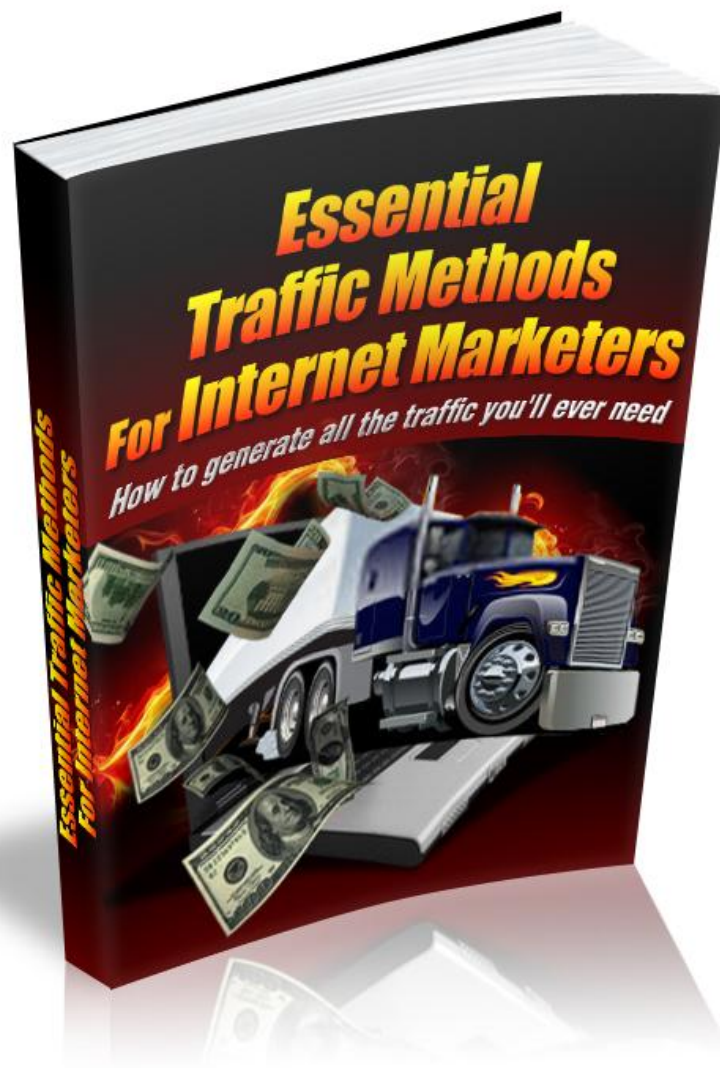# Essential Traffic Methods

For Internet Marketers

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Introduction

Any Internet marketer knows traffic is the lifeblood of all online business ventures. Just because you build it, doesn't mean they will come. Building traffic alerts people, and the search engines that a website is on the Internet. Without traffic, there are no buyers. Without buyers, there is no income, and without income, there is no business. Even if you're not directly selling a product, solely making money on ad clicks, without people there to click the ads, you're not going to earn any income.

This eBook will walk you through the basics of traffic methods you can use, both free and paid, to drive traffic to your website. None of these methods are guaranteed to bring you millions, and none of these methods will present overnight success. No matter how you cut it, Internet marketing takes hard work, and will not bring you instant riches.

In this book, I'll discuss various free and paid methods of building traffic and their advantages, as well as a bit of information about how you can use each of these to expand your business. We'll also cover how to make sure you're getting the most from your paid campaigns, to ensure you're getting a good return on investment (ROI.)

Free vs. Paid Traffic

You don't *have* to pay to advertise your website and bring traffic to it. In fact, there are a number of methods, namely social media related, that enable you to drive traffic to your website for free.

However, free of monetary investment doesn't truly mean free. Something many Internet marketers forget is that time also equals money. If you're starting out on a small budget, you're going to have to invest more time to get your business off the ground, but at some point, the time you spend becomes just as valuable, if not more so than the actual money you're "saving" by using free traffic methods. You'll have to decide what the trade off is for you, and whether or not you can really afford to invest money into advertising.

