your income. To use affiliate programs in a way that allows you to make money off of your own products, you need to start your own program.

If you promote a product by yourself, you are limiting your sales to only your site and the people who stop by. If you develop your own affiliate program your products can be sold in a myriad of places including newsletters and other people's websites. They join your program, place links on their pages and do all of the selling for you. All you do is pay them a commission, which is usually handled through the service that you start the program through.

There are several other good reasons to start affiliate programs to promote your product. One of the best reasons is that you can penetrate niches that you may not know about yourself. Because a variety of different people are looking at your products, they will place them on websites that you may never even know existed.

Most people do not have the slightest idea how to start an affiliate program. This process requires a little planning and you should begin planning before you launch your site or product. Your best bet is to begin by approaching people who may be interested in selling your products.

Offer them a generous commission on the product, somewhere around 50% is a good idea to entice people. Also, the higher priced your product is, the more willing they will be able to sell it.

The next step is to create a professional sales page for the product. This is a page that should be easy for your affiliates to sell. Also, you need to provide them with tools, such as banners and photos that they can use to promote the product on their website.

There are a few people you will want to consider when you are looking for your first few affiliates including:

1. Friends and family who have their own website. Your family, so they will feel obligated.
2. Anyone who sells products or has a website in your niche.
3. People who would not even consider. If you approach these people correctly, you will be shocked at who will sell your products for you.

If you are looking to start an affiliate program, but you don't even know how to start there are several services that you can use. The main downside to these services is that they often take 30-50% of the sales, but they issue checks to your affiliates for you. In essence, it may be worth it just so you can gain the traffic you need and not have to worry about the hassle of paying people and tracking their sales. An upside is that they can help you find affiliates, which also saves you time. Ultimately, it depends on how much you are willing to spend and lose to commissions. Either way you are able to gain valuable traffic and if buyers need your service or product again, they will most likely come to you directly.

If you aren't interested in paying an affiliate network company, you also have the option of purchasing software that will help you run your program. The software is installed on your server and this software can also automatically pay your affiliates as well.

When setting up your affiliate program it is a good idea to look at your options and choose the one that meets your needs both financially and time wise.

Pay-Per- Click Programs

Pay-per-click programs have been around for awhile now, but they have also changed quite a bit as well. When they were first started, people found them relatively easy to utilize. Basically, all you had to do was set-up a list of keywords and offer low bids. Eventually, you would earn some type of return. They really weren't concerned with how much of a return it was as long as the program was working.

Today, pay-per-click has advanced quite a bit. You are now able to segment your advertising and run multiple campaigns. You are also able to make your campaigns more effective because of this.

You can segment your campaigns by using key phrases. This means that you simply find a list of keywords that are at least two words that are similar and then place them in groups. By doing this, you can create campaigns that are based on that string of words instead of just one word. Those two words are bolded in your advertisements to increase the likelihood of your advertisements receiving clicks.

The other new technique that can be used is to use longer keywords. In the past, most advertisers were using highly competitive keywords or phrases, but now this is not necessary. 50% of searches that occur on search engines are completely unique. The more unique your keywords are the better you will do. The idea is that if you use longer and more developed lists, you will be able to generate more traffic than short lists with highly competitive keywords.

If you have been using a pay-per-click program with just a few keywords or key phrases, it is a good idea to revamp your campaign to incorporate more similar and related keywords.

To set-up your PPC campaign, all you have to do is find a provider. There are several providers including:

- Google AdWords
- Yahoo Advertiser Network
- Overture

Google AdWords is one of the most popular and most people will use it because it generates a huge amount of traffic. You can also use the other services to supplement your campaigns.

The next thing you need to do is use the keyword tool in AdWords to generate your keywords. This tool is great because it shows you how often certain keywords are searched and how

competitive they are. You want to develop a large list that will allow you to use every similar word or permutation that is offered.

After you have your list, you will want to break it down into several lists. Use two to three keyword bases for each list and add similar keywords on to those lists. Many experts recommend having a minimum of 40 advertising groups.

