A Quick-Start Guide To *Building* Website Traffic

Version 2.0 (January 7, 2008)

Logo

A Free Report, Compliments of

Current State of Play

There are many items in this list of traffic-building tactics, and all of them work. But some work better than others. Before you do anything about getting your site built, you *must* get your keywords right first up. So that will always be **Tactic #1.** Always do it first, otherwise you'll always be chasing your tail! Then, we suggest that you concentrate on the BIG THREE: learn and apply the secrets behind **Tactic #2** (PPC Search Engines) first, then **Tactic #3** (Employ The Very Best SEO Methodologies), then concentrate on **Tactic#4** (Power Linking), and **Tactic #5** (Directory Submission Gets You Tons Of Quality One-Way Links), *no matter what anyone tells you!* Tactics #4 is a secret that not many people know about. Most people think that SEO *alone* is king. This is a giant fallacy -- one that we like to keep under our hat! **Tactic #6** (video) and **Tactic #7** (Learn Web 2.0 and Social Marketing Techniques) are new trends, and already drawing massive amounts of traffic to those people who are learning and applying the new methods. **Tactic #8** (The Money is in the List) we believe, is something that every online business should be doing everyday as a matter of course.

CONTACTING …

http://www.Domain-name.com.au

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Welcome to our *Quick-Start Guide To Building Web Traffic!*

Firstly, thank you for downloading our *Quick-Start Guide To Building Web Traffic.*

You're probably well aware of the First Law of online success:

Traffic + Conversion = Profits

It's a simple formula, but believe it or not, very few online business owners seems to understand its sheer power.

When online business owners focus on the core fundamentals of traffic and conversion, amazing things start to happen.

You've probably heard some of the stories ...

- The guy who was working 80 hours and seven days a week on his online business who cut his hours back to a normal 40 *and* increased his income.

- The online retailer who was struggling to net $2,500 a month with a staff of three. After he focused on the major formula of building traffic and increasing conversion rates, he increased his take home to over $30,000 a month working part time with zero employees.

- The Internet 'newbie' who marketed his expertise to local businesses and was able to quit his day-job as a graphic designer and become a major player in the online business in his city.

How did they do it?

It really is simple.

They ignored the noise from the gurus and all the 'get r1ch quick' schemes that are everywhere, and focused on just two things: traffic and conversion.

There are all sorts of ways to get traffic to your Web site.

We teach them all in this eBook.

But none of these traffic sources is **as simply sweet** as the method we outline as **Tactic #2** (high rankings in the Search engines, using a proven systems approach), and then **Tactic #3** (Power Linking).

So why aren't more online business owners actively involved in applying these two Tactics (plus all the others we cover) to their online presence?

Three reasons really:

1. They think it's too hard.
2. They think paid search is 'good enough.'
3. The quality of information about how to win the traffic-generation game is generally pretty poor

Hopefully this publication will help you on your way to getting your share of the massive traffic that comes to those who do their homework.

And believe us ... it's not that hard, nor that expensive, and now there is a pool of great information to help you master it all.

Wishing you every success,

Here is your **Summary Guide To Building Website Traffic**

We use the following image to highlight those products/services which we think stand head and shoulders above the rest in a category.

= Highly Recommended

Wishing you all the best,

From Domain-name.com.au

Summary Of Essential Elements

❶ This report is updated as soon as we feel that something new and powerful enough has come along to warrant an update.

❷ The report began life over two years ago, and has grown into what you currently have in your hands. We did a major edit at the end of 2007 and what you see now is the new format. We think it is important to include all methods of traffic-building that have been proven to work. What we don't think is working, we say so, and you'll find that information towards the end of the report.

❸ So the new format will be Version # plus the date, for example, Version 2.0 (January 7, 2008). To keep pace with updates we plan on starting a *mailing list*, and if you'd like to be informed when a new update is available, please subscribe to our service.

❹ Every new update will contain a summary of "What's New in This Version" section, so that you can see at a glance what's new, or what has changed.

❺ We have stopped absolutely ranking the different methods of traffic-building, as we had used in the old format (from #1 right down to #55), because, well, *a visitor is a visitor!* Now we generally list them from what's trendy right now, down to things that aren't so trendy, but *still* work.

❻ The best overall summary will be found in the text box on page 2, with the heading **The Current State of Play**. Each tactic in the eBook will contain the basic summary of that method, and as we find out what's happening with that tactic, we will have a heading **Latest Snapshot**, if there has been evidence of a definite trend, either upwards or downwards, for the effectiveness of that tactic.

❼ We use this for our recommendation: **Highly Recommended**

We would appreciate you giving us **your feedback** on these traffic-building techniques. Especially if you have found something that is really working for you, or indeed if there is something in the eBook that needs rectifying or adding to. To contact us please use the form on this page:

http://domain-name.com.au/contact.html

To be added to our mailing list, go to this page:

http://domain-name.com.au/traffic-builder-updates.html

What's New, or Has Changed, in Version 2.0

▪ New format and version numbering system, as found in the previous section, "Summary of Essential Elements."

▪ **Tactic #1**, on keyword research, has been totally rewritten, primarily because we have an absolutely brilliant new research tool available to us, and that is Jim Morris's NicheBOT 2.0. This tool is reasonably priced (take note other over-priced keyword analysis providors), very intuitive (most important, because many keyword research tools are not easy to learn and master), and enables access to some of the best keyword databases available, including *Wordtracker*, *Google* and *Keyword Discovery* (the latter being a necessity if you want to do regional keyword research). Moreover Jim Morris is a good educator, writes well, and has a keen interest in making keyword research more intuitive and easy to master. By the way, the old NicheBOT service is now at http://NicheBOTClassic.com, with version 2.0 at the old site address, http://NicheBOT.com

▪ The SEO (Search Engine Optimization) section has been updated with what we believe to be the latest vital information that you need to know. We also say that unless this industry self-regulates itself, and soon, then our clients are going to leave those in the industry who are far too expensive, and exploitive, and in some cases, deliberately deceiving their client base.

▪ In the Power Linking section a new method of linking is reported as showing much promise. It is Jonathan Leger's 3-way linking scheme.

▪ We have taken Video out of the Web 2.0 section, and made it Tactic #6, all by itself, because we, like many others, know that video is already a very powerful traffic builder.

▪ We have expanded and updated the Web 2.0 section, and renamed it **Tactic #7**. *Learn Web 2 and Social Marketing Techniques.*

▪ In **Tactic #12** (Always Include a Good Site-Map), we draw your attention to the new item, Google's Video Site-Maps.

▪ We have always believed that article marketing was powerful, but eventually it has become so abused that we need to add some very serious provisos to your article marketing efforts. However, do not misinterpret what we are saying! Check out the <mark>Latest Snapshot:</mark> in **Tactic #14**, which used to have the heading "Article Marketing is a Most Potent Traffic-Builder," which we have had to downgrade to "Article Marketing as a Traffic-Builder." Again, do *not* misinterpret this!

#1. The Right Keyword Will Be
The Cornerstone Of Your Success …

According to the traffic-building expert, John Reese, "*Keyword research and discovery is the basic foundation for everything you do to market your business online. … If you get this step wrong, you'll be way behind the rest of your competition in everything you do to get traffic to your Website. … On the other hand, if you know the inside secrets of building mammoth lists of relevant keywords, your superior 'market intelligence' will propel you way ahead of your competition in anything you do online.*" So, before you do anything else, you need to do three important tasks:

- Ease yourself into learning how to do keyword research using a useful—but not the best—free tool, which we will soon show you.
- Find better Keyword Research tools, which we will show you as well, and …
- … knuckle down to the task of finding the right *keyphrases* to use for your Website plan.

It does not matter how you intend to create traffic, before you do anything else - you need to know what are the best keywords/keyphrases for your product or service. You absolutely must know the answers to the following questions first up:

- What keyphrases are your direct competitors using?

- Are there any keyphrases that create a potential for market entry?

- Are there any that you can tweak and create a whole new niche with, within your main site?

By the way keywords should not really be called keywords, they should actually be called keyphrases. So while the SEO industry is happy with the word "keyword," what they really mean is keyphrase.

This whole topic is presented in our companion eBook, as Chapter 1 of ***Your Complete Domain Name and Web Hosting Guide***, available for free from this page:

http://Domain-name.com.au/domain-names.html

#2. Employ the Very Best SEO Practices

## <mark>A Few Words of Warning Are in Order Here!</mark>

More than any other area of the Web design industry that needs the spotlight of truth focusing on it, it is the SEO industry. With that in mind, whatever you do, before you decide to employ SEO on your Web site, please make sure you go to this Web site …

http://Domain-name.com.au/seomyths

… and download Jonathan Leger's free eBook *Search Engine Myths Exposed: Everything You've Been Told is a Lie!*

Find out the truth about the SEO industry, which is a hot-bed of lies and *old-hat* bogus advice, and a pricing structure that is way over the top, that it is not an exaggeration to say that most SEO firms are not delivering what should be a moderately-priced service. As Jonathan says in the introduction to his book (I've included the full introduction to his book, since he gets to the nitty-gritty of the problem there):

"The 'gurus' and SEO 'forum gods' were repeating what they had heard, not what they themselves were doing. How do I know this? Because none of the bogus advice was backed up with facts, proofs and examples. It was just empty words promising the world if you "did this" or "did that." The nay-sayers were doing the opposite, saying "this" or "that" wouldn't work because they didn't think it would, not because they could prove that it wasn't working for themselves or others." (Jonathan Leger)
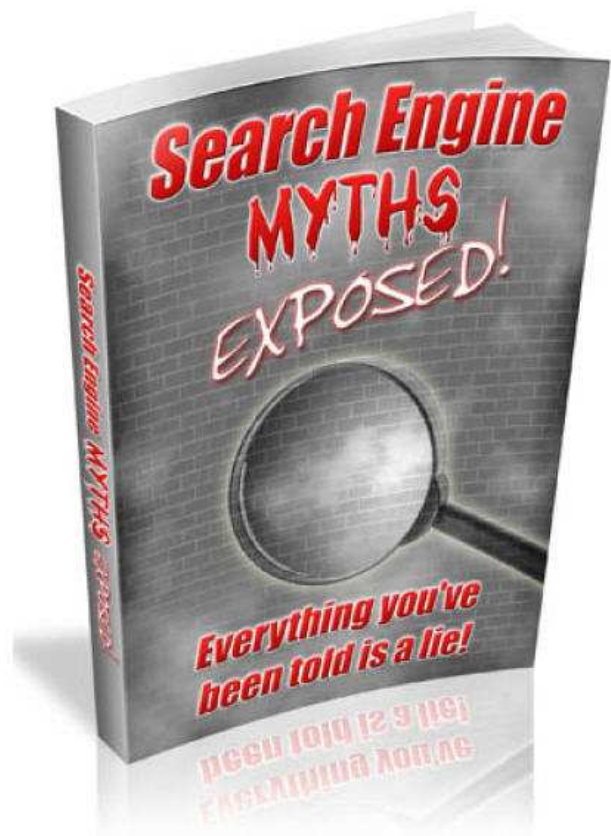
"Why I wrote this report

By Jonathan Leger

I'm going to keep each section of this report as short as possible. If you're like me, you're busy, and you don't want to spend the next week trying to suffer through 300 pages of e-bloat in the hopes that you get a few nuggets of wisdom that you can really use. This report is only as large as it is because of all the screenshots from Google, Yahoo and other sites I've included so you can see the facts for yourself.

