

The Free Traffic Bible

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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 bears 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 doesnt take a whole caboodle of cash to generate website traffic for your site.

While there are ways to jumpstart your traffic flows, many sites dont have the resources that others have to generate more traffic for your site. Well, you dont 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 its 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 dont need to spend a single cent, it may take time, to say honestly, Im 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 Im about to tell you.

Build your own opt-in list.

It is not possible to build a successful list by merely putting a sign up invitation on your website. With the massive competition for people's time and money you need to create an irresistible incentive for them to give you their name and address. There are several highly successful methods to tempt them.

Exclusive and informative ebooks about your market's interests can be given away as gifts for signing up with your list. Reports about specific products or processes that teach valuable lessons to aid your customer also increase the number of people willing to sign up for your opt-in list. If your market uses such things, a helpful software program that makes their work easier is always welcome.

Another great way to gain those needed opt-in addresses is to offer membership in a special members only area where they are provided with extra services or information. By making them feel "special" they are more likely to continue allowing you to email them your offers. Providing quality information in a recurring emagazine or newsletter will keep your name familiar. Make sure to include the hint that they may want to forward the newsletter to other friends who may find it useful. Since many people keep the html turned off in their email accounts you would want to carry an online version of your newsletters.

While the popup window was originally a marketer's dream come true, it has been so overused and abused that it has become standard practice for people to automatically run software that will prevent them from showing.

If you are still relying on popups for your address capture field then you are losing sales everyday. To replace the popup, more often people are now coding their sites with "alert boxes". This is a second field that appears over your webpage which should contain the information about the "special" offer and the address information data fields. There are many options for these boxes; some are static while others can be written to follow the viewer up and down the page as they

scroll. Always make sure the alert box can be closed out so your original page can still be read.

Once you have them in your address book it is very important to keep them. As well as offering quality products or service it is a good idea to create interest channels of your clients. By keeping your list focused on the individuals interests and only sending to those who have specifically indicated their interest in a specific topic you will have fewer people unsubscribe because of too many emails off their topic or interest.

Make sure to offer your opt-in list only quality products or information.

Once you have them, it will be your reputation that either keeps them and adds weight to your recommendations or bores them into hitting the unsubscribe link in your email.

Take advantage of autoresponders

Basically, once you have confirmed a potential client's willingness to receive e-mail from you, you can enter that address into your autoresponder program and the autoresponder will then issue preset messages to that client on a scheduled basis. This service is used to continue communication with the client and will hopefully generate extra sales at some time in the future.

Depending on your business, you may make these messages ongoing "lessons" or "updates" or basic advertisements for products you offer. The continuing string of messages you send are entirely up to you. You make keep adding messages for as long as there are people willing to receive them or you can set your autoresponder to issue a set number and then not contact that person again.

There are two types of autoresponder services you can utilize. The first is user based and requires you to subscribe to a professional autoresponder company. You upload them the messages you want sent and determine the frequency. This can be done on a monthly subscription or can be based on the number of messages sent.

Server side autoresponder programs are your own program put on your website's server. The up side to this type of autoresponder program is that it does not cost you more than the initial cost of the program to use it. The downside is that you will need to gain some expertise in how to set the program up and use it. You will need a webhosting service that supports MySQL and Perl programming protocols and tech support that will insure you get the script installed properly.

Once you have entered your "safelist" of e-mail addresses that have opted into receiving your messages, you may set up the time intervals by which the autoresponder will mail messages to them. You can set the autoresponder to always issue the current new message or you can program it to stagger the messages out depending on the date a new client has signed up. That way if you are sending an informational "course" then the new person is started with the first message and the regular routine will send each subsequent message in its preset time and sequence.

Professional autoresponder companies have to protect their reputations by using only the most secure autoresponders. If you are purchasing your own autoresponder program it will be necessary to research the program you are planning to use. Not all of them are perfect and some of the bugs discovered in a few will generate multiple copies of the same e-

mail message or send inappropriate message return requests. Either of these bugs can cause spam complaints against your business. There have been some autoresponder programs that actually replicated the messages through the address books of receiver's e-mail accounts. This "sorcerer's apprentice" style of bug will be disastrous to your e-mail marketing campaign.

But autoresponder driven advertising campaigns have proven themselves to be so effective that it is vital to your overall success to use this method.

The only other option would be to send out each individual message personally. Once you have a large mailing list the amount of time required becomes so large as to make it unworkable.

There are different ways to build your own opt-in list. The easiest way is to let others do the work for you like at EasyOptin: <http://www.easyoptin.com>

Trade links with other sites.

You dont 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.

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.

Write and submit articles

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 theres a great probability that they will go to your site.

There are 2 programs that will cut down the work and speed up the process of writing and submitting articles:

Viral Article Producer: <http://www.easyoptin.com/presents/ViralArticlePublisher>

Content is king

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 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.

Discover How to Build Hundreds of Content Rich, Dynamically Changing, Keyword Covered Web Pages in Mere Minutes:

FastContentProducer:

<http://www.easyoptin.com/presents/FastContentProducer/>

Traffic Exchanges

Traffic Exchanges are viral programs and a great way to send tons of traffic to your website. You basically have to view other people's websites and in return they will visit yours.