Now you can create campaigns for each of your keyword groups. In each campaign, you will want to optimize your ads to display a root keyword or key phrase. These will be bolded so that they are noticeable in your advertisements and will attract clicks.

When you set up your campaign you will need to keep in mind your profit margin. For example, if you have a conversion rate of 1% and your product is \$50, then you cannot afford to pay more than 50 cents per click. If you pay more, you will no longer make a profit.

Press Releases

Any marketing expert will tell you that a press release is a must. They are essential in traffic generation campaigns and are perfect if you are just launching your site, a new product or even a contest.

There are several press release services available on the web, but PR Web is among the most popular. They offer several options, but their high dollar \$500 service will get you a lot of attention. This service sends your press release out to newspapers, publishers, radio stations, webmasters and the other press release services. Don't worry though; you don't have to pay \$500 to get your press release out there. There are free submissions as well as much more affordable plans that will get you hundreds of views. Although, paying \$500 can get you tens of thousands of hits on your site.

There is an art to writing a press release. You want it to sell, but you don't want it to be too pushy and you need a new aspect as well. You will also have to follow the submission guidelines that the service you choose requires. Some services require that you use a character-per-line format. You can also choose whether or not you would like elements such as your telephone number, address or a byline included as well.

The second thing is that you have to consider the construction. Press releases aren't exactly an article, although there are similar elements. When you write the press release you want it to be

compelling and informative. In the body of the press release, you need to have a newspaper approach. Put pertinent details in the first paragraph and then slowly wind down the story into information about your business, with a little salesy call to action in it. It's important that the whole thing is not salesy, as journalists and other media are not interested in reading sales pitches. It is also a good idea to use quotes, even if they are from yourself, as this gives it that news feel.

Buying Ad Space

Many experts will tell you that ad space doesn't work anymore, but this is not necessarily true. It is possible to purchase ad space and receive traffic through them; you just have to do it.

One way to purchase ad space is to buy ad space for skyscraper banners. If possible, you will also want to purchase click throughs, rather than ad impressions. You can purchase impressions, but if there are no click throughs then you will not really receive any traffic. If you do go with banner advertisements that are sold by impressions, then you will want to discuss where the banner will be positioned and what the average click through rate is.

The next way to generate traffic with ad space is to purchase space on authority sites that sell text links. This is very common, but AdSense has taken over a lot of the text links that are located on authority sites. However, you can request to advertise through AdWords on specific sites. All you have to do is go to the site and click on their "advertise on this site" link in their Google text ads.

The last way you can buy ad space is by exchanging banners or links with other websites. People often see this as a lose-lose situation, but if you are looking to generate traffic then this can be a useful way to advertise. You just have to be sure that you pick the right place to advertise.

There are two things that you need to consider when you are looking to purchase ad space. The first is page rank. You can download the Google toolbar and it will provide you with the page rank of sites as you surf the Internet looking for potential websites to buy ad space from. Before you purchase the space, be sure to use http://www.iwebtool.com/pagerank_prediction. This site will tell you the actual page rank value, as some site owners are able to make their site appear to be ranked higher than it really is.

Once you have the page rank and the Alexa rating, you will want to consider the price that you will have to pay as well as where the ad will be positioned. The ad needs to be in a place that will generate revenue. It will be great if you can figure out how well the site that had the space before you did as well. You will also want to know what the approximate click through rate was as well.

The last thing you need to consider is price. If the site has a low Alexa rating, high page rank, good positioning, but too high of a price tag then you will want to go somewhere else. However, you need to keep in mind that you are going to be paying for high page rank and direct traffic. It is up to you to weigh it out and determine what you are willing to spend. This is important when you are considering both banner ads and text ads. Both types of ads need to be in places that are going to get clicks.

The ad itself also needs to be written or designed properly. If you are creating text link advertisements, use the guidelines that Google AdWords outlines. You will want a powerful headline, a pitch and a call to action.

If you're creating a banner you will need to follow the guidelines of the site. Not all sites will allow flash, while others will. You may also need several different versions of your banners as well. You will want some movement with a banner, whether it is something moving around on it or one that is interactive.

If you are creating a small image ad or button, be sure that it sums up your site well so that it will tell what your site is about, but is also very concise.

