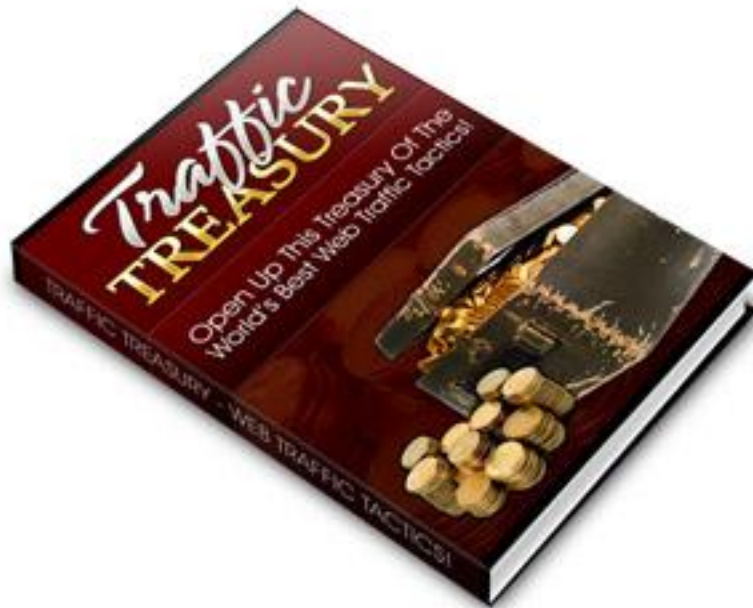# TRAFFIC TREASURY

Complete Guide To Generating

Unstoppable Traffic And Powering

Up Your Marketing Campaigns.

LEGAL NOTICE:

Disclaimer

Please note the information contained within this document are for educational purposes only.

Every attempt has been made to provide accurate, up to date and reliable complete information no warranties of any kind are expressed or implied. Readers acknowledge that the author is not engaging in rendering legal, financial or professional advice.

By reading any document, the reader agrees that under no circumstances is the author responsible for any losses, direct or indirect, that are incurred as a result of use of the information contained within this document, including - but not limited to errors, omissions, or inaccuracies.

Table Of Contents

Introduction To Traffic Treasury

When it comes to being successful online, regardless of your niche market or whether you are developing your own products or working as an affiliate marketer, the lifeblood of any online business is in being able to generate highly targeted, consistent traffic to your websites, landing pages and squeeze pages.

Without traffic, you will struggle to build a customer base, generate revenue or even build a brand online.

It's as simple as that.

General, bulk traffic however is useless apart from sucking bandwidth and potentially causing your server to crash. What you really need is relevant target, the kind that consists of crowds of hungry buyers and prospects who are genuinely interested in your products and services.

You've probably tried to generate traffic with a number of different strategies online, and perhaps you found it all too confusing or time consuming. Traffic Treasury was written so that you are able to follow a step by step action plan, that will help you instantly

flood your website with an unlimited amount of traffic, quickly, easily and absolutely free.

While I'll also cover paid traffic strategies including press releases, the majority of the techniques featured within this guide will cost you absolutely nothing but your time, to implement and set into motion.

If you are a new online marketer or entrepreneur, utilizing free resources will help you get started with little to no investment cost, and as you begin to build your online business and start to make money with the products and services that you sell or promote, you can start to spend more money on outsourcing your marketing campaigns and consistently automating the process.

To begin however, I'll help you set up a complete traffic generation system that you can manage and maintain completely on your own, so that you can minimize costs and focus on making money, rather than spending it.

Within this traffic blueprint, we'll cover:

Search Engine Optimization Strategies

These are simple, yet critical elements that you must include within your website pages in order to position

yourself within the search engines and drive in consistent, organic traffic from your within your target audience.

Simple Keyword Research

In order to build the most effective, targeted campaigns, you need to know what keywords are being used by potential prospects so that you can incorporate these keyword phrases into your content and marketing campaigns (ex: article marketing, SEO, etc)

Generating Back Links – Off Site SEO

To maximize your exposure, you need to build a solid back link strategy, consisting of high quality, authority back links from relevant websites in your market.

Automated Traffic System

To leverage your time, I'll show you exactly how you can set up a rock solid PPC campaign that runs on complete auto pilot! Simply rinse and repeat these strategies for every new advertisement you create.

Article Marketing Quick Start Plan

Discover how you can set up a high profit article marketing system that will drive in fresh traffic every day, while simultaneously generating back links to your website and increasing your position within the search engines.

These strategies are incredibly effective in helping you establish an online presence while furthering your brand, and are guaranteed to set your hit counter on fire!

I've broken down each chapter into an action plan that is comprehensive and easy to apply to your own online business, regardless of your experience in marketing.

By consistently implementing these strategies, you will be able to maintain your positioning and continue to maximize your outreach, effortlessly.

Chapter 1:   Simple Keyword Research

In order to build the most effective marketing campaigns possible, choosing appropriate keywords is a vital component in being able to penetrate your market, and reach out to your target audience.

Having a relevant, optimized keyword swipe file is an important element in nearly every traffic strategy online, from article marketing to effective search engine optimization.