There are huge traffic exchange programs out there with 100,000 or more users. When you combine several traffic exchange programs, then you have a huge customer base for your marketing campaigns.

You need to use traffic exchanges in a special way to profit from them.

Here is one great program that shows you how to use them correctly:

eTrafficLane: <http://www.etrafficlane.com>

Use Viral Marketing

Viral Marketing also known as Viral Advertising is a marketing technique used to build the public awareness of ones 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 pass on the product. If a person sees the name of the person they know as the sender, they wont 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 or a funny story.

Create a gossip or a buzz, many movies are promoted by using scandals and gossips to spread a viral message. 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 Microsofts Hotmail. They were the first known big company to utilize the scheme and it has worked wonders for them.

Now its 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.

You can use the EasyViralTraffic program at <http://www.newmarketingpower.com/easyviraltraffic/>

Build your own viral traffic empire.

Tell A Friend Scripts

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 your website.

Generally, tell a friends script 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 recipients 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 wouldnt think of the mail a spam mail because he would see the senders 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 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.

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.

Organic Search Engine Traffic

The best way to improve your site is to increase search engine traffic. If you are noticing some of your pages are not being viewed as much as you like, chances are there is room for improvement. For your site to be successful, you must keep in mind that it will not happen in a day. To have the optimum site that you desire you will need to increase search engine traffic. You will soon find out the true way to success, is through patience and hard work.

Ten Simple Keys To Success To Increase Search Engine Traffic

1. First key is SEO or search engine optimization; basically this will ensure that your pages and site as a whole is completely visible to those that are looking for the information you have to share.

2. You will need to understand exactly what the person is looking for, and incorporate it into the pages you are sharing. This is what is known as target marketing.

3. A great way to increase search engine traffic is to use strong keywords.

These will be words that are assumed to be used by the person searching on the search engine.

4. Avoid keyword stuffing, this is a common mistake made by someone unfamiliar to site building and can indeed be a costly one. By placing the keywords in every conceivable location on your site, you are actually doing more harm than good search engines shun such practice.

5. The best way to increase search engine traffic is to offer content that is rich and compelling. This is basically the foundation to which your site should be built on. While the content really has no relevance to the spiders that crawl your page, it will still ensure that you are getting a good page rank on a search engine.

6. Ensure that you incorporate title tags in your pages, while this is somewhat a controversy today you will still need a way for the indexing to recognize your pages on the main search engines. Without tags, you can be sure you will not increase search engine traffic.

7. While the importance of Meta tags is not what it once was, in the end it does not hurt to have all of your bases

covered. By optimizing your Meta tags, you will allow for better indexing by the search engine. This in all intensive purposes will increase search engine traffic.

8. You should have an understanding of how the search engine works, this will enable you to optimize your site to cater to the user as well as the search engine itself. Better understanding will definitely lead to increase search engine traffic.

9. If this is a new site, it would be in your best interest to submit to a search directory. While this is not always necessary with established sites, it will help a new site with the search engine indexing and help acknowledge your site as a whole.

10. Site upgrade and improvement on a regular basis, or what is known, as site maintenance is a very important factor in the increase search engine traffic. By adding new and updated content, you are always aware of what works and what does not.

Take Your Time To Increase Search Engine Traffic

With anything in life, rushing through things generally leaves holes. To increase search engine traffic, you must go over every conceivable detail, to ensure that you are getting the traffic you desire. By taking your time, you are taking notice of trend, innovation, and failures of other or yourself that can be improved upon leading you to the success of your site at the end of the day.

Free eBook marketing.

One of the most effective marketing tools created for internet business is the informational ebook. From the beginning of internet marketing, offering a free informational ebook has been used as a means to build your client mailing lists. These documents can be easily transferred to your potential customers and are a much more effective way to communicate than through a conventional email.

While creating your own ebook product is the most effective method of gaining customer support, there are many quality ebooks on the world wide web that can be obtained with resale rights that you can use for your own marketing campaign. When looking for the right ebook to use you will need to determine several points. Firstly, you will need to have truly useful content and information. Since the free informational ebook is such a popular format there are a lot which merely regurgitate the same outdated information.

You will need to determine the proper file format to deliver your ebook to your clients. Over the last decade PDF (portable document file) has, thanks to Adobe Acrobat, become the standard for digital information. Unlike the exe format which can carry trojan malware or viruses that are undetectable to the majority of anti-virus programs until it is too late, the PDF file format is very difficult to tamper with.

Since there are so many free informational ebooks now available, an extra incentive needed to be developed to make yours the ebook of choice. To increase the value of your informational ebook, giving away or selling the resale rights to the ebook makes it more valuable to your new client.

Some ebooks come with standard resale rights which means the person who acquires it from you can then give or resell

the book to his prospective clients and keep the profit although he cannot change the content or the links within.