Chapter 4

Traffic Generation Techniques to Avoid & Tips to Succeed

There are several traffic generation techniques that work, but there are also several that don't. Some people have gotten lucky with them, while others have had no luck whatsoever.

Targeted Traffic Campaigns

These are basically sites that do nothing but make people angry. They send spam, they use pop-ups and domain squatting. Domain squatting is something that you have probably ran across when you accidentally typed in the wrong address of a popular website. These sites set-up misspelled domains and then cover them in advertisements. Unsuspecting surfers end up in their tangled web of useless advertisements. This is something you don't want your site to get caught up in, as it will only lower your credibility and send angry people to your website.

Visitors who are really unhappy may also report you to your host. This could cause you problems with your hosting service that you don't want to deal with. These campaigns are usually bogus and are a waste of money.

Classified Ads

Very rarely will you be able to write a classified ad that will get people to go to your site. They are also not targeted well at all, as they are tiny boxes of text mixed in with a million other boxes of text. The ad may receive hundreds of reviews, but you will have a horribly low conversion rate. The chances of someone finding the ad are pretty slim as well, even in high circulation papers. Online classified ads are even worse. Many sites only host classified ads to generate revenue through the ads and their affiliate advertisements.

Getting Non-Stop Traffic

The number one key to getting non-stop traffic is to get people to come back. If you receive thousands of hits, you really want to double that number the next month. That means that you need to give people a reason to keep visiting your website. If you are able to recycle your

traffic, your monthly hits will increase each month and will keep people coming back for more, especially if you hold up your end of the deal by giving them something to come back for.

One way to keep people coming back is to offer a service such as a community forum. This allows people a place to visit and they will come back to see if people have posted new messages that they are interested in, etc. You can also set-up a service such as a URL cloaking service or free image hosting. If you provide unique tools, people will keep coming back to use it and they will tell other people about it.

Viral Promotion

Viral marketing is all the rage on the Internet because it works. If you create a viral product on a regular basis such as a piece of free software, a PDF, an eBook, audio or a video, people will always come back looking to see what you have to offer each month. They will then tell other people about it as well. Also, if you can offer something for free that helps other people generate traffic on their website as well, you will be even more popular.

Viral marketing is all about creativity. The more creative you can be the better your traffic will. If somebody likes what they see, they will pass on the information to their friends and family. This means that you are able to double your traffic because your free product is so popular. This has become a very popular form of advertising and marketing because they have a relatively low cost. You can also plaster it with your website address and company logo. Many companies will also offer discounts and rebates with their products to keep people coming back to their site to purchase products and see what the next freebie is.

The best thing about viral marketing is that you are attracting repeat traffic that is willing to buy something, which means that your sales have the potential to skyrocket.

Link Exchanges

Search engines love to see links incoming and outgoing. If you use sites that get a lot of traffic, you will get a lot of traffic in return as well as a decent page rank. This is a great way to gain traffic, which you may have not gained otherwise.

Tell-A-Friend Script

Have you ever been reading an online news story on MSN, Google, CNN, etc., and notice the little envelope that says “send to a friend”? This is a similar tool that people very rarely use. However, if you do choose to use it you will find that it is a great way to build traffic.

This is an incredibly easy way to gain traffic, especially if your content is good. This is a simple script that you can attach to the code of your website. It is installed in pages where a media is so that a person can send it to their friends or family.

The person inputs their friend's name, email and sends the media to the intended person like an email attachment. The person receives the email from their friend so it is not perceived as spam. It shows their friend's email so that they do not delete it and trust it enough to open and read.

The script eliminates the chances of the email being blocked because the information is input by the sender. It also allows for a wider marketing arena. With the email, the recipient receives the media and a brief description of the website where the media is from. As more and more people use it, it keeps spreading to more friends and family.

The script is simple and does not require complicated programming. You can simply copy and paste the script and place it on your pages. You can find the code by simply searching for it on a search engine.

This is a viral marketing campaign that can be very useful and best of all, it's free. Be sure to place it in places on your site that will encourage people to use it on a regular basis.

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