By identifying what keywords are being used by your target audience, you can ensure that your content is focused on implementing these keywords and keyword phrases, so that your website appears within search engines or directories whenever a potential prospect enters in similar keywords, searching for information in your niche.

There are two types of keyword phrases or terms, known as "head terms" and "tail terms".

Head keyword terms are shorter keywords and phrases, while tail terms (otherwise called long-tail) are longer keywords consisting of three or more words in

length, or that have less competition than directly competitive keyword phrases.

For example, "true crime mystery book" would likely be searched for far fewer times per month than "books".

Head keywords tend to have a higher search volume but are more competitive, while long-tail keywords have a lower search volume but are often far easier to rank for. The best SEO campaigns will always include both long tail keywords and head (shorter) keywords and phrases.

When it comes to conducting keyword research and compiling a listing of possible phrases to use, a large majority of new marketers give up, believing that analyzing and evaluating keywords is simply too difficult or time consuming.

Overlooking the importance of having a solid keyword swipe file will directly impact your ability to generate highly targeted, relevant traffic to your website, so it's extremely important that you learn exactly how to conduct keyword research as well as how to use these keyword lists that you create.

If you are new to the idea of all this, rest assured

that the process is actually incredibly simple, and better yet, by following this step by step action plan, you will be able to create as many different keyword lists as you need, in a matter of minutes.

One thing to keep in mind before we begin to evaluate potential keywords, however, is that there are certain keywords in your market that will be very difficult, if not impossible to rank for.

Usually these keywords are the primary keyword phrases in your market, such as 'weight loss' or 'golfing'.

The reason why it's exceptionally difficult to rank for these keywords is simply due to the mass amount of competition who is also focusing on these keywords, many of which spend a great deal of money every day within pay per click marketplaces, ensuring that their position in the market is maintained.

Rather than spending a lot of time trying to rank for overly competitive keyword phrases, it's always best to try alternative phrases, keywords that are still used by the majority of your customer base, but aren't so competitive.

These are often referred to as 'long tail keyword phrases', because they consist of multiple words in one

sentence, such as ' weight loss system for women', or 'golfing guide for newbies'.

When it comes to general keywords (otherwise referred to as broad keyword phrases), competition is fierce and as previously mentioned, it would cost you a great deal of time and money to compete for these keywords, however choosing long tail (specific) phrases, you can still reach out to your market and drive in targeted traffic, while minimizing the time and costs involved in circulating your message and maximizing your exposure.

So, how can you begin to evaluate potential keywords and determine what is being used by your prospective customer base?

It all begins by using free tools and resources found online, including keyword evaluation tools such as http://www.Wordtracker.com , http://www.KeyCompete.com , http://www.Compete.com or Google's Free Keyword Utility.

With the KeyCompete tool, you are able to extract keyword lists from those used by your competition within PPC marketplaces and campaigns.

You are also able to instantly evaluate the

popularity of a specific keyword phrase based on the number of websites that feature these keywords within their website's overall content.

Evaluating what keyword phrases your competition is focusing on is a great way to determine what keyword phrases are being used by potential visitors, in fact, following this method will save you an incredible amount of time since they've already done the work for you!

www.Compete.com

Compete provides information including keywords and rank used by competitors in your market. They can be used to tell which keywords your competitors are targeting, and which ones they are ranking for.

This can help you compete on a new level with them.

What better way to beat out your competitors in the SERPs than to actually target the exact same keywords?

www.WordTracker.com

WordTracker is one of the most well-known and popular keyword tools.

Its results aren't the most accurate in terms of traffic numbers, but it does give you a wide variety of keywords.

It is said that you should multiply the numbers it gives you by around 3-10 to get an accurate reflection of the total number of searches on Google, or on all major search engines.

The paid version will allow you to get unlimited keywords at a time, but they also have a free version available at http://freekeywords.wordtracker.com that will give you 100 keywords at a time.

Here is a quick start action plan to exploring potential keywords quickly and easily:

Visit:
https://adwords.google.com/select/KeywordToolExternal

What you need to do is enter in a keyword phrase that describes your market or product.

Example: If you were selling an ebook on Acne Cures, you could enter in keyword phrases such as "how to cure acne" or "how to treat acne".

The Adwords Google Keyword suggestion tool allows you to enter in a keyword or phrase from a possible niche that you are considering so that you can evaluate

existing competition, active keywords based on popularity and overall use.

When you enter keywords into the Google Keyword tool, you will be able to generate extended listings that feature various keywords associated to the main keyword that you entered into the search box.

how to cure pimples		880	1,900
how to treat acne		9,900	9,900
how to clear acne		8,100	6,600
how to prevent acne		5,400	4,400
acne pimples		9,900	8,100
acne home remedy		14,800	12,100
clear acne		74,000	40,500
acne treatments		110,000	110,000
how to get rid of pimples		27,100	12,100
getting rid of acne		8,100	8,100
pimple cure		2,900	3,600
pimple treatment		6,600	12,100
cure pimples		4,400	6,600
cure acne		90,500	74,000
acne scars		201,000	135,000
acne remedies		74,000	60,500

The first column provides you with alternative keyword phrases that you could use within your content as well as with search engine optimization or promoting your product within PPC marketplaces.