Rebranding of these ebooks has become a powerful marketing tool. With Rebrand rights, the client who gets your book can use a rebranding program (usually provided by the originator) to replace your internal hyperlinks and name with his own, thus personalizing the ebook for his business. An example of how this can create a widespread income stream for you would be through an affiliate program within the ebook. The person who obtains it from you has either made you a purchase price or a new email contact and is in your first level downline. Then when he has rebranded the ebook to pass on to his potential clients, they can become your second level downline in the program. There is still the option to charge a fee to rebrand your ebook for your customer to increase your revenue stream. You can also set it up so they have to pay a fee to the originator of the ebook for rebranding rights. Either way, your free ebook offer is still creating income for you.

The final beauty of giving away free ebooks is that you are not having to ask people to buy your product and you still benefit from the advertising potential of future distribution by those who have obtained it from you.

Giveaway Events

One of the more prevalent features of human behavior is the desire to gain useful items for free. Utilizing this function of human behavior can build you a large opt-in contact list and new customers for other "for sale" items in your business. List building by offering a free lesson course or free report on the topic of your specific niche can be utilized to gain e-mail addresses for your business. There is a way to take this basic concept and expand it to much greater levels.

While the giveaway event can be performed on a solo basis, it has been found that using this concept in a joint venture program can bring even greater benefit to all involved. Partnering with several marketers with similar interests will in the first instance give your potential customers a much wider and more intriguing selection of products or services to choose from for their own use. With the joint efforts of several marketers promoting the giveaway event there is a wider base of advertising to spread the word around. And, if the event does not do well, there is less individual loss of time and effort.

But when the event is successful, the rewards are numerous. There can be a massive increase in your opt-in mailing lists. With many more people you are legally allowed to contact about your subsequent offers, there is a greater potential for increasing your sales in the future. By working with several equally established marketers this way, it gives you all the appearance of being "in the know" and gives a greater perceived value for the information or product you offer.

The free giveaway event can be an excellent time to place a one-time offer before your customer as soon as he has entered his e-mail address to get the free offer. The admonition that there is only a limited time in which to gain another product at a discounted price along with the free offer will make a person more inclined to add to their purchase. Make sure that it is clearly marked that they do not have to purchase the extra item but can say farewell to the one-time offer and go on to get the free one.

For a sense of business integrity, it is suggested that you select a few of your products to only offer as a one-time opportunity. If they subsequently see you offering the same thing again later in your e-mail campaign to them, they may wonder about what else may have been misleading and cancel their subscription to your list.

While you would not want to give your primary product away, you will want to investigate the availability of other similar quality products. Make sure of the type of rights that go with a product you want to give away and that you are allowed to pass it along without remuneration. There are quality sites that offer just this type of product to the online entrepreneur to get his business going. In list building this way you can find that it is better to give.

If you are looking for a complete list of upcoming Giveaway events, then have a look at this website: Giveaway Announcer at

<http://www.newmarketingpower.com/promoter/>

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.

Using Social Networking Websites to generate Traffic

If you are wondering how and why you should use social networking websites to promote your online website, you are not alone. A fairly large numbers of internet users aren't even sure what social networking sites are or how they work. Online social networking websites are like online communities. They give internet users an easy and fairly safe way to come together. Many social networking websites are designed to make it easier for you to search for and make contact with other internet users, especially those that you have something in common with.

With a fairly large number of social networking websites, including MySpace, having over a millions users, there is a good chance that you could not only make new friends, but find internet users that would be interested in visiting your online website, especially if that website is your personal website. When joining an online networking community, you should be given your own profile page. On this page you could not only describe yourself, your online website. By mentioning what your personal online webpage is all about and providing a link, you should receive a number of new visitors.

As previously mentioned, social networking websites can benefit all website owners, but especially those who are looking to make a profit with their websites. This can be done one of two ways, by selling something or by relying on revenue from advertising. If you have a website that selling products or services, you may find it a little bit easier to use social networking sites to your advantage. This is because, if you wish, you could do product or service spotlights. Each day, week, or month, you could showcase one of the products or services that your website sells.

This could either be done right on your profile page or on a blog page, which is provided by most social networking websites.

If you are using your online website to make money with advertising programs, such as affiliate programs or Google AdSense, you may need to approach social networking websites in a different matter. Since you will not necessarily have a particular product or service to focus on, you will need to approach these websites as if they were personal websites. If your website discusses being a dog owner, it may be a good idea to state your love for dogs in your profile. After doing so, it would be acceptable and not necessarily considered spam to add a link to your online website. As with all other types of online websites, social networking websites should help to increase the number of page views your website receives. In most cases, more page views mean more clicks which means money for you.

Final Words

As you can see, there are several ways to drive free traffic to your website.

Important is that you take advantage off all these strategies. One method alone won't flood your website with visitors, but all techniques combined will get you tons of traffic.

More traffic and marketing tips can be found at

Newline Marketing <http://www.etrafficlane.com/blog/>

eTrafficLane Guppy <http://www.etrafficlane.com/guppy/>

About the Author

Dale is an online entrepreneur providing opportunity to make money online. Visit <http://www.etrafficlane.com>

Home Business Opportunities

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