Another point worth mentioning about free traffic is, you'll likely have to spend a great deal more time before you will see results that make a difference. Though paid traffic won't necessarily have instantaneous results, it generally produces quicker results than by using paid traffic alone.

Ideally, paid traffic is the best option to really get the business up and running. For people who have a limited budget, it is best to use a combination of free and paid methods to get the best results in the shortest amount of time.

Paid Traffic Methods

This section of the report is the most valuable to you. Even if you don't have the intention of running paid traffic campaigns right away, understanding the various methods, their advantages, and how to use them will be key to your business planning and preparations as you grow.

Solo Ads

Solo ads are stand-alone advertisements that are sent out to subscribers on an email list in a specific niche. This is a good way to reach a lot of people at once, without spending a lot of money.

A great tool for finding solo ads that will work for your business is: Safe Swaps. This is a service designed to connect people looking for ad space to those who have the ad space to offer. The service is verified and helps protect you against scams, which is why I recommend you use it compared to going out on your own and finding individuals.
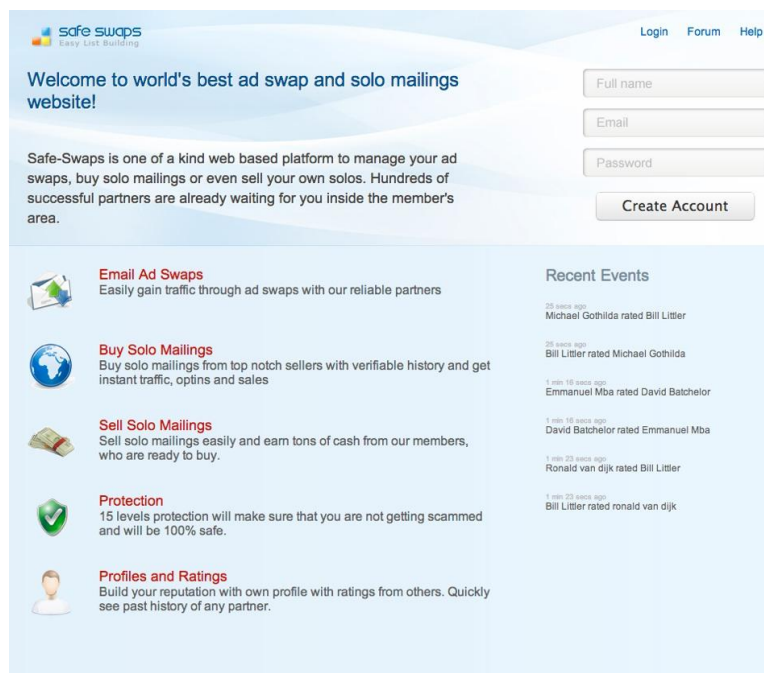
You can start with a free "Guest" account, and reach out to people who accept guest ad swaps. There's a "Prime" membership status that runs for $29.99/month, with discounts for purchasing more than one month at a time. The paid account status opens up more possibilities for solo ad exchanges, and is what I typically recommend.

You'll be able to look for people in your niche offering advertising to their customers. For this to be effective, zero in on your niche as closely as possible, so you'll have a higher chance of conversion once the ad goes out. The specifics of your campaign, such as price and number of views, etc. will vary from buyer to buyer.

Banner Advertising

Banner advertising is also a common method of driving traffic to a website. In this type of advertising, you use a graphic banner placed on another person's website to help drive traffic to your own.

The Internet Advertising Bureau recommends using one of the following eight sizes for your banner ads:

- 486 x 60 Pixels (Full Banner)
- 392 x 72 Pixels (Full Banner with Vertical Navigation Bar)
- 234 x 60 Pixels (Half Banner)
- 120 x 240 Pixels (Vertical Banner)
- 125 x 125 Pixels (Square Button)
- 120 x 90 Pixels (Button 1)
- 120 x60 Pixels (Button 2)
- 88 x 31 Pixels (Micro Button)

It is a good idea to have banners available in multiple sizes, to ensure you can meet advertisers requests.