The second column indicates the level of competition,

and in our example above, nearly all of the featured keyword phrases are being heavily targeted by competitors.
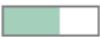
The third column indicates the estimated number of searches for each particular keyword, based on monthly volume.

Sometimes it takes a bit of time to find a good number of solid keywords that you can use that aren't so heavily targeted by competitors, but by using Google's Keyword tool, you will be able to generate hundreds of potential keywords for each niche market you are involved in, and then by dissecting each keyword list, you should be able to compile a reasonable number of keywords to use within your marketing campaigns.

Taking a closer look at additional results generated from the Google Adwords Keyword tool on the acne niche reveals a variety of long tail keyword phrases with less competition.

how to cure zits		Not enough data	170
how to cure redness		Not enough data	170
acne vitamins		12,100	9,900
zit removal		880	880
acne diet		14,800	18,100
how to cure whiteheads		Not enough data	170
how to heal acne		Not enough data	1,300
rid of acne scar		1,300	1,000
acne natural remedy scar		590	390
acne scars cure		1,600	1,600

This keyword tool is incredibly helpful in locating keyword phrases that you might have otherwise overlooked or perhaps never even thought of using.

Since this tool pulls information stored by Google based on type-in keyword searches from its main search engine, you should always spend some time evaluating potential keywords before creating your content, so that you can focus on developing highly targeted material that implements a number of these keyword phrases.

Another way to conduct keyword research is by simply evaluating existing competition in your market (who is ranking in top position and for what keywords).

You can peak into the source code of competing websites

as well as generate a detailed analysis sheet consisting of back links, external traffic sources, on-site keywords and other important data that will help you directly compete with the top ranking sites in your market by using services such as:

www.Compete.com and www.SEODigger.com

Another quick way to evaluate the level of competition for various keywords is by using the major search engines and directly entering in your keyword phrase, as shown below:
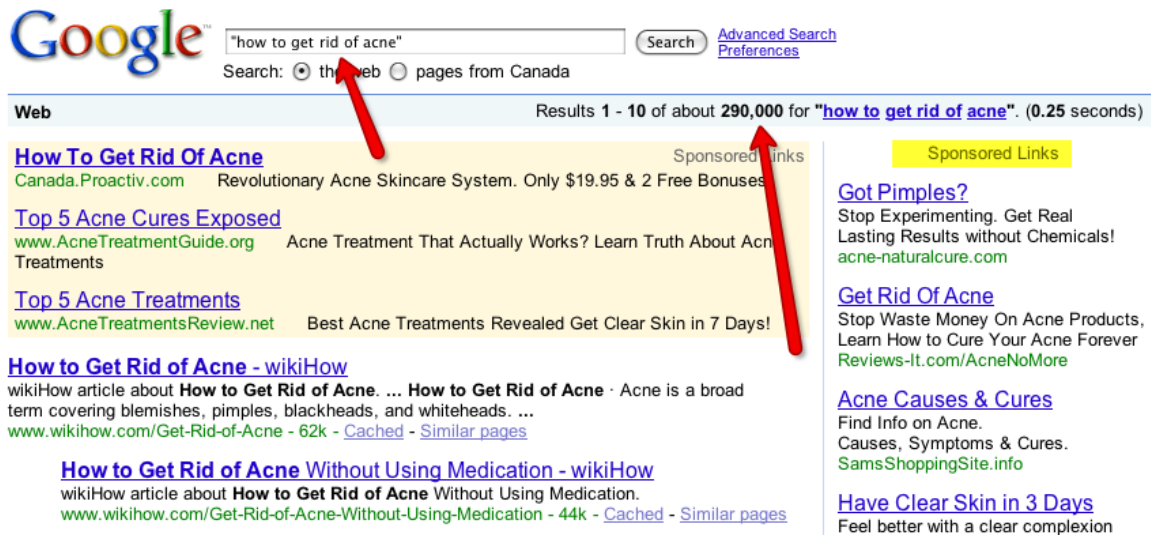
The phrases you should target in the beginning should ideally have fewer than 150,000 results in Google when you search for them in quotes, like this. "Keyword phrase here".

As you can see in my example above, the keyword phrase "how to get rid of acne" has generated over 290,000 results alone, meaning that this keyword phrase is quite competitive and may be difficult to rank for.

Enter in different keyword phrases, wrapped in quotations, until you find 10-12 phrases with less than 150,000 results.

The reason you should always conduct your keyword search terms by wrapping your text in quotes is because of relevancy and keyword proximity.

Google and other search engines give more weight to sites with an exact phrase quote than when the words aren't in such close proximity, so by wrapping your text in quotations (example "dog training tips"), only pages that feature your entire keyword phrase will appear within the search results window.

Other Resources:

Google Trends

http://www.google.com/trends

Ebay Pulse

http://pulse.ebay.com

Yahoo Answers

http://answers.yahoo.com

Chapter 2: Quick Start SEO Tactics

Search engine optimization plays an important role in helping to drive targeted, organize traffic from the major search engines, like www.Google.com or www.Yahoo.com

SEO is exceptionally easy to set up on each of your websites, even if you have absolutely no experience in search engine marketing or optimization.