With that in mind, feel free to skip this section.

However, if you've been struggling to rank in Google, reading the next few paragraphs will help you to see that I was in your shoes once, too. That I got frustrated too, before finally seeing the light and cutting through all of the baloney.

I wrote this report because I used to think that ranking in Google was hard. I thought it was hard because I was listening to all the "gurus" *who talked about ridiculous things like meta tags, keyword density and PageRank*. ==I listened to them, used the methods they were hawking, and failed miserably.==

So I turned instead to the search engine optimization (SEO) forums to see if what they had to say was any better than the "gurus" who had taken my money. I read the posts of the "forum gods" that everybody bowed to, listening and trying to replicate their methods for ranking, ==only to meet with more failure.==

In desperation I took the few things that I had found to be true and worked on them, ignoring all of the conventional "wisdom" that is still being spread all over the Web about how to rank in Google. No matter how much the nay-sayers protested, if I saw it was working I kept at it.

And you know what? ==Only then did I start seeing real results.==

I was floored. Had the "gurus" been lying on purpose to keep me from ranking? Were the "forum gods" doing the same, trying to stifle competition by spreading false information? The conspiracy-theories going through my head didn't last long, because I had an epiphany about what was going on.

> ### The Best SEO Forum
>
> "One forum that seems to be more honest than the rest is [WebMasterWorld.com](). I think it attracts a higher caliber of posters because it doesn't allow signatures. The people there are actually there to share information, and not try to pitch or sell you on something." (Jonathan Leger, *Search Engine Myths Exposed*!)

The "gurus" and SEO "forum gods" were repeating what they had heard, not what they themselves were doing. How do I know this? Because none of the bogus advice was backed up with facts, proofs and examples. It was just empty words promising the world if you "did this" or "did that." The nay-sayers were doing the opposite, saying "this" or "that" wouldn't work because they didn't think it would, not because they could prove that it wasn't working for themselves or others.

The "forum gods" could be forgiven, since they were just hanging out with nothing better to do then spread their "wisdom" (I often wondered if any of them had jobs, or were still living at home with their parents. They seemed to have an awful lot of time to post on forums.)

The "gurus", however, were more reprehensible. They were selling bogus information without checking it out first. If they had done the research ahead of time, then they would have quickly seen that it was false. Apparently they were so busy taking peoples' money and cashing their checks that they didn't have time to actually verify the methods they were hawking.

Now, much of what the "gurus" are selling perhaps used to be true, before Google came on the scene and obliterated the competition. Things have changed dramatically, and yet the information being hawked is almost exactly the same.

That's why I decided to write this report. It's time to dispel the myths, get out of the 90's and start proving the facts that work now. It's time for you to stop paying the "gurus" that aren't proving that their methods work.

Okay, that's enough of that. Now let's get into it."

Search Engine Myths Exposed!   **Highly Recommended**

The URL again:

http://Domain-name.com.au/seomyths

This book was released in December 2007, so the information is right up to the moment.

Once you are happy with your site or Web page, manually submit to the major Search Engines.

POSTSCRIPT: Of all the lies Jonathan Leger exposes in his excellent eBook, the one that has left most people confused the most has been **Lie #3:** "That you must get links from sites related to the same subject as yours in order to rank well in Google." In other words, Jonathan tells us why Google is not presently capable of ignoring off-theme links.

Jonathan completely dispels this myth in his report, but most people just cannot seem to accept that Google gives credit to links from sites that are "off-topic." Jonathan has added more in-depth understanding to this Lie in his latest blog comment.

You must check out Jonathan's comment on this confusion because what he's got to add to our understanding is probably one of the most important things to understand about getting off-theme links. As he says near the conclusion of his blog comment: "Considering how much easier it is to get off-theme links than on-theme ones, I for one will stick to ranking my sites the easy way."

Here's Jonathan' blog site:

http://jonathanleger.com/why-off-theme-links-have-to-be-counted-by-google/

#3. Pay-Per-Click Advertising

The quickest way to get a stampede of laser-targeted traffic beating a path to your Website, *in less than 20 minutes*, is to use the services of the Pay-Per-Click (PPC) Search Engines, and the daddy of them all is probably the one you're already familiar with … Google. Google[1] in undoubtedly the best advertising vehicle for your new Web business. There is a lot to learn, but trust me, it's well worth your while, because it's a very important tool for your business! The better you get at it, the more money you will make. And the phrase "the better you get at it," really means getting to be the very best you can at *keyword research*—which is topic #1 of this traffic-building checklist—as it pertains to Google Adwords.

When you begin Pay-Per-Click (PPC) marketing, you'll use what the industry calls "KEYWORDS" to drive your advertising campaign.

As you've already seen, from Tactic #1, keywords are simply words or phrases a person would type into a Search Engine, such as Google or Yahoo, if they were looking for your product or service.

In PPC marketing you come up with a list of keywords and then you bid on those keywords through Google Adwords (or whatever PPC system you're marketing through). You can pay anywhere from a few cents to several hundred dollars **_PER_** KEYWORD!

The bad news about PPC advertising, as Brad Callen points out,   "… is that 95% of PPC advertisers end up throwing several hundred bucks down the hole before they even begin to understand how pay-per-click works. What's more, there are many business owners who, after being burned to the tune of several thousands of dollars, give up on PPC advertising because they don't get how it works."

So our message is, do your homework first before jumping in, otherwise you'll get burnt, and in this section we provide you with some good resources where you can start learning for free.

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[1] The source of all comments from John Reese in this article is from his mini-course which is freely available here.

There are two *major* PPC Search Engines (but don't necessarily get stuck on these):

1. Google AdWords,

2. Yahoo Search Marketing (formerly Overture.com).

Here's what John Reese (again) says about these PPC techniques: "In fact, if you want to drive traffic to a new Website ... or, if you want to ramp up the traffic for ANY existing Website ... <mark>then pay-per-click search engines should be your first source of traffic, *before you do anything else*</mark>. ... That's why it's so important to use the pay-per-click search engines as your first source of traffic, before you do anything else. *Because if you can't get any results from this pay-per-click traffic, you can forget about driving traffic from anywhere else.*"

- Pay Per Click (PPC) advertising is the paid option that is resorted to the most by Internet marketers, and especially, <mark>**Google AdWords.**</mark> Since Google uses a revolutionary system called contextual advertising, it has become the PPC program of choice by most marketers. Contextual advertising guarantees that the visitors Google AdWords sends are of high quality, since they have shown profound interest in the subject of your business. You see, by taking advantage of Google AdWords, ads for your Website will only appear in other Websites that are related to the subject of your trade. Your ads will also appear in search engine result pages where the query is about the keywords you have assigned for your ads. The common misconception is that Google AdWords will cost a fortune to use, since you will be paying per click. This is not true. You can actually set a daily cap on the amount you are willing to spend. Once the cap is reached, Google will stop displaying your ads until the next day when the counter is reset. To make Google AdWords a profitable option, try to determine how much you can spend and how big the return of capital is. If you're going to spend $50 a day for the service, make sure that AdWords will deliver more than $50 in the form of sales.

- Make sure that you're hosting your site on an Australian-based server, because you will then be included in the Google.au listings. See our article "The perils of web hosting on search engine placements."

- Don't forget to include alternatives to Google Adsense in your marketing mix. Check out this site: http://www.browseandclick.com

- The three best resource for learning how to properly use Google Adwords are, in order: #1—Affiliate Project X, #1—Adwords Miracles, and #1—Perry Marshall's *Definitive Guide to Google Adwords*. That's right, 3 x #1, not accidental, because I consider them all excellent, but if I was just starting out, I'd begin with Perry Marshall, then go to *Adwords Miracles*, and finally *Affiliate Project X*.

Other PPC Resources:

Perry Marshall's free 5-part eCourse is the best free introduction to Google Adwords. Here's the URL to Perry's free eCourse:

http://domain-name.com.au/adwordsecourse/

Also see our free Google Adwords Supertips:

http://domain-name.com.au/13-google-adwords-supertips.html

http://adwordsanywhere.com

A FINAL WORD ON GOOGLE *ADWORDS*:

Before jumping into Adwords, be warned: Google Adwords can be a ruthless and very cut-throat business, where, if you don't know what you are doing, you'll quickly lose money. So, do your homework well before you jump in!

#4. *Power* Linking

==Did you know== that one good link can bring you as much and more daily traffic than a #1 position on a search engine? It's true!

Did you also know that there are sites out there, thousands of them, who rely almost solely on the traffic they get from links from other Websites? There are!

Find Websites that are appropriate to yours, and ask them to link to your site as a reference because it will benefit their visitors.

Your goal is to fill up your link directory with thousands of link partners. This is the whole goal of good SEO. Use 10 to 30 categories to do this.

To generate ideas for your categories when constructing your reciprocal links directory, go to http://www.about.com and study their system.

Listen Up !

"The ONLY reason people fail at marketing their Web sites properly once they have taken this course is that ***they didn't take it seriously and didn't do the work.*** You have to hate money quite a lot not to take everything in this course seriously and USE it to break past the barrier of "newbie marketing" that most people fail to surpass.

There is absolutely No Good Excuse for failure with the Power Linking system! Unproven, untested courses do not sell for over 3 years if they don't work. ***Power Linking*** *works if you work!*

I have given you a step-by-step plan at the end of this course called "Your Personal 11 Day Jumpstart Hot Sheet" which will pull everything in this course together into an intensive fast-start Power linking campaign that WILL get you the results you are looking for if you put it into ACTION." (Jack Humphrey's ***Power Linking 2***, 2005, 4th Edition)

Jack Humphrey's *Power Linking 2*   **Highly Recommended**

We are proud to recommend a book that actually teaches people ethical, legitimate, REAL methods of driving real customers to their Websites, no matter what their site sells— anywhere in the world!

[Power Linking](#) is about creating the largest possible "web of links" to your site to capture the most traffic possible for your marketing niche!

<mark>"Links, especially networks of reciprocal and non-reciprocal links, still rule the day when it comes to the most powerful Website promotion campaign you can run for your business."</mark> JH

As the author of *Power Linking 2*, Jack Humphrey's says, "Power Linkers who implement a well-rounded reciprocal and non-reciprocal Power Linking Campaign show up in every corner of the Web related to their niche—and they capture the greatest number of visitors possible for their market!"

<mark>Latest Snapshot #1:</mark> Reciprocal-linking does not work as well as it used to for the Search Engines, Google in particular, but always remember the story of the Chihuahua and the Great Dane, as told by Jack Humphrey:

> *"There is an Internet outside the Search Engines. It is a vast deluge of traffic being shared between millions of relevant Web sites. Side-by-side, this traffic makes Google, Yahoo, and MSN search engine traffic look like a Chihuahua standing next to a Great Dane.*
>
> *Understanding this fact is what separates hobby businesses from professional, high-traffic powerhouses. First, it is a plain fact that search engine marketing is one thing, but focusing solely on search engines leaves thousands of other sources of far greater traffic surges sitting on the table.*
>
> *While search engine traffic is important, it isn't the almighty savior of many businesses on the Web as so many people think.*
>
> *Here you will learn how to tap into networks of traffic beyond and above what search engines can send you, even with a #1 listing for your best keyword."* (Jack Humphrey, *Power Linking, 2005*, 4th Edition)

An Example Link Page

A reciprocal link is where two webmasters swap links with each other. Webmaster A puts a link on his site to webmaster B's site, and Webmaster B puts a link on her site to webmaster A's site. A good example of a "Link Partners" page, courtesy of Andy Williams, is found on this page:

http://ez-search-engine-optimization.com/link-partners.htm

You can see the form at the bottom of the page making it very easy for Webmasters to send Andy their details as well as the link text they should use on their site. He gets several requests a week to exchange links, but as you will see, he advises that it is not always a good idea to link to everyone who asks.