For banner advertising to be effective, your banner ads must be placed on highly trafficked, niche specific websites, where you know people will see them. What you'll be paying for is the placement of your ads on websites.

The best way to handle this is to sign up with a banner advertising service, like [AdClickMedia](#), to control where your ads go, and the number of clicks you'll be paying for. It also prevents the chance of being scammed, when compared to going out and looking for websites to exchange banner ads with on your own. Since this is also pay-per-click, you won't be paying for ad impressions that don't result in people going to your website.

When evaluating, make sure your ads are placed "above the fold" or where someone can see them without having to scroll on a website. This will enable greater visibility, which increases the chances of your campaign's success.

To ensure your banner advertisement is effective, make sure they are aesthetically pleasing, and are sent to a landing page you can track for conversion rates. If you're not a graphic designer, consider finding a freelancer who can design a set of banner ads for you.

Google AdWords

Google AdWords is a popular pay-per-click (PPC) advertising option. Using this brings traffic to your website, by displaying a small ad next to the search engine results, along the sidebars, of the keywords you bid for. Your ad may also be displayed on relevant websites participating in the Google AdSense service, where they receive money every time their ads are clicked. You will not pay unless your ad is clicked, so you're not spending money on ads that aren't going to bring people to your website.

In order for this type of campaign to be useful, you'll need to choose keywords that are very closely related to your niche/product/service, and choose a specific landing page to send your clickers to. If your keyword selection is not ideal, then you'll be paying for clicks that will not convert to sales for you. Typically, you'll spend money for a few days before really seeing any progress, so you'll need to be prepared to run this campaign for at least a couple of weeks, if not a month.

The good thing about using Google AdWords is, you can pick your keywords, and see how much each click will cost you, before you start running your campaign. You can also set a maximum daily budget, so you'll never spend more than you can afford. Google will run your ads on those keywords until your daily budget is reached, and then stop until the following day. Keep a good eye on your campaign, so you can determine whether you need to adjust your keywords before you spend too much

money. If you notice it doing really well, then you may want to consider increasing your budget, to boost it that much further.

Google AdWords will also provide their own internal tracking system from within your account, so you can see how well your ads are performing, and how many clicks the ads are bringing you. Then, you can compare it with your own analytics data to see how well the campaign is working for you. We'll talk more about ways you can ensure your paid traffic campaigns are working for you in the next section.

To use Google Adwords, create your free account. You may have a starter campaign already in your account.

Click "New Campaign" if you want to start from scratch. Or, use the Starter campaign to familiarize yourself with its setup.

You'll be able to choose whether you want the ads to be displayed just on Google's search results, just on Google's ad network partners (Gmail, Google Finance, YouTube, etc.) or on both. It's a good idea to go with both, as this will maximize exposure, but remember, you're paying for clicks, so it will also increase the likelihood of your ad being clicked.

You'll be able to choose whether you want the ads to display on all devices, or just on computers, just on mobile phones, or just tablets. For best results, choose all devices. You'll also be able to choose the location, your bid amounts for keywords and your daily budget.

On the next screen, pictured below, you'll develop the actual ad content, and see examples of ads. You'll also choose your keywords, and be able to estimate the search traffic to determine if those are the keywords you want to use. Google advises starting out with 10 to 20 keywords. If you've already done your research, you can import them from a spreadsheet.

At this point, you'll set you bids for clicks. You'll be warned if your bid isn't going to be high enough. When you're satisfied with your bids, you can save and move to billing, or you can save the campaign and setup billing later.

Your campaign will not start running until you've put a payment method in your account, so Google can automate billing. You can start and stop campaigns whenever you want, and you can save them for later.

Your hosting company may offer a certain amount of free credit after you've spent money on your campaign. Check you hosting control panel to see if you're eligible for any of these offers.