When it comes to SEO, one thing you should know is that search engines do not rank entire websites, but rather individual pages. This means that you have to focus on optimizing every single webpage on your server, rather than just your index page.

In fact, you may end up finding that one of your

internal pages carries more weight or a higher position in search engines like Google, than even your main index page does, based on the keywords you have incorporated into your content, and your overall structure.

With SEO, there are two factors that work together to help you rank within the search engines, and maintain a top position. These two elements are called 'on site SEO' and 'off site SEO'.

With on site SEO, it involves manually optimizing every page on your website, from its title tag, keywords used within content to the way that your site map or overall structure is created.

With off-site SEO, you are focusing on building solid back links to your website.

When it comes to SEO, there are important structural elements that you need to implement into your webpages in order to ensure that your website ranks as high in the search engines as possible. This includes title tags, meta description tags, meta keyword tags as well as implementing a site map so that spiders are able to successfully crawl, explore and index all of your main

pages as well as all internal (sub) pages.

Let's take a closer look at how you can quickly
optimize your website for top search engine results:

Title Tags
Search engines rely on spiders to crawl websites and
index pages appropriately. When a spider (otherwise
referred to as a crawler) lands on your website, the
first thing they take notice of is your domain name and
your website's title tag.

A title tag should include a description of what your
website is about, rather than just including your
website's URL, you should always incorporate your
primary keyword phrase into the title tags of each
webpage you own.

Example: Instead of just calling your index page "Your Domain
Name", include your primary keyword in your page title as shown
below:

High Quality PLR Ebook Packages: Content Grab

http://contentgrab.com/
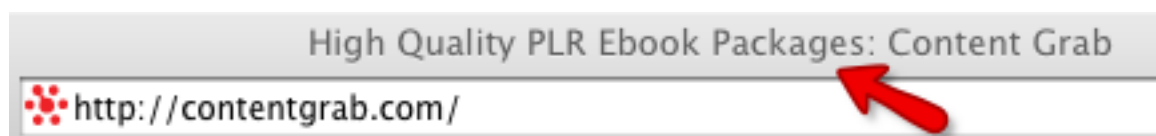
In Google, the title tag becomes part of your website's

description as shown below:

The title tag can be found in the head area of your HTML document. It is placed between title tags, like this:

```
<meta http-equiv="Content-Type" content="text/html; charset=UTF-8">
<title>High Quality PLR Ebook Packages: Content Grab</title>
```

You want to make sure that you use different title tags on every single web page, that way you are able to rank for different terms rather than just one.

Header Tags also play an important part in search engine optimization, because by using head tags within your website's content, you are able to highlight important text on your website, ensuring that search engine spiders pay special attention to the text contained within these head tags.

And because you also want to be able to showcase specific text to your website visitors, such as headlines, or bullet points, using head tags helps you emphasize important information found on your website.

Another very important element to SEO is including a site map on your website. What a site map does is helps both visitors and search engine spiders navigate their way throughout your pages and categories, by outlining all of the different areas of your site.

You can create a sitemap very easily by using free services such as:

http://www.XML-Sitemaps.com

Start by entering in your main website's URL as shown below, selecting the change frequency to daily.

You will want to update your sitemap each time you add new pages to your website, so that it is kept up to date and so search engine spiders are instructed to re-visit your website to index the new pages.

Starting URL

Please enter the **full** http address for your site, only the links within the starting directory will be included. For instance, "domain.com" and "www.domain.com" are **not** the same.

http://www.traffictreasury.com

Change frequency

Daily ⬍

Click the 'Start' button to generate your new site map.

Next, download the file and upload it into your public_html folder.

Finally, create a free Google Webmaster account at: http://www.google.com/webmasters/sitemaps/siteoverview and add your sitemap's URL so that you are able to instantly update it, at any time as well as monitor traffic stats for your entire website.

When it comes to developing your content so that you are optimizing your website for the search engines, you should pay attention to keyword proximity, prominence as well as the order of your content itself.

The prominence of your keyword is based on the first instance of where it appears within your content. A keyword phrase that is used at the end of your content will be considered less relevant than a keyword phrase that appears in the first portion of your content or article.

This means that you need to ensure that you implement your primary keyword phrases into the first half of your content, so that it is given more weight when search engine spiders index your website.

Keyword proximity is also very important in terms of search engine rankings because it indicates to the search engines that these keywords are related to one another.

For example, if you search for the keyword phrase 'dog training tips' in www.Google.com you will pull up listings of websites that include the keyword phrase 'dog training tips'. Without quotations, all websites that feature the keyword dog, training and tips seperately will also appear in your search results.

Since you want to rank for specific phrases, rather than just individual keywords, you need to do your best to focus on close keyword proximity, so that search engine spiders crawling your website index entire phrases rather than singular keywords.

Anchor text is also exceptionally important in search engine optimization.

With anchor text, you are describing a link, whether it is internal (one page linking to another) or external (where you link to an outside website).

Example: A regular link would look like this:

www.InternetWealth.com but an anchor text based link would look like this: How To Create Wealth On The Internet

Anchor text is important because it allows you to rank for specific keywords, rather than just for your main website's URL.