Good Free eBooks on the Topic:

How To Get High Quality InBound Links For Your Web Site Success
http://www.xandra.com

Link Exchange for Ranking Success
http://ez-search-engine-optimization.com/search-engine-optimization-newsletter.htm

Best Tools for Finding and Managing Link Partners

SEO Elite

With Brad Callen's *SEO Elite* you can do all of the following with ease :

1. Analyze backlinks using a specified Search Engine.
2. Find and email high Page Rank partners.
3. Analyze allinanchor, allintitle, or allintext.
4. Verify that link partners are still linking back.
5. Find where your site is ranked for a given keyword(s).
6. Find out how many web pages are indexed.
7. Find well optimized web sites.
8. Find and submit using link submission forms.

http://Domain-name.com.au/directorysubmitter/

Arelis   Highly Recommended

Arelis allows you to either type a keyword phrase, or to find link partners that link to your competitors. This latter strategy is a good one because if a site is linking to your competitor, they show a willingness to exchange links and will be more likely to link to you.

http://www.axandra.com/index.htm

Link Proctor

Another tool we recommend is *Link Proctor*. *Link Proctor* can help you find link partners that link to your competitors as well as check up on your own partners to make sure they are still good partners. This tool can quickly tell you everything you need to know about your link partners, or those link partners of your competitors.

Jonathan Leger's 3-Way Links   **Highly Recommended**

A recent and very well-guarded technique has been released to the public and it is called 3-way linking. You should have a good look at this technique as we believe it holds much promise. As the meta tag description of Jon's site says: "*This powerful three way links network is the fastest way to rank in Google.*"

Especially nice about this technique is that it can be set and forgotten. In other words, it does not take a lot of time, since it can be fully automated, and wherever you can automate a task, you should go for it! As Jonathan says: "There are only 3 steps to getting your site started on the path to ranking in Google:

1. Add your domain name into your account with your chosen keywords.
2. Upload a PHP file to your site.
3. Link to the PHP file from your home page.

That's all you have to do. The whole process takes less than 10 minutes. After that everything is automated. The system will start spreading links across the network automatically, performing 3-way link exchanges between your site and other sites in the network. You don't have to touch it again!"

Here's Jonathan's site:

http://www.3waylinks.net

Latest Snapshot #2:   Google doesn't like paid links any more, so it seems. Better to build organic links, Google implores. [Jonathan Leger's blog entry](#) for January 30, 2008, has an interesting review of Google's position on paid links, one that you definitely should read:

"Google's algorithm is unable to tell the difference between a paid link and one given 'freely' (what they consider freely, anyway — more on that in a bit). Why is it incapable? Because there's no technical difference between a link that's been purchased with cash and a link that has been made for some other reason. The HTML code is the same. The only way you can tell the difference is if the site selling the link puts 'Sponsored' or 'Advertisement' or something to that effect on the page, marking the link as paid.

Since Google is incapable of telling the difference between a paid link and a "natural" one, and because so many webmasters are aware of the impact of their site ranking in Google because of links, up until now it's been a natural business decision to purchase links that will help a site rank better. A wise business owner might reason, 'It costs me $1,000 a month in links to rank in Google for keywords that earn me $5,000 a month in profits. That's a sound investment.' And so they've buy, and rank, and earn.

Google isn't happy with this. From their perspective, this de facto process of purchasing rankings undermines the integrity of their algorithm. They want the best results possible to display in the top search results, and from their perspective buying your way to the top isn't 'fair' (unless you buy your way in via AdWords, of course).

Google 'Slaps' the Link Sellers

In an effort to stop this practice, Google manually reduced the PageRank of a number of high-profile link sellers last year, resulting in quite the panic among link brokers. PageRank is the currency of link sellers (even though it's a myth that high PageRank means good rankings), and so they naturally freaked. A PR4 link doesn't command near the price as a PR7 or PR8 link does." Read the full story here on [Jonathan's Blog](#).

But remember, don't fall the Google Tyranny (or any Search Engine's Tyranny, for that matter) … *we all know that paid links work*, no matter what Google says, or does. Jonathan Leger's summation of Google's anti-paid links campaign nails the issue well: "Google's actions will embolden more site owners to buy links!"

#5. Directory Submission Gets You
Tons Of Quality *One-Way* Links

As the Search Engines are evolving each and every day, it's getting harder and harder to get top Search Engine rankings.

The Search Engines now, highly favour, Web sites that have a large number of quality, one-way links pointing to them. Because of this, it's absolutely critical that we consistently try to get other Web sites to link to us, WITHOUT us linking back to them.
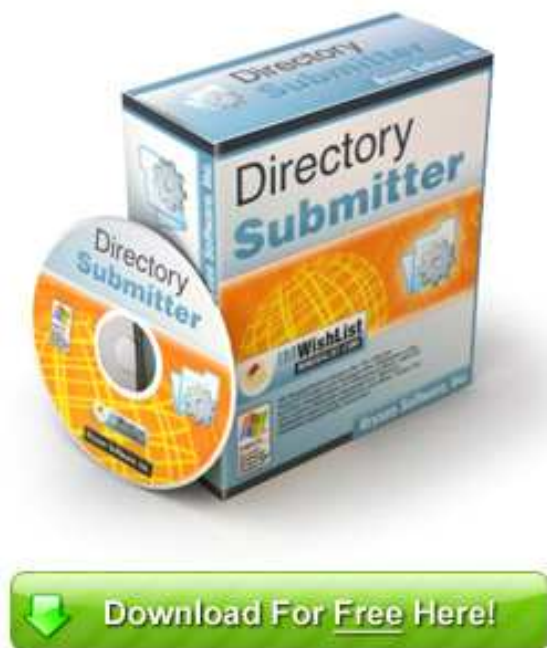
Yes, reciprocal linking is becoming less and less valuable. Submitting your Web site to Web site directories is an excellent way to get, quality, one-way links pointing to your Web site. You see, many of the Web site directories online have a high amount of page rank and have been online for several years.

These are 2 of the most important criteria for determining what a good link is, vs what a bad link is. These two criteria are:

     1. The age of the Web site linking to you

     2. The Page Rank of the Web site linking to you

With that said, many of these directories have both a high Page Rank AND are old Web Sites, giving them more authority and power in the Search Engines.

Not only that, but there are literally thousands of Web site directories on the Internet that are absolutely free for you to submit your website to! While it does take time to find these directories and then manually fill out all of the required criteria to submit your Web site, it is an excellent way to help increase your Search Engine rankings.

There are some good website directory submission software products on the market. The best of which is a product called *Directory Submitter* created by Brad Callen. Essentially you simply enter your Web site details into the software program one time, and then click on any of the 1600+ website directories in the software and it will automatically fill in all of the submission criteria for you. Click the submit button and then your site has been instantly added to the Web site directory.

So, not only does it save you time in finding all of these directories, BUT it saves you an incredible amount of time filling out each and every Web site's submission criteria. To learn more about Directory Submitter, visit the link below:

http://Domain-name.com.au/directorysubmitter/

But, please keep this to yourself, as we would like to keep this our secret weapon :-)

Our recommendation: Highly Recommended

#6. Video … the Wave of the Future

"If your eyes just glazed over when you read the word video … I understand. You'll be pleasantly surprised I'm talking about using video in a whole new way...

How about some proof. Take a look at a fraction of the undeniable evidence supporting why video is a trend worth your attention

Ready?

According to a report released in December 2006 by Mediamark Research, *video usage is up 123.7% in one year.*

comScore Media Metrix research indicated between April and June 1995, 94 Million U.S. based Internet surfers viewed online videos... spending 73 minutes per month on average... EACH!

Emarketer estimates 123 MILLION Americans will view online video every month in 2007

That's just the start.

Obviously, the sheer growth of online video hosting services confirms the trend. There are over 147 as of today. Certainly by now, you know that You Tube was purchased by Google for a whopping $1.65 BILLION in October of 2006. But did you know that You Tube was only launched in February 2005?

Clearly, video is the wave of the future. And the beautiful thing is... ANYONE can ride it. YOU DON't even have to have a video camera, or be even the least bit technical. (I'll cover that soon.)

If you can talk on the telephone and download still photos either from your digital camera or from clip art website, that's all you need. Our system does the rest.

Okay, you're wondering how to get massive traffic from videos. I'll let you in on a little secret ..." **(From *TrafficGeyser.com*)**

To understand the full impact of video in getting a ton of traffic to your site, visit *TrafficGeyser.com*

A couple of further points you might like to consider with video:

- You must be creative and ingenious in your use of video. For example, when you do your video and submit it to third-party sites, there no way to supply a link on those sites, so that you will get zero traffic from the video site. What you will have to do is provide a link back to your own site (or affiliate program site if you do video reviews of new products) in the actual video. To get people to visit you, you will have to make a compelling offer, such as a good free eBook, or report. See Tactic #22. "eBooks, White Papers and Special Reports As Viral Marketing Tools."

- We suggest that you spend time learning how you can make video with free tools, before going further into this exciting new territory. Here's a good free tutorial to get you started …

  http://hartworks.com/blog/youtube/how-to-make-a-slideshow-video-for-youtube-with-free-tools.html

#7. Learn *Web 2* and Social Marketing Techniques

Web 2.0 and participating in Social Networking sites has become the fastest way to get search engine rankings. These are sites with names like: *Squidoo, Digg, Technorati, Delicious, Propeller, Reddit, Newsvine* and others.

Michael Campbell, in his *Internet Marketing Secrets* newsletter of January 10, 2008, Issue #134, says of Web 2.0 traffic-building techniques …

"Here's the secret to top search engine rankings … First I make a post to my blog. Second, I submit a snippet of the post to sites like *Digg* and *Propeller*. I then bookmark my snippet pages on sites like *Delicious, Reddit* and *StumbleUpon*. I then ping the bookmark RSS feeds using sites like *Autopinger* and *Pingomatic*.

What? You thought it had to be more complicated than that? It really isn't. Using this simple process, my original blog post gets top search rankings that last. Very often, pages like my *Propeller* snippets and *Reddit* bookmarks are top ranked as well.

Of course you'll come up with your own tricks and tips over time. (Like *Reddit* is *nofollow* until you get at least one other vote for your bookmark. Simply set up a second account - using a different browser - and vote for your bookmark to make the link normal.)" (InternetMarketingSecrets.com)

Check out the following Web 2.0 Resources:

▪ Howie Schwartz and *Conversation Domination*;

http://www.conversationdomination.com/

▪ Colin McDougall's *Fly on the Wall Club* and *Constant Conversation*:

http://www.flyonthewallclub.com/

▪ Frank Sousa and *Traffic Geyser* (see #5.*Video … the Wave of the Future*, above)

▪ Get the free PDF *[SMARTS Social Marketing Strategy Guide](http://www.stompernet.net)* from Stmpternet.net …

http://www.stompernet.net

- See the *User Generated Content* handbook

With this eBook You'll Discover:

- Everything you need to know about Web 2.0

- 5 Easy-to-implement benefits of user generated content

- How to maximize the benefits of user generated content

- 8 Risks of user generated content

- How to limit the risks of user generated content

- Learn how You can profit from…

- Viral Publicity of Epidemic Proportion!