Bing Ads
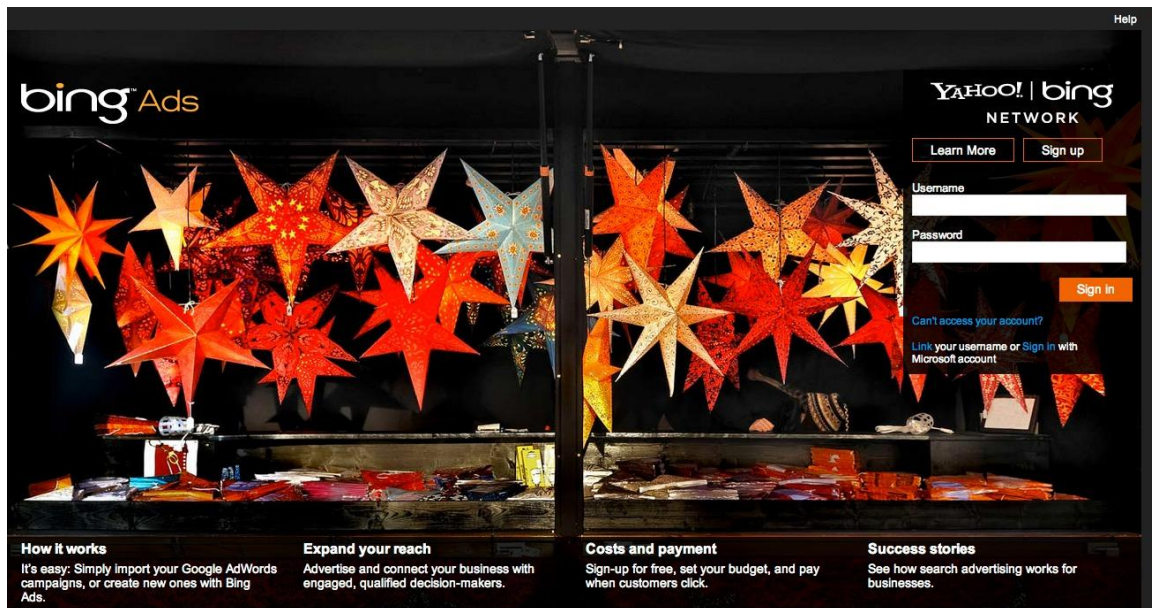
Bing Ads is another type of PPC campaign, but instead of using the Google search engine use the Bing search engine. Though Bing doesn't quite have the traffic Google does, it is a close competitor, and it is a good idea to make use of both of them if you can. If you can't decide which one to use, take a look at your website analytics and see which search engine is bringing more traffic to your website through organic search. If you see more traffic coming from Bing, opt for Bing ads over Google AdWords.

It works the same way as Google AdWords in the sense that you can pick your keywords, write your ads, set a budget, and only pay for ads when they are clicked. To make things easier, you can either import your Google AdWords campaign into Bing Ads, or you can start from scratch.

Using both Google AdWords and Bing Ads is a good way to approach your split testing, to see which ads perform better. We'll talk more about split testing in the next section.

Warrior Special Offers: WSOs

Warrior Special Offers, also known as WSOs are
useful if you're already actively using the
Warrior Forum, a popular forum for Internet
marketers. There's a specific forum thread on
Warrior Forum for this purpose. All you have to
do is pay $40 to run your ad, and you will start to see traffic to your
website, sometimes within minutes of the ad going live on the Warrior
Forum website.
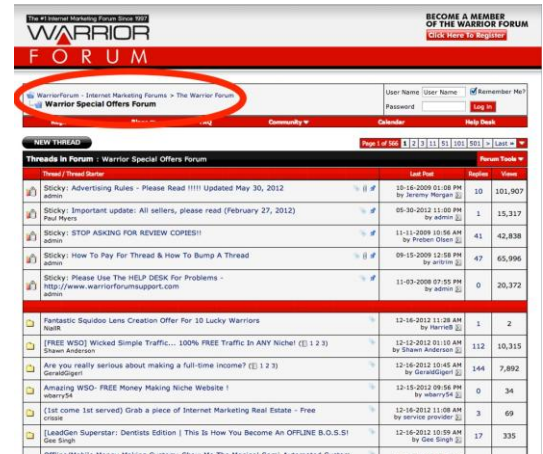
In order for this form of advertising to be effective, your product or service
must be useful to other Internet marketers. For example, Internet
marketers are always looking for ways to reduce their content costs
without comprising quality. Anything that helps other marketers bring in
traffic, make their website design/maintenance easier, etc. is usually a safe
bet. If you're offering an affiliate program, or something you think other
marketers may be interested in promoting with you, it may be a good idea
to post it here.