When creating internal and external links, you always want to do your best to focus on including your primary keyword phrases, and that you vary the text used so that you are able to rank for different keyword phrases, rather than just one.

This is exceptionally important with off-site SEO when creating back links for your website as well.

The last element of effective SEO is in your website's SILO, which is the overall structure and organization of your website itself. The best structure (SILO) involves categorizing your website.

For example, if you run a website that covers various hobbies, you could categorize your content based on each topic:

www.example.com/stamp-collecting

www.example.com/coin-collecting

and so on.

With websites based on blog platforms such as Wordpress, this is automatically created for you within the software itself, but for static HTML websites, you will need to manually create individual folders on your server that feature keywords relating to each sub section of your website.

If you only focus on one topic that doesn't contain sub topics, you can still break up your content and categorize it based on individual topics.

For example, if your website is focused on traffic generation, a well structured SILO would break down your content into individual categories including:

www.example.com/articlemarketing/index.html
www.example.com/searchenginemarketing/index.html
www.example.com/PPC/index.html

To link to your SILO structure, you would include direct links to each category from your main index page, and then each category on your server would include individual pages or articles based on its topic.

For example, your main index page could feature a column linking to all internal categories like this:

You see SILO's commonly used with content management systems like Drupal or Joomla, as well as Wordpress as an easy way to organize and structure content.

Setting up your website using a well defined SILO will help you rank for individual categories, pages as well as help you maintain your website as it continues to grow.

One important factor in developing your SILO is that you use relevant keywords to describe each category.

To determine the best possible keywords, simply head on over to www.Google.com and search for a potential category title, in my example I am considering "Acne Solutions" as one of my SILO categories.

Make a note of the website listing that appears for the first 3-5 listings in the search results, ignoring the sponsored ads and focusing only on organic results as shown above.

The first listing that appears for my keyword phrase is www.AcneSolutions.org

Next, load up Google's Keyword tool as mentioned in our previous chapter:

https://adwords.google.com/select/KeywordToolExternal

Check the radio button beside "Website content". This will open up a section for you to enter a website URL.

Enter in the first website URL that appears in Google's search results after entering in your intended keyword phrase:

You will see that the keywords are grouped into sections. At the top of each section you will see "Keywords related to **keyword phrase**". Each of those keyword phrases is a category.

Showing keywords grouped by these terms:
treatment for acne (7), acne treatment (41), acne scar (15), for acne (7), skin care (7), acne product (6), acne (92), pimple (7), Miscellaneous keywords (18)

Keywords	Advertiser Competition ⓘ	Local Search Volume: April ⓘ	Global Monthly Search Volume ⓘ	Match Type: ⓘ Broad ⇕
Keywords related to **treatment for acne** - sorted by relevance ⓘ				
laser treatment for acne		6,600	5,400	Add ⌄
treatment for acne scars		5,400	4,400	Add ⌄
treatments for acne		12,100	9,900	Add ⌄
treatment for acne scar		1,300	1,000	Add ⌄
light treatment for acne		1,900	1,000	Add ⌄
home treatment for acne		1,900	2,400	Add ⌄
natural treatment for acne		1,600	1,900	Add ⌄

This is a great way to generate category titles that are already ranking well in the search engines and are being entered in by potential visitors.

Take notes of additional keyword suggestions provided by Google's keyword tool when investigating each of the top five websites, so that you can create a keyword swipe file that will help you develop highly targeted, fully optimized content for the search engines.

Chapter 3: Off Site SEO Strategies

When it comes to off-site SEO, it's all about generating solid back links to your website from relevant authority websites.

Off site SEO refers to search engine optimization techniques that are not performed on your website itself, but are influenced by external factors.

There are many different ways of establishing quality back links to your website, including:

Link Exchanges
Blog Commenting
Forum Marketing
Directory Listings
Social Bookmarking

The number of back links isn't as important as the **quality** of the back links, so you want to always focus on building back links from established websites, and directories.

In addition, one way back links are of greater value than reciprocal links, where you are required to link back to the website linking to you.

When it comes to back links, you will want to pay attention to using anchor text based links that consist of relevant keywords, while using several different variations of the text within each back link so that you are able to yield better results in the search engines.

To avoid losing weight in the search engines, it's always best to gradually build back links to your website, so it appears more natural than purchasing hundreds of back links within a short amount of time.

In order to generate high quality back links to your website, you need to be proactive in focusing on consistent link building and networking with other relevant websites in your market.

You also want to ensure that your website is consistently updated with fresh content, and that you are equally focused on on-site SEO as you are with off-site SEO so that your website can benefit from both internal optimization, as well as continued growth from high quality back links.

One easy way of creating a back link strategy is by analyzing existing competition in your market, and determining who is linking to them, and what anchor

keywords they are using.

Yahoo's search engine provides extended results when it comes to researching a website's back link structure.

To start, visit http://www.Yahoo.com and in the command:

Link:domain.com

Example: Link:www.InternetWealth.com

This command will instruct Yahoo's search engine to compile listings of the number of websites that link to a particular page.