The User Generated Content Handbook provides step-by-step instructions including checklists and worksheets to assist you in learning all about getting Web 2.0 traffic to your site.

- See the *User Generated Content* handbook

#8. The Money is in the List

i.e. Use Several Methods to Capture Leads

The Ugly Truth from Frank Kern

"You gotta have a list. Anyone who says otherwise is as full of crap as a stuffed turkey.

Listen .I want you to think about something here.

Question: How many 'gurus' do you know who don't have a list?
Answer: None

Question: How many big launches have you ever seen where EMAIL marketing wasn't the NUMBER ONE method of promotion?
Answer: None

Question: How many super affiliates do you know without lists?
Answer: None

In this video series, I show you the incredibly easy and basic method I've used to build a list of over 400K people in my Niche businesses. WARNING: The stuff I'm going to show you is basic, fundamental marketing.

It is nothing fancy or revolutionary.

That's because I'm here to MAKE YOU MONEY .not impress you with the newest fad.

The fact is, the basic fundamentals are ALL I DO .and it's working pretty good.

So if you've ever been frustrated by how hard it seems to build a list, this is for you.

If you've ever wondered why nobody else stepped up to the plate and walked you through the basics of building a list, this is for you.

And if you've ever been a little confused over "setting all this up", this is for you." (Frank Kern)

[Visit Frank's blog](#) to find out more.

Relying on new visitors alone would be disastrous for your online business. There will come a time when you will have exhausted every means to invite new users to visit your Website and you'll be caught in a dead-end. You must have a system set up, right from the beginning, that will compel previous visitors to return to your Web pages again and again. This will give you the sustainable traffic that you need.

It is an established fact that only 2 out of 279 visitors, on the average, will decide to make a purchase. What will you do with the other 277?

If you allow them to walk away, then chances are, you will lose them forever. So the solution is **very simple** … as much as possible, don't let them walk away!

How are you supposed to do this?

Veteran Internet marketers use a follow-up system to capture the contact details of their visitors so that they can somehow convince them to visit their Websites again at a future time. A follow-up system captures the email addresses of visitors and collects them in a subscription for a mailing list.

The heart of every follow-up system is an excellent autoresponder service. An autoresponder service will allow you to prepare your messages beforehand and deliver them according to the schedule you set. Additionally, an autoresponder service will also allow you personalize your messages, well, automatically. Your recipients will be referred to by their given names, and in certain occasions, the autoresponder will even greet them on their birthdays. These, added to the act that an autoresponder service will take care of the subscriptions on auto-pilot, makes it an essential investment for every online business.

Once you have set up your autoresponder to handle your mailing list, you just have to come up with interesting offers to encourage your visitors to sign up for them. This can be done in a variety of exciting ways.

- You can offer *free gifts* to entice your visitors to subscribe to your list.

- You can offer to deliver *a newsletter* (ezine list) containing information about the subject they're interested in. More on this subject in Tip #11.

- You can conduct **a contest**, with their subscriptions as their raffle entries. You could run an essay competition, the best weight-loss (using one of your products of course), get-fit, whatever, tip, your visitors come up with. You could even find a company online that will partner with you by allowing you to give away $100 worth of product each and every month.

- You can offer access to other **meatier portions** of your Website in exchange for their subscription.

- You can offer them **discounts** on your products if they join your mailing list.

- ==One of the greatest traffic builders for your business site is this simple but spectacular strategy:== write a report or white paper ("how to …" topics are always winners) on some topic that your customer's are vitally interested in, then develop an excellent **lead-capture page** (also called "name squeeze" pages) on your Website. Only let your visitors gain access to the report when they have given you all of their contact details, via an online form on your site. They get a great free report, and you get a new hot lead from the information they have given you. Check out [this page](#) for more information on this potent strategy, and see a working example.

There are, of course, more ways to bait your visitors into signing up to your mailing list. By employing a little creativity, you're sure to come up with innovative ways to lure visitors into your follow-up system.

Once they have subscribed to your mailing list, you can start sending them emails with offers of your products. You can even inform them of updates to your Website so that they may decide to check it out. You can use your Autoresponder service to do this.

Two of the best Web-based Autoresponder services on the Net are [AWeber](#) and [Getresponse](#).

If you prefer more control over your Autoresponder, there are two excellent scripts available. One is [Autoresponse Plus](#), which is considered to be the Rolls-Royce of Autoresponders. Nearly as good but not as expensive is the [Parabots autoresponder script](#).

Also don't forget the fundamentals of having a Add-To-Favourites button, and traffic-building scripts like Tell-A-Friend.

Our recommendation: Highly Recommended

We believe there is little difference between Aweber and Getresponse, but we prefer Aweber.

The Money is in the List

You've probably seen and heard it hundreds of times, "*... that the money is in the list,*" so I'll keep this short and to the point ... you must do this is order to succeed online: You should be spending a lot of your traffic-building scheduled time in building your mailing list (call it your newsletter, ezine, or the like).

Getting quality subscribers and qualified leads is no doubt one of the biggest challenge most of us face. Sometimes it seems like the hardest task of all. But it doesn't have to be!

Here are some proven email list-building methods to add leads to your online business email lists:

- **Use Signature Files** in all your emails. Include a short list building promo in all your autoresponders and outgoing emails.

- **Make Forum Postings.** Make it a weekly habit to post messages to forums relevant to your market with a sig file at the end of your message.

- **Use Classified Ads** by buying list-building promo ads in online ezines.

- **Writing Articles** is as important as opening the doors every morning in your bricks and mortar business. You can get subscribers by writing and submitting articles to ezines and to web sites.

- **Use ad swaps at every opportunity.** You can get subscribers from trading ads with other ezine publishers.

- **Recommendations.** You can get subscribers when you're recommended by other list owners.

- **Testimonials:** You can get subscribers by giving out testimonies to people whose work you admire, because usually you're testimony includes your Website or ezine subscribe URL.

- **Figure out productive ways to write viral marketing ebooks, reports and white papers.** You can get subscribers by giving away free ebooks and free reports ONLY after your site visitors has filled in the lead-capture form on your site. In may be to your advantage to offer rebrandable rights to the ebooks, reports and white papers that you produce. The best combination for doing that is to use the software tools that we use to produce this very guide you are now reading. These tools are *Adobe Acrobat 7.0* [2] and Michael Wagner's ViralPDF, the latter allowing you to add rebranding links in all PDF eBooks, which is a great boom for the online marketer.

Our recommendation: Highly Recommended

Each of the above list building strategies do work, and you should be using all of them. But, they're fairly labor intensive and they do take some time to build momentum.

Tip: While you're building your email lists, keep in mind the people who are opting into your lists are still only leads, and not necessarily prospects. It is up to your skill and artistry to take them from leads to genuine prospects, and the only way that you'll be able to do that is by offering an ezine that abides by the first principle of email marketing:

- *Above everything else, give the subscriber something that she respects and values.*

It's your job to build a business relationship with the leads, before you try to sell them anything. So you absolutely must ensure that your first series of emails is all about relationship-building and not about you trying to sell a product or service.

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[2] You can also search online for free Acrobat converters, but a better idea is to get a copy of *OpenOffice*, a replacement for Microsoft Office, which includes a snazy PDF creator, and everything is for free! Our Productivity Resources page has the information and the link you'll need. **Visit the Open Office Web site**

#9. Get a Good Domain Name, and Hosting Early

As soon as possible, and after you have chosen your keywords, buy your domain name. Choose a name that reflects your company name. No have dashes in the domain name, and try for no more than two words in the domain name if that is possible. Then get it hosted right away and quickly put up a one page site that tells who you are, what your product or service is, and that there will be more coming soon. Make sure it is crawled by Google and Yahoo—*let the Search Engines find it themselves*, by linking to it from another site that has already been indexed by the engines. Your Web Designer can tell you more about this.

Register Your Web Address
Before Someone Else Does

Free Report Answers Your Biggest Questions About Domain Name Registration and Web Hosting ...

Have ***Your Complete Domain Name and Web Hosting Guide*** e-mailed to you directly with vital domain and hosting information.

In this free report, you'll learn ...

- The real difference between Web sites, Web servers, hosting, and Domain Name Registrars

- The Perils of Web Hosting on Search Engine Placements, i.e. why you should make certain that your Web hosting company's servers are located in the country that is related to your domain name. In other words, if you have a domain name ending in .com.au, for instance, *you must make certain that the servers are in Australia as well!*

- What you need to know (and don't) about terms like DNS, IP Address, Dedicated IP Address, cPanel, Fantastico, etc

- What your Web host doesn't want you to know about bandwidth and space!

- The key features your Web host MUST have or else kick them to the curb!

- The very best type of Control Panel on the market, and whether you really need a Dedicated IP address for your proposed site.

⊕   And more inside …

Have Your Complete Domain Name and Web Hosting Guide e-mailed to you directly with vital domain and hosting information. Valued at $19.95. Yours FREE. Simply go to the link below, fill in the form, and hit the **Subscribe Me!** button.

http://www.Domain-name.com.au/domain-names.html

#10. Keep Your Site Design Simple and Effective

Keep your site open for the Search Engines by ensuring that their crawlers can freely get around your site, thus getting more of it indexed. Complex Web-design techniques that employ such devices as Flash or Graphics are not spider friendly. The spider gets confused and starts making mistakes and your page gets lost. Here are several pointers that your design must incorporate:

- Employ an external CSS file.
- All Java Scripts should be off the page, in an external file.
- Don't use frames ever!
- Do not create a *Flash* site. If you do use *Flash*, use it like you would an image.
- Be wary of offering too many bells and whistles on your site. They may look pretty, but will not help you make sales.
- Make your navigation simple so that people can get around your site with ease.
- The bottom line: KISS.

Remember that professional designers are just that - designers. They like to build something pretty, and there's nothing wrong with that. But Search Engine spiders don't like that, they like text.

The Latest Eye-Tracking Studies

The latest eye-tracking studies, as they relate to good Web design, make the following recommendations. I think the one-sentence takeaway from this is fundamental to your Web design: *"Design for the average user, not for yourself."*

- Text always attracts attention before graphics.

- Initial eye movement focuses on the upper left corner of the page.

- Users initially look at the top left and upper portion of the page before moving down and to the right.

- Readers ignore banners.

- Make sure your page loads quickly.

- Avoid the use of a lot of big graphic files, especially on your home page.

- Fancy formatting and fonts are ignored.

- Show numbers as numerals.

- Type size influences viewing behavior.

- Users only look at a sub headline if it interests them.

- People generally scan lower portions of the page.

- Shorter paragraphs perform better than long ones.

- One-column formats perform better in eye-fixation than multi-column formats.

- Ads in the top and left portions of a page will receive the most eye fixation.

- Ads placed next to the best content are seen more often.

- Text ads were viewed mostly intently of all types tested.

- Text ads were viewed mostly intently of all types tested.

- Clean, clear faces in images attract more eye fixation.

- Photos with "real" people, not models, perform better.

- Headings draw the eye.

- Users spend a lot of time looking at buttons and menus.