The key here is a well-written ad. You'll need a catchy title to entice people
to click on your thread. There are plenty of ads posted on Warrior Forum
every day, and yours will not stay at the top for long, though after it
reaches a certain point, you can pay and have your ad bumped to the top
again.

Once people click on your forum thread, you'll need to write good sales copy to really sell your product or service, making sure to offer them an exclusive, Warrior-only deal, to sweeten the pot.
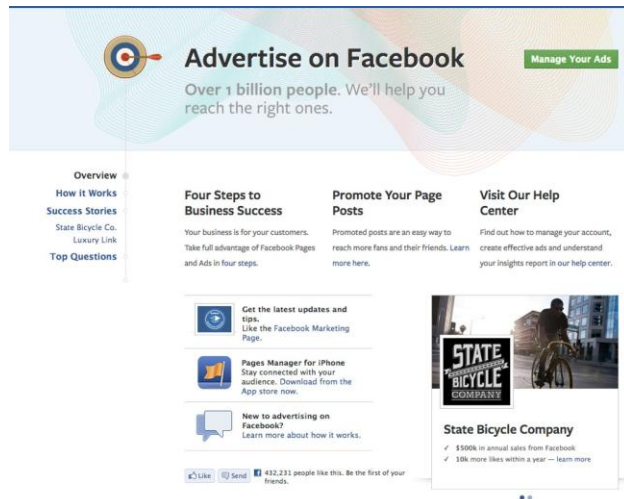
Facebook Advertising

Facebook advertising is a great way to make use of social media to help drive traffic, especially if your fan page is just getting started and you want to increase activity there, too.

Facebook advertising programs work similarly to Google AdWords and Bing Ads, in the sense that you can control your budget on a daily basis, as well as see reports to determine how well the ads are doing. However, there are some significant differences in the way these campaigns work, because you have a few different options.

- **Increase Page "Likes"**
- **Promote Page "Posts"**
- **See Advanced Options**

With the "increase page 'likes'" option, you can choose the page you want to promote, create your ad, and choose where you want the click to send the person to (timeline, photos, or any other page "tab" you may have). You can also include "Sponsored Stories" in people's newsfeeds, for example: "Jane Doe likes "Your Page Name Here" for no additional cost.

With the "promote page 'posts'" option, you can choose a certain post to promote on your page. You also have the option to leave it at a certain post, or to continuously keep your ad up-to-date with the most recent post.

With the "see advanced options", you can set your Facebook ads to run on a cost per click (CPC), or cost per thousand impressions (CPM). This means you can either pay every time the ad is clicked, or for every time the ad is displayed on a page, rather than clicked.

Typically, you'll pay less for each time the ad is served when you're opting to pay for CPM, but you're not as likely to see those convert than you are to see them convert when you pay for the click. However, you are required to pay for the click, regardless of whether or not it converts to a page "like." This is no different than paying for a click on a Google or Bing ad, regardless of whether that click converts to a paying customer.

The main difference between Google and Bing Ads and Facebook ads is that instead of selecting keywords to display the ads on, you'll be choosing the audience you want to expose your ad to.

You choose the:

- Location: Country, State, City, Zip code
- Age
- Gender
- Precise interests
- Broad interests
- Connection to your page: You can show this only to people who are already connected to your page in some way, such as only people who already connected your page, only people who are not already connected to your page, or people who are targeted to certain topics, events, and friends of current connections.

You can also choose people to advertise to based on who they are interested in, their relationship status, their language, their education status, and their workplace, if you opt to use advanced targeting techniques.

You can choose to constantly run your campaign starting on the day you create it (once it's approved by Facebook, which generally takes about 24 hours) or you can set a finite date range to run the campaign.