Later on, once you have established back links to your website, you can always check where your links are coming from by returning to www.Yahoo.com and entering in:

site:www.yourdomain.com

You can also evaluate your own back links by registering for a free Google Webmasters account at: http://www.google.com/webmasters/sitemaps/

Let's take a closer look at how you can begin to

generate back links to your website from credible sources:

1:   Directories

With online directories, you can add your website into specific categories and instantly establish back links to your website, just be careful not to over-do it!

You want to develop a natural back link campaign, so that you are not penalized by the search engines for what may appear to be 'link spamming' or participating in link farms.

A few directories to consider are:

http://www.DMOZ.org
http://www.Lii.org
http://www.Info-Listings.com
http://www.Buzzle.com
http://www.MasterMOZ.com
http://www.maxpromo.com

You can also hire a service that will submit your website into specific directories.

Just be sure to provide a listing of relevant categories that you would like your website to be

submitted to, as well as a keyword list to be used with anchor text.

Here are a few services worth checking out:

http://www.blendz.net/
http://www.directorysnob.com/

A great way to automate this is with "Instant Directory Profits" found at
www.InternetWealth.com/directoryprofits

2: Social Bookmarking

By far, this is one of the most popular methods of building highly effective back link campaigns.

With social bookmarking, you can easily generate traffic to your website, by submitting your website URL into social communities like www.StumbleUpon.com or www.Digg.com which allow users to share their favorite sites with other members of the community, as well as post comments regarding the website content.

Here are the top 20 social bookmarking websites for generating fresh back links to your site. All of these contain DO follow, ensuring links leading to your website will count within the search engines as a valid back link:

1 - http://slashdot.org (PR9)
2 - http://digg.com (PR8)
3 - http://technorati.com (PR8)
4- http://www.furl.net (PR7)
5 - http://www.backflip.com (PR7)
6 - http://www.hugg.com (PR7)
7 - http://www.mixx.com (PR7)
8 - http://ma.gnolia.com (PR7)
9 - http://www.connotea.org (PR7)
10 - http://mystuff.ask.com (PR7)
11 - http://www.reddit.com (PR7)
12 - http://www.dzone.com (PR7)
13 - http://www.folkd.com (PR7)
14 - http://multiply.com (PR7)
15 - http://www.searchles.com (PR6)
16 - http://de.lirio.us (PR6)
17 - http://www.dotnetkicks.com (PR6)
18 - http://www.bloghop.com (PR6)
19 - http://www.plime.com (PR6)
20 - http://www.bibsonomy.org (PR6)

3: Blog Commenting

When it comes to adding comments to popular blogs as a way of generating a back link to your website, you want

to ensure that your comment is useful or informative, so that you don't run the risk of having all of your comments removed by the blog author.

Don't request that readers visit your website, nor should you include the link to your website within your comment itself, but instead, include it in the «URL» field of the comment box.

You should also never include affiliate links within your comments, but instead focus on generating traffic to your own website's main page. One of the best tactics to use in order to build back links from blog commenting, as well as in generating consistent traffic to your website, is to develop an article or content that offers helpful advice, or information, rather than leading them directly to your salespage.

To determine whether a specific blog will count as a link back, you can download the free Firefox plugin at: http://www.quirk.biz/searchstatus/

It's also important to use anchor text within your blog comments, especially if you want to rank for various keyword phrases.

For example, if a blog or website is linking to you, rather than feature a link like this:

`<a href="http://www.yoursite.com">Your Domain Name </a>`

You would want to use something like this:

`<a href="www.yoursite.com">` **Relevant Keyword Here** **`</a>`**

Chapter 4: Automated Traffic System

In order to drive in as much traffic on a consistent basis as possible, you need to set up an automated system that once activated, continues to power your website with fresh traffic every single day.

One of the easiest ways to create an automated traffic system is by harnessing the power of pay per click marketplaces, like Google's Adwords.

In case, you are unfamiliar with what PPC entails, here is a brief summary of how it works:

Visit http://www.Google.com and enter in any keyword phrase you wish, such as 'Acne Solutions'.

The advertisements that appear under the 'Sponsored Listings' on the results page are PPC advertisements, as shown above.

Advertisers can create as many advertising blocks (and

campaigns) as they wish and by bidding on keywords, their advertisements will appear within different positions.

First of all, above all other forms of advertising, PPC marketing is the fastest way to get your message across and in front of thousands of potential customers and prospects.

In fact, within minutes of creating your very first PPC campaign, your advertisement can begin to appear whenever keywords are entered into the search engine that trigger your advertisement.

When it comes to PPC, there are a few terms that you should be familiar with, including:

CTR which stands for Click Through Rate

CPC which stands for Cost Per Click

In order to create an effective PPC marketing campaign, you need to focus on building campaigns that include targeted keywords for your niche, as well as action driven ad copy, titles and body text assigned to each ad block.

If you are new to PPC marketing, you can create an

account at http://adwords.google.com/select

Here is a quick start guide to setting up your first PPC account:

Click on the "Start Now" link to begin the quick and easy registration process. It will only take roughly ten minutes to set up your account before you will be ready to customize it and create your campaigns.
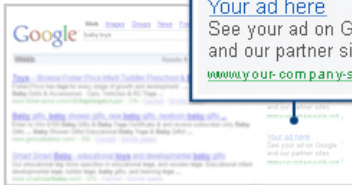
On the next page you will be given the option of either creating a Standard account, or a Starter account.