- Numbered or bulleted lists hold reader attention longer.

- Large blocks of text are avoided.

- Formatting can draw attention.

- White space is good.

- Navigation tools work better when placed at the top of the page.

Read the full report ("Scientific Web Design: 23 Actionable Lessons from Eye-Tracking Studies") here:

http://www.virtualhosting.com/blog/category/design/

Here's some more good advice on the subject closely related to the above.

Remember that *on the Net people don't actually read,* they scan for signs of information that will interest them. So they quickly look for bold headers, striking headlines, bold text, and the like. Pay attention to this fact, and you'll have visitors staying longer on your site.

Make sure your site follows all *usabilility rules*. The expert in this field is Jacob Nielson. You should see what he has to say. A few points:

- Make sure your text is not too small, or too light.
- The best interface for reading and browsing is a white background with black or dark text.
- Don't allow PDF files to be viewed for online reading. Make them into .ZIP files for downloading and reading offline.
- Keep to design conventions. Remember that the links on the vast majority of sites stick to a well-worn colour convention, so keep to this.
- Always make sure you're Web Designer has setup a good customized 404-error message page. It's a good idea to add Google Search to this page as well. It is a very frustrating and off-putting experience for visitors to get the generic browser 404-error message. You can provide a much better solution!

The software tool we recommend that you use to keep a check on how the Search Engines can freely get around your site, thus getting more of it indexed, is Leslie Rohde's OptiSpider …

Is Your Site Ready to Rank? ... Find Out With OptiSpider™

" I use OptiSpider everyday in my business. It is invaluable. "

Jerry West, Internet Marketing Expert, WebMarketingNow

Our recommendation: Highly Recommended

#11. Put a Good Visitor-Spying Tool On Your Site

According to traffic-building expert, John Reese, who we'll met later in this eBook, the most important and neglected art and science of online success is tracking and testing: "And the only way for me to zero-in on the traffic sources that are making me the most money… and pinpoint which traffic sources are losing me money… is if I was tracking every single traffic source individually. … Make no mistake, accurate testing and tracking is where 95% of the profits is made online, because it allows you to discard the losers and snowball the winners into bigger and bigger profits."

To know the number of users who visit your Website, you will have to rely on some third party tools that will fetch such statistics for you. Your Web hosting service usually gives you such stats, but these won't suffice for a more discriminating businessperson.

You could consider a more powerful tool for this purpose. The more comprehensive the statistics you derive from your Web traffic, the more specific the tweaks you can make on your Website.

An excellent tracker is Jonah Klimack's ultra powerful [Adtrackz](#) program. With this nifty program, you'll be able to get all the information you'll ever need about your visitors. Ask any marketer online or offline and they'll tell you that consumer behavior is the one factor that can never be predicted. Well, that changed when Jonah came up with [Adtrackz](#).

Use this software to find answers to these important questions:

- Where are your visitors coming from?
- Which Search Engines are they using?
- What keyphrases are they typing in?
- What pages on your site do they visit the most?
- What are the most popular entry pages on your site?
- What are the most popular exit pages?
- What path do they follow when they browse through your site?

Use the intelligence you gain from studying this data to fine-tune your site even more. For example, you can …

- Tweak the most popular page to help you make even more money.

- Find out what's happening on the most popular exit page, and optimize it better.

- Find ways to direct them to the path you want them to follow on your site.
- Fine-tune your keyphrases. For example, suppose you are targeting the keyphrase "green blankets," and you find your visitors are using the keyphrase "green woollen blankets," then you can add another page that is directly optimized for that.

While on the topic of competitive intelligence, aka spying on your competitors, don't neglect to make use of Google's new tool called *Google Suggest*. It's not a spy tool so much as a great market research aid, especially when doing keyword research. See Tip #1 for more information.

#12. Always Include a Good Site-Map

Build a site map with a link to each of your Web pages. Keep it up to date, and provide a description for what's on each page. This will allow the spiders to get to every page on your site, and will help anyone find what they're looking for. Put a text link to the site map on all your pages. Click here for a sample of a good site-map.

Google have recently announced that Google Video Site-Maps have much to offer the online business. For more information see the following video:

Click: http://www.marcliron.com/google-video-sitemaps.html

It turns out that it is VERY important. According to Google, "When you submit a Video Sitemap to Google, we will make the included video URLs searchable on Google Video. In addition, your video may also appear in other Google search products."

Click over to the page and read the complete story by Marc Liron, a Microsoft MVP. You'll find out how Google Video Sitemaps can make it easier for users to find your videos.

The Advantages of Using Google Sitemaps:

http://domain-name.com.au/google-sitemaps-explained.html

#13. Analyse Your Competitor's Links

One of the most important things you need to do regularly, as part and parcel of your normal 'market intelligence,' is keep a close track of your competitor's Web sites, especially those ahead of you in the Search Engine wars. Doing this will propel you way ahead of your competition in anything you do online. Never forget that!

Find out which Websites are linking to your competitor's Website. Do a Google search for your top keywords and visit one of the top 10 Website results and get its URL address. To do this use Yahoo's 'link:' service to see the back links of your competitors. Just type in "link:http://www.yourdomain.com" into Yahoo search (without the quotes). Carefully study the results. Then try to get direct links from those competitors yourself.

Or you could go to www.linkpopularity.com and type in the competitor's URL. See how many inbound links that Website is receiving. You will need to have just as many, if not more, inbound links to have your Website compete with the top ranking site.

Look for answers to the following:

- What Websites link to yours?
- How many Websites link to yours?
- What are the page ranks of the Websites linking to yours?
- What are the page titles of the Web pages linking to yours?
- Do the linking Websites use anchor texts in their links to your Web pages?
- Are the Websites linking to yours considered as "authority Websites?
- How many links are contained in the Website that links to yours?

But we believe the most potent software tool you can use to provide this superior intelligence is Leslie Rohde's OptiLink software ...

Our recommendation:

#14. Article Marketing as a Traffic-Builder

We always advise our customers to try article marketing as it is, without a doubt, the finest Internet marketing strategy that has been developed in recent years. They all have the same question after my recommendation, however: "Where exactly do we submit your articles?"

Well, you could take advantage of the several article directory submission services plying their trade on the Internet. These services range from $15 to $30 and they guarantee that they will submit your articles to at least 100 article directories. This is not a bad deal at all, as it will save you a lot of time.

But if you wish to do things manually, here's a list of article directories where you can submit your articles.

http://www.1st-in-articles.com
http://www.ArticleHub.com
http://www.SubmitYourArticle.com
http://www.thePhantomWriters.com
http://www.ezinearticles.com
http://www.PhantomWriter.com
http://groups.yahoo.com/group/article_announce
http://groups.yahoo.com/group/aabusiness
http://groups.yahoo.com/group/Free-Content
http://www.marketingseek.com
http://businessknowhow.com
http://cerebusWebmaster.com
http://freezinesite.com/articles.cgi?action=add
http://goarticles.com/ulogin.html
http://groups.yahoo.com/group/aageneral
http://groups.yahoo.com/group/aainet
http://groups.yahoo.com/group/ArticlePublish
http://groups.yahoo.com/group/ArticlePublisher
http://groups.yahoo.com/group/articl...use4promotion
http://groups.yahoo.com/group/articlesubmission
http://groups.yahoo.com/group/articles_archives
http://groups.yahoo.com/group/article_announce_list
http://groups.yahoo.com/group/epub
http://groups.yahoo.com/group/ezinezone
http://groups.yahoo.com/group/Free-Reprint-Articles
http://groups.yahoo.com/group/freeezinearticles
http://groups.yahoo.com/group/freelance_promotion
http://groups.yahoo.com/group/FreeWrites
http://groups.yahoo.com/group/freezinecontent
http://groups.yahoo.com/group/Free_eContent
http://groups.yahoo.com/group/hersmallbusiness
http://groups.yahoo.com/group/I_Need_Content

http://groups.yahoo.com/group/netwrite-publish-announce
http://groups.yahoo.com/group/PromoteYourArticle
http://groups.yahoo.com/group/publisher_network
http://groups.yahoo.com/group/qc_reprint_articles
http://groups.yahoo.com/group/ReprintArticles-Paradise
http://opportunityupdate.com/articles
http://www.theallineed.com/submit-articles.htm
http://www.thewhir.com/find/articlecentral/suggest.asp
http://www.top7business.com/submit
http://www.addme.com/nlsubmit.htm
http://www.advertisingknowhow.com
http://www.allnetarticles.com
http://www.amazines.com
http://www.aracontent.com
http://www.articlecentral.com
http://www.articlecity.com
http://www.articlecity.com/article_submission.shtml
http://www.articles911.com
http://www.articletrades.com
http://www.articlewarehouse.com
http://www.authorconnection.com
http://www.boconline.com/sub-art.htm
http://www.business-dynamics.com
http://www.businesstoolchest.com/articles/submit.shtml
http://www.bytesworth.com/articles
http://www.cerebusWebmaster.com/onsite/articles.html
http://www.certificate.net/wwio/ideas.shtml
http://www.clickforcontent.com
http://www.clickforcontent.com/cgi-bin/epro/print.pl
http://www.clickz.com
http://www.connectionteam.com
http://www.connectionteam.com/submit.html
http://www.digital-women.com/submitarticle.htm
http://www.dime-co.com/articlesub.html
http://www.ebooksnbytes.com/articles/submit.shtml
http://www.expertarticles.com
http://www.ezine-writer.com.au
http://www.EzineTrendz.com
http://www.family-content.com/articles/submit.shtml
http://www.freesticky.com/stickyWeb/submit.asp
http://www.freesticky.com/stickyWeb/submitarticle.asp
http://www.goarticles.com
http://www.hitsnclicks.com/contributors
http://www.holisticjunction.com
http://www.home-business-directory.com/addarticle.htm
http://www.howtoadvice.com/Submit
http://www.ideamarketers.com
http://www.ideamarketers.com/writers.cfm
http://www.learningfolder.com/submitarticle.aspx
http://www.Linksnoop.com
http://www.mailbiz.com

http://www.makingprofit.com
http://www.marcommwise.com
http://www.marketing-seek.com
http://www.marketing-seek.com/articles/submit.shtml
http://www.mastersyndicator.com
http://www.maxebook.com
http://www.netterWeb.com/articles
http://www.netterWeb.com/articles/articlesubmit.htm
http://www.opportunityupdate.com/doorwaytosubmit.html
http://www.parentclicks.com
http://www.powerhomebiz.com
http://www.profitpage.com/articles.htm
http://www.readycontent.com
http://www.selfgrowth.com
http://www.simplysearch4it.com/article/articledir.php
http://www.theallineed.com/submit-articles.htm
http://www.top7business.com
http://www.topica.com/lists/freeezinecontent
http://www.upromote.com/newsletter/submit.html
http://www.vectorcentral.com
http://www.vectorcentral.com/articles-form.html
http://www.Web-source.net/articlesub.htm
http://www.Webmasterarticles.net
http://www.Webmasterslibrary.com/submit.shtml
http://www.womans-net.com
http://www.work911.com/cgi-bin/links/add.cgi
http://www.zinos.com/cool/zinos/submitarticle.html
http://www.zongoo.com

Instead of submitting your articles manually, you could do what we do and use this great software application, Jason Potash's Article Announcer , and submit your articles automatically.