I advise you to get as specific as possible for your niche. Though with each segment you specify, the total number of people decreases, you're getting more targeted, which means you have a greater chance of converting the people who do see your advertisement.

How to Make Your Campaigns Profitable

When you run paid traffic campaigns, it is important to run them with a plan. Obviously running your campaigns at a higher daily budget will make it possible to pay for more clicks, but if you're paying for clicks that aren't amounting to anything, you're not going to get anywhere. If you're not getting a decent ROI, then the money you're investing becomes a waste. To ensure your campaigns are profitable, you should be engaging in split testing to see which copy/design converts better, and you should be tracking your results. Only when you start seeing good results, should you consider increasing your budget to increase exposure.

Split Testing

Split testing, also known as A/B testing, is a method of testing what works better for your business. For websites, it splits the traffic in half, sending part of the traffic to one or more variants of the pages in the site, and sending the other half to a different variation. This helps you to see how people are behaving, and determine whether the copy/design elements/placement of certain things works better on one option vs. another.

You can do this with your ads, by slightly varying your ad copy for one set of keywords and using a different variation for another set of keywords. Then, you can set the landing pages for each ad to be slightly different version of each other, so you can see which set of keywords is doing better for which landing page. Then, you can switch them around to determine whether it is the ad copy, the keywords, or the landing page that is affecting conversion rates.

You can do split testing with one variation at a time to make it easier to see what is making the impact, or you can do multivariate testing to determine the best possible combination within a shorter amount of time. However, with multivariate testing, you need a considerable amount of website traffic to get accurate results.

For those starting out, run two landing pages across the same ads. Then, run the same two landing pages against a different set of ads. Look at website analytics to determine what did better. Run the landing page that did the best with the opposite ads. Did it still perform well? If not, it's the ad. If so, then it's the landing page.

SplitTesting.com offers free split testing. You can use it to split test anything, from the fonts you're using, to pricing, copy, forms, colors, and images and layout. If you're having trouble analyzing the results and figuring out what to change, the team at Split Testing can help, but you will be charged a fee for this service.

Analytics Tracking

In order to determine which split is performing best in your split testing efforts and how well your ad campaigns are working, it is important to make use of website analytics.

While your ads campaigns will have their own tracking to show which keywords are producing the most clicks, you have to go to your own website to see what those clicks are doing for your business directly.

A good way to do this is with Google Analytics. It's a free service, and is easy to use. All you need to do is sign up for an account, and copy the tracking code it gives you, into your website's header code. If you use WordPress, there are plugins that assist with this. Many premium themes include a place for the code to go, without requiring you to use a plugin.
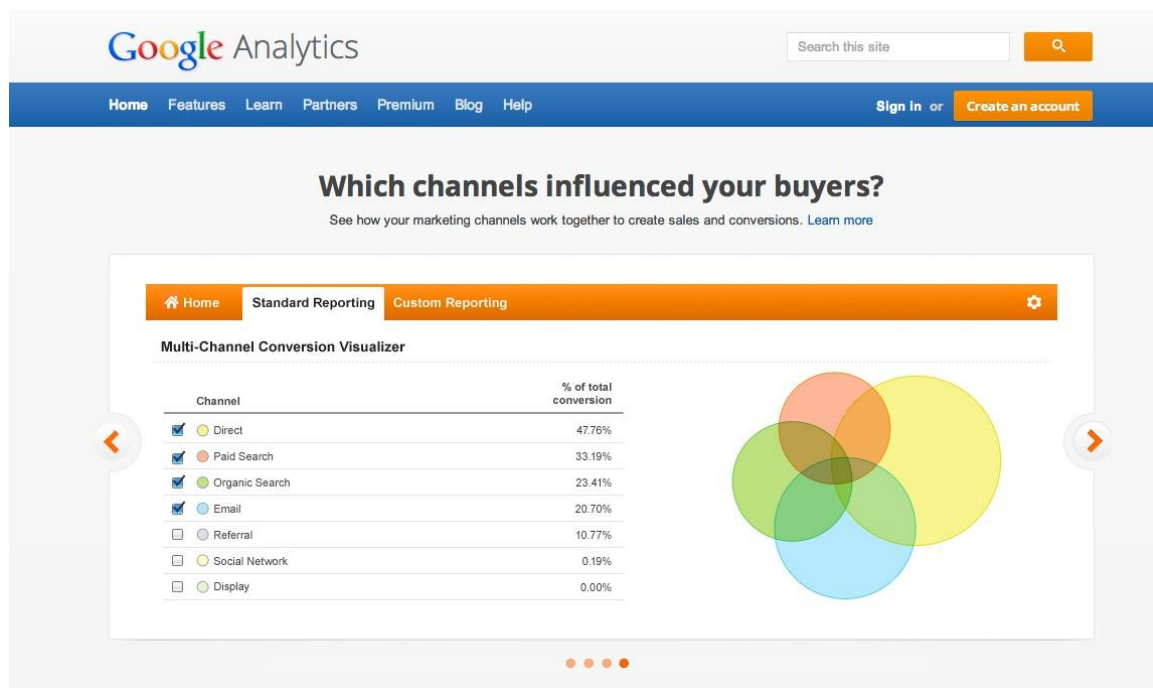
Google Analytics also integrates with Google AdWords, so you can track your campaign there, as well. You can see how much you've spent, what keywords you're doing well on, and more.