Starter Edition
Advertise a single product or service with simplified options. Recommended for those who are new to Internet advertising. Move up to the Standard Edition at any time.

○ I have a webpage.
○ I don't have a webpage. Help me create one.

Standard Edition
Use our full range of AdWords features and functionality: advanced bidding options, multiple campaigns, conversion tracking, and more. Recommended for experienced Internet advertisers and medium- or large-sized businesses. *

* A website is required to sign up. Don't have one? Choose Starter Edition.

I recommend creating a Standard account to ensure that all of the features available within Adwords are available to you.

Once the system has created your account, you will be asked to confirm your request by logging into your email account and validating your Google Adwords account by clicking on the link contained within.

The first time you log into your Adwords account, you will be asked whether you are interested in focusing your advertising towards specific demographics, based on location or language.

Personally, my focus is on English speaking customers as that is my primary language and the language in which my website is created in. I also choose to

include a wide variety of countries including Canada, United States, Australia, United Kingdom, Japan and so on. Setting these options will depend on how wide-scope you wish your outreach to be.

Are you interested in only advertising to those within your own country?

Perhaps your product or service is only available in specific countries, or maybe you wish to showcase your advertisements in front of as many people as possible.

You will need to determine this within your Adwords settings to ensure that your advertisements are only triggered when a user enters in your keywords from an IP address within your permitted country list.

This flexibility and control over how your ads appear, and to who, allows you to better target your customer base, eliminating the costs to reach your market, by ensuring that your advertisements only appear whenever customers from a specific geographical location, nationality, and/or language enter in relevant keywords that trigger your ad.

In order to set up an Adwords account, you will need to pay a one-time activation fee, however you will be able create your advertisements prior to paying the set up

cost, your advertisements will simply not go live until you do.

With Adwords, you are able to create an unlimitednumber of campaigns that target different keywords, or groups.

This is an easy way to set up multiple advertisements and split test campaigns to determine what will produce the best results, just be sure to keep an eye on your overall preformance and consistently monitor your progress, so that you can eliminate ineffective advertisements and minimize your costs.

When it comes to developing the highest converting PPC campaigns, your keyword research is an important part in ensuring that you are effectively targeting the right keywords based on your niche market.

These keywords should be highly relevant and speak directly to your potential customer.

Furthermore, because you are paying for each click to your advertisement, you want to minimize freebie seekers, by focusing on pre-approving visitors based on your keywords. Avoid using terms like 'free' so that only genuine buyers will click on your ads and visit your website.

When it comes to Adwords, the higher your maximum bid, the higher your advertisement placement within the marketplace. Your daily budget will also reflect how frequent your advertisement appears and based on your overall quality score, you can end up paying less per click for a higher placement within the listings.

Your quality score is determined based on your overall campaigns preformance, so the higher your CTR (click through rate), the lower your cost per click will be.

This means that you need to ensure that you are using highly relevant, targeted keywords within your PPC advertisements.

Your CTR is determined based on the number of clicks that your advertisement receives based on the number of times your ad appeared within the marketplace.

For example, if your advertisement appeared 100 times and only 10 people viewing your ad clicked on your link, your CTR would be determined as 10%.

(CTR is defined by the number of clicks divided by the number of impressions).

In order to create your first campaign, log into your Adwords account and click on 'Campaign Management'.

Campaign Management | **Reports** | **Analytics** | **My Account**

Open up the 'Active Campaign' section of your account and create your first online campaign. You will be able to choose whether to create a keyword-targeted campaign or a placement targeted campaign.

Placement targeted campaigns are based on specific websites featured within Google's content network, whereas keyword targeted campaigns are what you'll ultimately want to focus on, which involved targeting specific keyword groups.

In order to maximize overall preformance of your PPC ads, you need to pay attention to the entire structure of your ad block, including title, body and even the URL you use to direct people to your website.

When creating your advertisement within your PPC administration panel, you will need to assign specific keywords to each ad block.

Start off with 5-10 keywords and gradually add in additional keywords as you begin to see progress with your PPC marketing.

This way, you won't become overwhelmed with trying to

monitor and manage exceptionally lengthy keyword
phrases and will be able to determine which ones are
best performing, and which ones you should remove.

You will also have to set a daily budget for your PPC
campaigns. I suggest starting off with only $25-50
until you become more experienced with developing high
converting campaigns and improving your overall quality
score so that your cost per click is lowered
accordingly.

When it comes to creating your advertisement itself,
each ad consists of four main elements:

Advertisement Title, body, Display URL and Destination
URL.

Headline:	Your Great Title	Max 25 characters
Description line 1:	List of benefits, highlighting	Max 35 characters
Description line 2:	why someone should click...	Max 35 characters
Display URL: ?	http:// www.YourSite.com	Max 35 characters
Destination URL: ?	http:// www.yoursite.com	Max 1024 characters

Save Ad   Cancel

You want to focus on action driven titles, so that you
are able to capture attention and motivate potential
customers to click on your link and explore your
website.

Make sure that your titles are relevant and include your primary keywords.