Our recommendation: Highly Recommended

NOTE: Domain-name.com.au will submit its client's articles to the following places, as part of the service we offer, using *Article Announcer* software:

- Article Directories

- Article Announcement Lists

- Ezine Publishers

Here's an excellent piece of advice from Jason Potash on the sheer power of article marketing:

"People have often referred to promoting articles as the ultimate free traffic vehicle, the ultimate autopilot technique, the ultimate free advertising method, or call it what you will. It definitely is a very, very powerful, if not the leading method of promoting your business, or sites.

There is no other method that I know that really gives you the biggest bang for your buck. It's not really buck because there's usually not a lot of cost involved. It's just usually some time.

You are establishing yourself as an authority in your marketplace. You are building that repetition of contact. You are building a relationship where somebody is getting constant communication from you. They are reading about you through your words. You are developing a bond with them.

We all know ... people buy from people they like, trust, know, people they respect as an established authority on a topic, and someone they can actually believe in that they know what they are talking about. That's the reason why we follow certain people, whatever it is.

If it's marital advice, buying the latest car, or if its how to develop an online business, we follow people that meet those criteria. You are basically doing exactly that by producing great content, sending it out and promoting it on a daily, weekly, or monthly basis.

As well as getting more subscribers and more leads, I talked earlier in the conversation about even offline when I first got started, and how I was generating leads and prospects. I am talking warm prospects, not cold prospects, people who are qualified to do business with me because they read about me. They've gotten some content from me.

They've learned a bit about me, enough to pick up a phone and say, 'Hey, Jason, I read your article. You really mentioned some great points. I've been thinking about ... I understand you are an expert in this area. I want to talk to you about it.' That's a warm prospect calling me without me doing a single thing.

You can't exactly get that same response by putting an ad in a magazine, online, or putting a banner ad on somebody's Web page. You don't have that same opportunity to connect, bond and gel with that

potential prospect or lead before they actually get in contact with you or hit your Web site. That can happen in many ways. Articles are the king of doing that.

In terms of growing your list as well, you've got dozens of articles out there submitted through all these Web sites, directories and other publishers promoting them for you. All are sending visitors back to your site and giving you a chance to grab that opt-in to capture that person, put them into your autoresponder sequence, make a backend sale, or just put them on your opt-in list. You really can't do that with many other marketing techniques that are out there today. It's another benefit.

Some people want to go ahead and just promote a product or service. They have no interest in collecting leads or putting them in an autoresponder sequence. They just want to drive traffic to that site to get somebody to buy something.

There are very few free methods out there I know that have the horsepower, the staying power, the longevity, and the impact, short-term, long-term and mid-term, than the articles do. Obviously, it's a topic I'm enthusiastic about.

I encourage people to make it a part of their marketingmix. Spend some time investing, creating quality content, promoting it, and to keep doing that. As you're doing it, in the background, it will continue to grow completely behind the scenes without you even knowing it if your content is that good.

... as long as people continue to use the Internet to look for information, articles will be effective. I say that tongue in cheek because that's never going to change." [3]

If you haven't tried article marketing before, give it a shot as soon as possible. It is guaranteed that it will make a world of difference for your online business!

<mark>Latest Snapshot:</mark> There is no doubt that traffic being generated from links in articles that are submitted to the article directories is slipping. The Search Engines, especially Google, are not paying the attention they once did to articles. But, again, don't fall for the SETVS (I call this the

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[3] Potash, Jason, *Article Blueprint Training Guide*, Featuring John Reese, Jolt Marketing, 2005, pp. 94-95.

Search Engine Tyranny Victim Syndrome), by which I mean that there is a massive amount of traffic that comes from places other than the Search Engines, who like to con us into thinking that they, the SEs, are the only way to get good Web site traffic. Remember Jack Humphrey's great analogy of the Chihuahua standing next to a Great Dane? See Tactic #3: "Power Linking." So, keeping submitting articles, because there is a whole Internet world outside of the Search Engines.

But, always make sure that your articles contain good relevant content. Here's a good site to help you do that. It's SEO expert Andy William's Creating Fat Content site.

But an even better resource you should check out is this site:

http://www.articlemarketingdomination.com/

There you will find out that the so-called demise of article marketing has to be taken with a large grain of salt. You will find out that there are many marketers who hold down many #1 positions in Google, and all attributable to a combination of factors of course, one of which is article marketing.[4]

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[4] The others are submitting articles to articles directories, blog directories, and social networking; and good SEO practices on your web pages. Learn this stuff because it will increase your traffic to your site.

#15. RSS Feeds are Now Important Traffic Builders

Real Simple Syndication (RSS) is slowly becoming the universal standard for message transmission over the Internet. RSS is an excellent option for the following reasons:

- Your messages will be delivered straight to the recipient's desktop, eliminating the possibility of your messages being filtered out as spam.

- Your messages will be delivered in real time, meaning, your recipient will receive them as soon as you send them out.

- Your messages can be displayed on all the Websites you maintain.

- RSS feeds can be generated from your blog entries, and sent *instantly* and *directly* to your RSS subscribers. By combining RSS technology with a blog, you are killing two birds with one stone: as you publish to your blog, your RSS feed is automatically created for you by your blog software. This is an important way to develop traffic to your site.

- You should not only mention your blog in every email you send out to your subscribers, prospects, and clients, but you should consider creating a monthly "best of X Blog" emailing of your best blog posts of the month, which will direct people to visit your blog site.

- You should also submit your RSS feed/blog to RSS and blog directories. This site will give you a big list of places to submit your RSS feed: **http://www.masternewmedia.org/rss/top55**

- If you already have a blog, but haven't implemented an RSS feed, use the content from your blog to create as many valuable articles as you possibly can, and submit these articles to the article directories, and promote your blog/RSS feed **in each of these articles.**

- Then add **Google Adsense ads, affiliate links, and/or your own product links** onto your post pages in order to monetize the increased traffic you start receiving as a result of your efforts.

By the way, the best software for building Adsense aware Websites in [xSitePro](#).

- Learn all you can about what's called "*blog and ping.*"

- There are a lot of **other novel applications** being developed for RSS, e.g. turning your RSS feed into a radio broadcast with "Podcasting." Podcasting is simply adding audio files to your RSS feed or blog, enabling subscribers to listen to new information on their computer, through an MP3 player. File size amazingly is kept to a minimum, thanks to RSS 2.0 technology.

- <mark>Try to imagine the traffic you'll get when the next RSS-empowered Windows browser, Internet Explorer 7.0, arrives from Microsoft</mark> (it's actually here already). Get your site ready now and be prepared for RSS to take advantage of all the free traffic it can bring to your Website. Just use the Google-owned http://www.Blogger.com to create your blog - it has that all-important blog search bar at the top of the page!

To start delivering RSS feeds, all you need is an RSS feed generator. These are widely available for free all over the Internet. Your recipients will need an RSS feed reader. If they don't have one, they'll be prompted to download a copy, also for free.

RSS is a relatively new technology that has yet to be exploited. Studies show that by 2010, 82% of online correspondence will be delivered via RSS. This is a very encouraging sign, which is why you should act on this as early as today.

For more important information about RSS and how you should be using it, visit [this page](#).

#16. Start A Blog On Your Site

You should add a blog to your Website, and learn how to add in some really good social marketing (see section *Learn Web 2 and Social Marketing Techniques*). Write a new entry at least once a week. Make sure you allow your visitors to comment or, better yet, write their own entries. This will create even more content on your site and will keep people coming back regularly to see what is new.

See Tip #11 because RSS technology and blogging are made for each other.

NOTE: In our opinion the best server-side blog software is *WordPress*, which is free. It is also worth noting that if your Web Host uses *cPanel* and *Fantastico*, explained here, you can easily install *WordPress* as an addition to your site, because it's included in the hosting package!

Our recommendation: Highly Recommended

#17. Have Other People Add Content

This is one of the most powerful techniques to getting traffic to your Website that I'm astounded at the sheer number of people who are not doing it. There are many people out there who think that building a content site is all about using some fancy software program to automatically generate their site, and then maybe add some articles, and finally throw in some Adsense ads, and that's it. However, there is ***much more to this matter*** than that!

To get content these powerful methods are fairly well-known:

- Writing your own articles, product reviews, "how-to courses," reports and white papers, and autoresponder email mini-courses, and so on, or
- You can pay someone (a ghost writer) to do all of this content creation for you.
- You can have people bid for the opportunity to write content for you at Rentacoder.com or Elance.com.
- You can also use articles from authors who have given you permission to do so, just as long as you keep their resource box intact at the end of the article.
- Or you can use public domain information that you are free to use as you like. Just be careful that the information you're planning to use is truly is in the public domain, and not copyright protected.

However, the real power of content creation lies elsewhere.

When you add all the content to your site yourself, you have to obtain the content yourself, using a variety of methods as discussed above. Either way you have to spend valuable time and money to get the job done. But when you set up the system I'm about to describe, of allowing others to add content to your site, not only is it free, but it will be added automatically without you having to lift a finger!

Think about that for a moment!

You get more and more content added. The search engines love it, and you get more and more of your site pages added automatically, thus bringing more and more people to your site. The snow ball just gets bigger and bigger. Not a bad thought is it?

So what are some things that you can do to ensure this nice scenario starts happening on your Website?

1. Add a **discussion forum** to your site. It doesn't take a great deal of imagination to come up with ideas for such a forum. When setting up a discussion forum for your site, you need to choose a program that allows you to make changes that will allow your discussion forum posts to be picked up by the Search Engines. One of the best discussion forum software systems is phpBB, which is a free download at http://www.phpbb.com

2. **Setup a blog on your site** (see Tip #12 above) and allow visitors to post comments to your blog posts. These comments will get indexed by the Search Engines, and you get more traffic as a result. Make sure though, that when setting up your blog, that you put in place a system that prevents people from sending bogus blog comments and spam to your blog.

3. Take advantage of a fact of human nature: people love to give their opinions about everything under the sun! So, why not set up a system whereby your visitors could add **product and service reviews** to your site. Of course you've got to be careful here, but that is a result of having an excellent product or service in the first place. You'd be surprised how many people in Australia contribute to *Choice Magazine,* which is a consumer protection magazine devoted to this very tactic. Study what goes on in this magazine and their site (just do a Google search). Perhaps there's something you could apply to your own site.

4. Set up a page to allow a month-long, week-long, or whatever, **discussion on some local topic of importance /controversy** in your local district. It could be about the proposed council idea of turning a much-used sporting field into a car-park; or the state of the road into your area, or any one of a dozen other topics.

#18. Join a Traffic Exchange Program

There are free and paid versions available. However, we do not recommend them, and we are only mentioning them to complete the traffic-building options available to you. I would rather view traffic exchange programs as auxiliary strategies rather than main tactics. They should be used only to reinforce full-blown campaigns on other fronts. To find suitable programs, do a Google search on the term.

November 2007 Update News: Google updates its help pages regarding paid links ... "*Buying or selling links that pass PageRank is in violation of Google's webmaster guidelines and can negatively impact a site's ranking in search results.*"

Latest Snapshot: Google doesn't like paid links any more. Better to build organic links where Google is concerned. But remember, don't fall the Google Tyranny (or any Search Engine's Tyranny, for that matter) ... remember the truth of story of the Chihuahua and the Great Dane, found under the *Power Linking* section above.