Bing does not have their own Bing Analytics tool like this, but Google has added Bing to their analytics, so you should be able to tell what's working

from within your analytics dashboard. However, Bing appears to currently be working on an analytics product, as well.

When looking at your analytics data, look for the traffic coming to your landing pages. Set a different landing page for each campaign to determine which campaigns are working. Look at the bounce rate, and length of time on site. If you have a high bounce rate, this means people are not spending a lot of time on your website, for any number of reasons:

- They're not finding what they're looking for.
- Your site is taking too long to load.
- Your copy isn't converting well.

Also take time to look at their exit pages. Are they taking time to look around at other pages on your site, or are they leaving straight from the landing page? If you see that people aren't sticking around, try making adjustments to design and page copy using split testing, to see what that does. Keep making adjustments until you start to see a low bounce rate, with a higher amount of time spent on site.

Important Tip: When you set links on your own site to open in a new window, this causes Google to "reset" their timer. Keep links to pages within your own site set to open in the same window, so Google Analytics can get a more accurate measure of time spent on site.

Free Traffic Methods

If you're running on a tight budget, there are several free traffic methods you can use to start driving traffic to your website. Remember that when you opt for free over paid marketing tactics, you will have to invest more time, and the results are typically slower.

Forum Marketing

Forum marketing is a good way to generate traffic to your website, but it will only work if you're providing something of value to the forum members. In other words, you can't just join the forum and start posting anywhere and everywhere, just for the sake of posting. The best thing to do is to set up your forum profile with your website URL, and include your website URL in your signature, so it's automatically included in every post you make on the site.

The key is to make sure you find forums where your target audience is frequently found. You can do this by searching Google for "forum + your niche." Once you've found a forum or two related to your niche, then it's time to start looking for places where you can be useful.

Look around the threads, and if you see someone asking a question, take the time to answer it. Don't sell your product or service, unless it provides a legitimate answer for their problem. Instead, offer your expertise and extend a hand to help, if you're able to do so.

The more actively involved you become in the forums, the more you'll establish yourself as a expert in the field, so people will learn to trust you and what you have to say. When you're a credible expert, you'll start to see traffic come from the effort you've put into forum marketing.

Video Marketing

Video marketing is another good way to generate traffic to your website. It takes a bit more time to develop videos, though, so you'll need to create a balance in the time you spend using this method with other methods, until you see that it is working well enough for you to continue.

If you have a computer/Internet related niche, making videos is much easier for you, because you can use screen-casting software to record your screen while you talk. You can use it to share tutorials related to your product or service. This also an excellent option for people who are camera shy, and don't want to physically appear on camera but still want to make use of video marketing.