#19. Use Co-Registration Services

Co-registration services guarantee quality sign-ups that can only boost your business with visitors who are most likely to be converted into paying customers. Co-registration services may not be free, but they are worthy investments, given the fact that they can result in a healthy sales rate for your business.

One of the best co-registration services around is CoRegistrationServices.com

Our recommendation: Highly Recommended

#20. Add The Power Of Press Releases

A press release is a written communication that you submit to journalists in the media (newspapers, radio, television, magazines) who are always seeking content for their news services. Press releases work the same way as articles. The main difference is that press releases are distributed in entirely different venues and they are crafted for an entirely different purpose. Press Release can be used to announce new products, innovations, marketing plans, or the opening of your business.

Useful Article: [How To Write Killer Press Releases](#)

#21. Classified Advertising

If you can afford some added expenditures, you could always try paid advertisements. There are many kinds of paid advertisements on the World Wide Web.

- Some Websites offer real estate reserved for paying advertisers. If there are Websites that attract a great number of visitors on a daily basis, and if such Websites are related to the subject of your business, then they may be worth a try. Also, consider the rates they are demanding and how this would fare for your budget.

- Some electronic magazines, or eZines, offer ad spaces in their issues. The eZine should be relevant to the subject of your business as well, so that you'll able to attract targeted traffic. Also, the eZine should have a substantial number of subscribers for obvious reasons. You can ask the editor for these details. The applicable rate should be commensurate to these requirements.

- There are also free classified ads that you can take advantage of. These are usually sites that are built for the sole purpose of displaying ads per category.

  The problem with this option is that, because it's free, you'll be competing against thousands upon thousands of other advertisers vying for the same market. Additionally, people might not have the patience to sift through thousands upon thousands of ads.

  For this option to work, your ads will need to stand out from the rest of the pack.

- The best source of paid advertising, as far as traffic-building is concerned, is *PPC advertising*, and that deserves a special class all on its own ...

#22. eBooks, White Papers and Special Reports As Viral Marketing Tools

The most popular carriers of a viral business message are eBooks and special reports (sometimes called white papers). These are written works that can be delivered digitally, often sharing informative content that will help people belonging to a businessman's chosen market.

Why are these forms the most popular? Well, it's because they're the most effective. Who wouldn't want free information cleverly placed inside an eBook or special report, right? More so when such information is considered hot and cutting-edge, which will make the said eBooks and special reports doubly irresistible.

And because they are irresistible, they can be distributed more easily.

Imagine if such an eBook or special report contains your Website's link? It would get more and more exposure as more and more people get to read the carriers of the viral business message. And because the eBook or special report contains valuable information, the spread will be facilitated automatically, as your recipients will want to share what you have imparted through the eBook or special report.

Our recommendation: Highly Recommended

#23. Affiliate Programs

Affiliate programs have not been well understood in Australia, and that's a shame. They are great ways to get other people to promote your product or service, and drive traffic to your site. Of course you have to pay commissions to your affiliate force, but the fact is that the greatly increased volume of sales means that both you and the affiliate are winners.

So, study affiliate programs in great detail before you go down this road. Alan Gardyne, an Australian living in Queensland, has a wonderful place to start:

http://AssociatePrograms.com

#24. Thank-You Pages

Did you know that you have been completely wasting the most valuable real estate of your entire Web site? No, not your front page. It's ... your THANK YOU page! ("Aaah! I don't have a ThankYou Page. What do I do?" Still visit this free resource, because there is something this free resource can do for you too.)

A Thank You ad is a revolutionary breakthrough in Internet Marketing technology. Most of the other forms of Internet Advertising such as banner ads, pop-ads, and email advertising have already annoyed people so much that they don't respond to them. But it has been proven time and time again that simple, text and HTML ads still work!

A Thank You ad is simple, non-intrusive, and highly effective. And it show to visitors in the best possible place: on the Thank You page of a site where they have just purchased something. That means that they are serious buyers that have money to spend and are highly interested in the subject that you are advertising. Best of all, they are in the purchasing "state of mind" and already have their credit cards in front of them, ready to be used and to supplement their purchase on your site.

In addition, all links from ThankYouAds™ will open in a new window which means that they will never steal your customers from you, even if you still need them after you have made the sale. There is absolutely no loss to you, but plenty of gain.

Our recommendation: Highly Recommended

#25. *eBook Pro* Traffic Secrets

"Drive 1,000s of buyers to your *Web* site -- for FREE!"

Now you can give away unlimited FREE viral eBooks as "lead generation" tools—and drive 1,000s of qualified shoppers to your Web site...

... without spending a PENNY on advertising!

[Click here to learn how](#)!

Our recommendation: Highly Recommended

#26. Search Engine Portal … Get Your Own

Now you can get traffic to your Website in a most unique way: by actually getting a FREE top keyword position for your Website, and that's for free. This is an opportunity not to be missed. It comes from a fairly new Search Engine called **Big Daddy**. So you have a once-only opportunity to get top position in a Search Engine that one day soon may rival Google. Because you're getting in at the ground floor, you can be number one for your keyword, so give this a lot of thought before you opt for just any old keyword.

Domain-name, as an affiliate of the **Big Daddy Search Engine**, is authorized to Give Away *Unlimited* Free Search Engine Portals + $50 in Free PPC Advertising. Affiliates can upgrade as Sponsor advertisers to display their ads on free Search Engine Portals to further enhance advertising their Web site(s).

SearchBigDaddy has experienced phenomenal growth since it's launch the first of this year — a fact borne out by its enviable Alexa ranking and rapidly growing customer and affiliate base. Troy Warren, President and CEO, is dedicated to seeing Search Big Daddy become the industry's top-ranking PPC search engine. "This search engine was designed specifically for small to medium sized businesses who no longer can stretch their budgets. Bids now on Google that have reached $1 to $5 per click can be had for 1/3 or less at SearchBigDaddy while experiencing the same quality in clicks with it's targeted audience."

Incidentally, the Big Daddy Search Engine searches more than 8 billion pages!

To get your FREE TOP Keyword Position + $50 in FREE Advertising Dollars CLICK HERE to join NOW

Our recommendation: Highly Recommended

#27. *Butterfly Marketing Manuscript*

The Butterfly Marketing Manuscript **is** the report that changed the way marketing is done on the Internet for good! It was introduced by Mike Filsaime and here is his press release:

"A former automobile General Manager from Long Island, New York left the business in 2004 when he was making more money in one month online than he did in one year working at one of the largest auto dealers in the USA.

The man is Top Internet marketer, Mike Filsaime. Mike shocked the marketing community by developing an style of viral marketing known as Butterfly Marketing. This style of marketing launched Mike, like a juggernaut, to one of the most popular names in Internet marketing. Just do a Google on his name and you will see thousands of pages on his name. (He shares the same last name as the executive VP for Nintendo, but you will not see that name anywhere.)

In early 2006, Mike released his home study course to the world and it sold over $200,000 in sales in just 16 minutes. Selling out the entire $1.5 Million dollar inventory in less than 1 month. Just a few months later, Mike's students are now making as much as $100,000 in just 7 days after applying his internet strategies.

Mike has been asked by many book publishers to Author a book called *ButterflyMarketing.* It is rumored that it could become a NY times best seller virtually over night and would change the way people look at viral marketing not just online, but offline as well. Mike has stated it will be a few months or perhaps a year until this would come to fruition.

For now, Mike has condensed is $1497 best selling home study course into a 100+ page manuscript that may only be available for a limited time and at this site: **http://Domain-name.com.au/butterflymarketing/**

It will be interesting to see how many more millionaires are made using his strategies.

Some critiques are even stating that his advertising strategies are so powerful, that soon, Viral Marketing will be referred to as Butterfly Marketing. The term, comes from the chaos theory. How one tiny, seemingly insignificant, change can have huge and dramatic affect on a given outcome over time. i.e. A butterfly flapping it's wings produces tiny

changes in the atmosphere that can one day, many months later, change a sunny day into a tropical storm.

Butterfly Marketing is understanding these small changes in your business that can have you going from dead-end broke, to making Millions of dollars per year. Butterfly Marketing uses viral marketing, to leverage your current flow of traffic. Although Mike Filsaime spends less than a few thousands of dollars per year in advertising, this form of marketing could explode sales and traffic for anyone using any form of advertising once his strategies are put into the current plan.
For more information on Butterfly Marketing, and to see some of the success Mike's students have had in just a few months after learning from him.

Please go to ...

http://Domain-name.com.au/butterflymarketing/

Watch out for the name Mike Filsaime. If you haven't heard of him yet, you will. If and when he decides to publish his book, his name may be as popular in the business world as Robert Kiyosaki. Only time will tell."

#28. Meet Mr Traffic, John Reese

Latest News April 2007: John has discontinued the sale of Version 1 of his master traffic building course, pending the release later in the year of Version 2.

<mark>**A Major 'Shift' Is Happening To Internet Marketing**—You Can Either Embrace It, Or You Can Watch Your Competitors Gain An Advantage Over You!</mark> Every few years, something dramatic happens to a market that really shakes things up. It creates a paradigm shift. It changes many of the "rules" that we have come to rely upon.

This 'shift' is happening RIGHT NOW! And it has to do with how online leads and prospects are attracted to Web sites. In other words, the strategies, tactics, and even "tricks" that can be used in your marketing to drive cash-paying, hungry visitors to your Web sites -- regardless of how many sites you may currently have, or what market they serve. You're about to discover how you can dramatically increase your online sales, but only if you quickly move to implement what you're about to learn ...

As you already know by now, *<mark>lead generation (traffic) is the "lifeblood" of your business</mark>*. Without it, you are in BIG trouble. Possibly even OUT OF BUSINESS!

So Here's Some "Good News"   That Could Explode Your Business!

Many new exciting strategies and techniques have just been revealed for the very first time. These are methods that can almost instantly generate a gigantic boost of fresh, targeted prospects to your Web sites. These are time-tested strategies and methods that have been scientifically PROVEN to work ...

... Proven to the tune of over 1.57 BILLION Web site visitors. (And what's really amazing is that they were attracted to ONE entrepreneur's Web sites.)

And some of those Web sites got more traffic than most Fortune 500 company sites. (All with a marketing budget of less than 1% of what those companies are spending.)

Also, this isn't about some new "push this one button to generate 10,000,000 visitors to your site" type of software product that you see blasted all over the Internet. (We all know that 99.9% of those types of products are nothing but PURE CRAP and hype anyway.)

This 1.57 Billion Web site visitors was produced using an overall systematic "process" that contains many strategies working together. A process that has been fine-tuned and gradually revised and improved for nearly 10 years. It is this "system" that is changing the Internet marketing landscape for lead generation and how traffic is driven to Web sites.

The 'mad scientist' behind these new traffic-generating strategies (and the person that owns the Web sites that got those 1.57 Billion visitors) is a man by the name of John Reese.

But Who The Heck Is John Reese?

John Reese is a 33-year-old entrepreneur from Florida that has been actively marketing online for over 10 years and has been one of the most successful marketers in the short history of the Internet. John is an Internet marketing pioneer that has created, fine-tuned, and scientifically tested thousands of strategies and tactics for generating Web site traffic and converting that traffic into cash.

He has produced several million dollars in online sales for products and services covering over 129 different target markets ... from golfers to new parents, fitness buffs, quilters, bulldog owners, chiropractors, dentists, environmental engineers, corvette enthusiasts, people with arthritis, architects, college students, small business owners, and many many more.

John is also one of the top "super affiliates" in the world, having produced 6-figure affiliate commission checks. You may not have heard of John Reese (until now) but many other people (quietly) have ... John has been working "behind the scenes" for many years, quietly making a small fortune from the Internet.

What many people don't realize is that John Reese is who many of today's top marketing experts and "gurus" turn to for marketing advice and new strategies. Master marketer (and one of the top direct response marketers in world history), Gary Halbert, recently had this to say about John Reese.

"John Reese knows more about selling on the Internet that any man I've ever met. He's the best there is." - Gary Halbert

Many Other People Share Gary's Opinion.

The odds are very good that you've already been "touched" by and have experienced online marketing strategies that John pioneered. (You just never knew it.)
Now YOU can take advantage of John's discoveries ...

For the first time ever, John is releasing some of his "findings" to the public (but only a select few) and this is how you can take advantage of the thousands of marketing tests he has run for YOUR business.

John Reese's "Life's Work" Is Now Available! John worked very hard over the past several months to fully document the entire step-by-step "system" he used (and still uses on a daily basis) to generate those 1.57 Billion (and growing) visitors to his many Web sites. He entire system is taught in a new 7-DVD, 6 CD-Rom tutorial home study course called "Traffic Secrets." You Can Learn More About "Traffic Secrets" And Watch Online Video Demonstrations Of Traffic-Generating Strategies.

You can go right now and watch online video demonstrations (or just read about them instead) of John's latest traffic methods that are changing the face of Internet marketing.

[Click Here To Visit His Site](#) And Watch His Demonstrations:

IMPORTANT: Please Read This Important Note ...

This is only for SERIOUS business owners looking to implement what they learn and do the work it takes to generate (and manage) tens of thousands of news visitors. But keep in mind, once you apply these secrets to your own business, they will work as if on "cruise control."

It's highly recommended that you go and check out what he's been up to ASAP. You definitely don't want your competition to gain an advantage over you with his latest cutting-edge strategies and tactics that he's proven to work for flooding Web sites with red-hot, targeted, cash-paying visitors.

They are NOT a "Fad" that gives spurts of traffic, either. They will continue to work for many months to come. (In fact, the only way to stop the flow of prospects might be to take your entire Website down. It has happened before.)

So I urge you to glance over this site now.

Best Regards,

Brian H Downing Operations Manager

P.S. You can ignore it and let the flood of prospects heading for your competitors sweep you away in the process, or you can do something about it NOW. At the very least learn what it can do for you and your business. Go now to:

http://Domain-name.com.au/trafficsecrets/

#29. Traffic Travis

Product Overview

Traffic Travis is a software designed to help online businesses boost their Website traffic. It is an all-in-one tool for search engine optimization, Adwords management and Clickbank sales monitoring.

Traffic Travis is useful for both novice business owners with a *Web* presence and more experienced internet marketers.

Novice users:

- Introduces the search term tool so they can see if they're using the correct keywords.

- Introduces the concept of analyzing a page for keywords, and the positions of keywords, so they can imitate the techniques of their competitors in terms of keyword placement and density.

- Provides the tools needed to find linking partners and assess their suitability.

- All tools are found in the one piece of software, so it's no longer necessary to find and visit a multitude of *Web*sites to analyze a *Web*site.

- The ability to easily cross-reference results and jump between tools is important for understanding how everything is connected. Without this benefit, *Web*masters with little experience in search engine optimization might miss certain factors of importance.

The biggest benefit of *Traffic Travis* to the novice Webmaster is that it breaks down the job of optimizing a search engine into easy to understand tasks: It's no longer the vague "Oh, I need to optimize my Website! Panic! Panic!". Instead it's "Oh, I need to find popular search terms. And then I need to use them more frequently in my body text, because that's what the other sites are doing." etc.

More experienced users:

- Takes the tedium out of tasks like finding search engine positions, finding backlinks, analyzing keyword density etc. Most experienced users will have found these tools available online on various Websites, but *Traffic Travis* brings these tools and others to the desktop, which saves time hopping around.

- ClickBank stats is an extremely useful tool for affiliates or affiliate program managers (or people who are both!). It tracks ClickBank sales in a searchable, filterable database, and allows users to visualize their sales trends in graph form. ClickBank itself does not provide this capability.

- Adwords manager allows users to manage and monitor their entire Google Adwords campaign from their desktop.

The key benefit for more experienced users is providing a one-stop-shop for search engine optimization, rather than relying on multiple tools on multiple Websites. Being able to easily cross-reference information is also a very important benefit, and allows users to save a considerable amount of time when researching their market and competitors. The Adwords manager tool is so comprehensive and useful it could easily be released as a separate product (in fact there are already products on the market retailing for up to USD$200) but we've built it into while maintaining 's low price.

Bonus features:

While not really a bonus feature (just common sense) it deserves mentioning: We've created an excellent series of video tutorials showing our users exactly how to use . In going through these tutorials, users will also begin to understand what all these "numbers in a box" mean, and how they relate to their *Web*site.
Going beyond this, we've also bundled two excellent e-books into every copy of . We give you an introduction to making money with Google Adsense in Make Sense of Adsense and you can learn how to find more free traffic in Internet Marketer's Guide to Free Traffic. These products sell elsewhere for $34.95 and $37.95 respectively, which together is more than the $69.95 price tag of . We think that's pretty nice.

We also offer customers the option to purchase our excellent e-book " Ultimate Guide To Search Engines" for under half-price when they purchase their copy of . Having all the tools at your fingertips is not much use if you don't understand what you're doing or why you're doing it, or how you should measure success. While itself is very intuitive, there's only so much you can explain in a piece of software. This is an extremely valuable, in-depth introduction to every aspect of search engines and search engine optimization, and definitely helps to put all the functions of into perspective. We have to warn customers: It's not just a fluffy "read in twenty minutes" type guide. This is a comprehensive reference, useful for any *Web*site owner, and well worth small additional cost.

Money-back guarantee:

Anyone purchasing can do so in complete confidence with the 8-week money-back guarantee. If a customer is unsatisfied with for any reason, they can contact us within 8-weeks of the purchase date and be granted a full refund. In addition to receiving a refund, they bonus e-books are theirs to keep.

For more information on *Traffic Travis* go here:
http://Domain-name.com.au/traffictravis/

Our recommendation: Highly Recommended

#30 A number of miscellaneous methods are briefly presented here

1. Leave comments on other people's blogs, and comment sites, with a back-link to your site.

2. Answer people's questions on http://www.answers.yahoo.com

3. Advertise your website in the appropriate category on http://www.craigslist.com

4. Give an unbiased testimonial on a product/service that you have used in exchange for a back-link to your site.

5. Add a link to your Web site in your email signature.

6. Use a custom 404-Error page, one that re-directs visitors to your Home page.

7. Purchase the misspellings or variations of your domain name, or those of your competitors.

8. Buy a domain name related to your niche that is already receiving traffic and forward it to your site.

9. Make sure that all your business cards, your letterheads, and all signage, including your car, t-shirts and other promo items, have a prominent link to your Web site.

10. Send a free copy of your product to other site owners in exchange for a product review.

11. Sell or place classified ads on http://www.ebay.com with a link to your site.

12. Start a lens at http://www.squidoo.com

13. Put a large prominent advertising billboard, with your URL of course, on your vehicles. Drive through the busiest parts of your locality, and if possible, park in prominent positions.

#31. Keep Pace With New Ideas

The three premier sites on the Net devoted to keeping pace with new ideas on getting traffic to your *Web*site:

- Mike Filsaime's *Butterfly Marketing Manuscript* (covered in Tip #25 above),

- John Reese's TrafficSecrets.com (covered in Tip #26 above), and

- Trafficology.com, who have an exceptional offer which will cost you less than $10 to get two month's free access to Trafficology. Find out more here.

Visit these sites and see what they have to offer you. But while you're hunting for the newest fad on the Internet, always keep in mind Frank Kern's perennial advice in the section *The Money is in the List*.

Finally, always keep these factors in mind when doing your traffic-building research:

1. High traffic Websites never throw away any kind of traffic. They constantly endeavor to **set up new traffic streams**, no matter how underrated the method seems to be. For example, Yahoo, uses a low-budget "*tell a friend*" script on their site to encourage people to forward articles on to their friends. Does Yahoo care that anyone can do this with a free CGI script? Of course not. It's just one of thousands of traffic sources they've established which contributes to the overall stram to their site. You should also consider a little piece of code that you add to each page on your site, which is a *Bookmark* script.

2. Whenever you can, **set up as many automated sources** as possible, especially if they are free. And don't be quick to write off free traffic programs either.

3. **Never leave "Viral Marketing" out of your mix** (Viral Marketing is any type of marketing that encourages people to spread your marketing message around for you, such as free reports, ebooks, and white papers, which we have discussed at several places throughout this traffic-building report). Several books have been written on this subject, but still very few sites are taking full advantage of this incredible concept.

4. Remember to always **work hard to get people to return** to your site after they have purchased something, or downloaded a free report. If you're selling a product on your site, remember that most sales are not closed the first time someone hears about a product. Obviously, getting people to come back time and again will greatly increase your chances of closing a sale. You always need to be devising ways to get people to come back and this nearly always involves some sort of incentive. You also have to have a working method to be able to let them know about the incentive e.g. an email newsletter or RSS feed.

5. Never forgot **off-line advertising methods**: press releases, direct-marketing techniques, coasters and place mats, direct mail, newspapers, magazines, match book covers, face-to-face conversations, telephone conversations, radio, television, skywriting, and every word-of-mouth advertising method you can think of ... and never forget this advertising gem from Gary Halbert: <mark>"... by far, the [marketing] option that makes the most money is phone only. That's it's ... **Phone Only!"**</mark> The good thing about the Internet is that, on the phone, you can refer your prospect to more information on your Website, and then call back again to see the reaction.

6. Something never to be forgotten is **the powerful grapevine effect of <mark>personal e-Mail *word-of-mouth referrals*</mark>**, which is probably the most powerful selling tool of all. Way back in the old economy, in the early 1990s, word-of-mouth had a powerful but limited impact on a close circle of family and friends. When people had something positive to refer to others, they'd tell two or three others. A negative experience tallied higher, about ten people! Consider that the average person these days has between 25 and 50 people on their personal email list. And those in *their* e-Mail list also have a 25- to 50-person e-Mail list as well. Taking the more conservative of these two numbers, 25 x 25 x 25 x 25 x 25 x 25 gives you a whopping 244,140,625 people! Go one more iteration and you have 6,103,515,625, nearly the entire population of the world! Think about the implications of this for your business. <mark>So to take advantage of this fact, make sure your Website offers something unique worth talking about.</mark>

7. **Forget about the following** as traffic-builders, no matter how good the offer sounds:

- FFA pages

- Safe lists

- Exit Exchanges

- Traffic Exchanges

- Banner ads

8. **Finally,** and always keep this in mind: if you rely on the Search Engines for the majority of your traffic, make sure you diversify your traffic-generation methods, otherwise, as Google has made clear, you're going to wake up one morning and find that you will hardly be getting any traffic from the Search Engines. You absolutely must bullet-proof your site against Google's, Yahoo's or MSN's latest whims and concerns.

Conclusion

Follow these tips and we assure you that within one year you will be generating a healthy stream of traffic to your *Web*site, which in turn will grow your online business.