If you regularly engage in conference calls, where your interested customers can come to learn more about your product or service, you can use screen-casting software to record the session, and then include this as a video, too.

Screen-casting software options include:
- **AVI Screen:** Free
- **Cam Studio:** Free
- **Adobe Captivate:** Commercial
- **Screen Flow:** Commercial, Mac software
- **Jing:** Free, with limitations

Other niches will have to invest in a video camera, if you don't already have one, and spend time editing videos to make them useful to your audience.

To do this, you'll want to sign up for a YouTube account. Since Google owns YouTube, having a dedicated YouTube channel where you post videos can naturally help with your search engine optimization to improve your traffic numbers.

Invite people to become subscribers to your YouTube channel by including a link to it with your social media icons. Subscribers will be notified whenever you post a new video.

You can also include your videos in blog posts, giving you yet another cross-promotional tool. If people find your blog post, they can be drawn to your YouTube channel, and vice versa.

Twitter

Twitter is another excellent free traffic promotional tool. It may take a while to see results with this method, because you need to take the time to build an audience of followers who are targeted to be your potential customers.

It's important to get involved and interact with people on Twitter, and it's equally important not to constantly "toot your own horn." If all you do there is talk about yourself and your products or services, no one will listen, and you'll quickly get lost in the abyss.

Much like you would do with forum marketing, you should take time to find things to share with your audience that are of use to them, regardless of whether or not they originate with you. A good rule of thumb is to share your own content 10% of the time, while sharing others 90% of the time. By creating relationships with people on Twitter, you may be able to find

others who are willing to share your content with their following, in exchange for you sharing their content with yours.

To make this easier for you, [Prismatic](#) offers a collection of material for every niche/subject you can think of. You can automatically get share links, and then, to save even more time, use HootSuite Pro or similar software to schedule your tweets and other social media updates. This should not, however, take place of actual interaction with your followers. Use it to save time, but never to fully automate the process. People need to know there is a real person behind your Twitter profile.

Facebook and Google+ Groups

Facebook and Google+ groups are much like forum marketing, except they use the social media networks as their platform, rather than stand alone forums. The best way to use these tools is to search the networks for groups where your target customers are already active.

Become actively involved in those groups, but never by spamming the groups with your product or service advertisements. You'll be removed from the group, and you may compromise your social media accounts. Instead, look for ways you can become helpful. Answer questions, and offer to be available for questions whenever possible. Never participate in a group for the sole purpose of promoting your business. It will show, and people will start to ignore you.

When you start to see your own brand/community expand, you may want to start your own Facebook and/or Google+ group to allow your followers to come together and discuss your product/service. They can talk about how it's helped them, how they want to use it, ask for advice from other users, etc. all while providing a real customer testimonial base for your

perspective customers. It can also serve as an excellent customer service vehicle once your business is up and running.

Conclusion

At this point, we've covered the basics of how to use various free and paid traffic methods to increase traffic to your website. What methods and what money you spend to do it is all up to you. What works for one marketer, may not work for another. What works for you in one niche, may not necessarily work in another.

For those of you with low budgets, do not be discouraged. You can build traffic without spending money, but it will take longer than spending money to build traffic.

For those of you who do have money to invest in paid traffic, to make the most of your investment, pay close attention to what your spending and what results it is giving you. If you find that you're spending money on something that is not producing the results you were looking for, make adjustments to ensure your investment has a good return.

Paid traffic will yield faster results, and allow you to invest your time in other areas of your business. Free traffic will not require money, but the time investment may take you away from other critical areas of your business.

If you're considering paying someone to assist with traffic promotion, it may be a better option to pay for the traffic promotion in the first place, rather than paying someone to use the free methods, just for the sake of freeing your time.

With a better understanding of the various methods you can use to increase your website traffic, you will be far more successful. If you're not sure which path you should take, consider using a combination of both free and paid traffic methods to generate a burst of traffic to get you started. When results start coming in, invest a bit more into paid traffic, and watch what happens. Eventually, you'll reach a point where you can stop investing in paid traffic if necessary, and focus on building your community/brand with social media efforts, solid customer service, and word-of-mouth.