If you aren't sure where to begin, spend some time evaluating what your competitor's are using and model your advertisements in a similar way.

Just make sure that you are using exceptionally targeted keywords within your title as well as your actual advertisement content (body) as well.

Highlight the benefits of your product or service, and trim down any unnecessary words as you are restricted to a very small amount of space in which to get your message across.

One final note on the importance of monitoring your overall performance is that in order to ensure that your campaigns are worthwhile, based on the costs involved versus the earnings generated from your exposure, it's important that you keep on top of your overall conversion rates, rather than just your CTR.

Google Adwords offers several tools and resources that will help you evaluate your campaigns and track your progress, so do your best to use these effectively, and get into the habit of consistently testing and tracking your results.

Chapter 5: Easy Traffic Action Plan

In our final chapter, I am going to cover some of the easiest methods of generating instant traffic to your website, absolutely free.

Here is what we'll cover:

- ❖ Social Marketing
- ❖ Press Releases
- ❖ Article Marketing
- ❖ Forum Marketing

Social Marketing

Social marketing, which involves both interacting and engaging with your target audience, as well as setting up individual webpages on communities including Squidoo and HubPages.com

Squidoo is an exceptionally popular service that allows users to create one-page websites referred to as 'lenses'.

With Squidoo being an authority website with search engines like Google, each time you build a lens, you are able to rank for specific keywords used within your page's title and content itself.

It's a very effective strategy for generating back links and generating traffic to your website.

Squidoo also offers additional modules that you can integrate into your lens pages, including the option to incorporate an opt-in form into your page, so that you can begin to develop an email list of prospects.

You can also earn money from within the Squidoo community based on affiliate commissions generated from the different modules and add-ons that you inject into your lense pages, including Amazon modules, and Adsense.

http://www.Squidoo.com

Another similar service that allows you to develop one-page websites that rank heavily within the search engines is available at www.Hubpages.com

With Hub Pages, you can also earn revenue from different add ons that you decide to implement, but are

also able to add tags to your hub pages for better ranking within the search engine.

With Hub Pages, there are a few restrictions in place that you need to pay attention to, including:

You are only permitted to feature two external (outgoing) links on each hub that you create.

Your content was be unique, (no PLR allowed) and high quality.

You are not permitted to use excessive tags.

As long as you focus on developig high quality hub pages, you can benefit from the popularity of the Hub community, as well as the back links from each hub page that you create.

Make sure when you create external pages on websites like Hub Pages or Squidoo that you interlink your pages to your main website's URL.

By cross linking from remotely hosted pages to your own main site, you will be able to develop a solid back link campaign, quickly and at absolutely no cost. This

is also a very effective method of ensuring your website is indexed.

There are other free methods of building back links and maximizing your exposure online, including by developing a quick blog on http://www.Wordpress.org and http://www.Blogger.com

Both of these services also carry weight within the search engines, which means that you will be able to increase your outreach just by spending a few minutes developing a single page website that showcases your main website, or your products and services.

Once again, make sure to link back to your main website each time you create an individual page on remotely hosted services.

Press Releases

A Press Release is a news story that either announces an event, an award, discounts, sales and even newsworthy items relating to your company.

With Press Releases, you are able to reach out to a larger market than many other forms of advertising, and in most cases, word will begin to spread within hours of your press release being approved and distributed.

Before your Press Release can be circulated to your target market, it needs to pass the approval of editors, which means that your press release should be structured so it appears to be newsworthy, rather than a blatant advertisement.

Traditionally, a well-structured press release should not consist of more than a single page.

A Press Release that addresses the fundamental aspect of what people are looking for (how it benefits them) will outperform any other kind, so keep it trimmed, comprehensive and highly targeted so that it communicates directly with your customer base.

Here is the basic anatomy of a successful press release:

The introductory of your press release typically includes the words: "For immediate release" and should include a specific date as to when publication is expected.

You could use the "For Release Before…" date or "For Release After…" date. Most people use the "For immediate release" option.

Headline:

This will be the most important part of the press release, so plan to spend a great deal of time on it. You want to grab the reader **instantly** with it, so they'll be interested in reading the rest of the release.

Try to focus on incorporating power, action driven words within your headline, such as:

- Announcing!
- Secret
- Free
- Discover
- Strategies
- Success
- Shocking

Summary:

The summary simply offers a snippet of what your Press Release is about. It's like taking your entire press

release and describing it in four sentences or less.
It should work in a similar way that your title does,
in terms of catching their attention and luring them
in, so keep it direct and strong.

Content/Body:

The body content of your press release serves as the
information lifeline that provides all of the
information needed for your reader to clearly
understand your message.

The thing to remember is that your press release should
be designed in a similar format as a journalistic style
news story, so that the most important element is
featured first.

The reason for this is that you've pulled in your
readers with the headline, and now you need to keep
them there, so they'll read through the rest of it or
read the most important facts before moving on.

The last couple of paragraphs within the body of your
press release should tie everything together. It
reminds your readers about the point of the press
release.

At the end of your press release, you want to signify that's there no more. It would look like this:

###

Resources:

Press Release Creation Services:

http://www.pressequalizer.com
http://www.pressedge.com/

Press Release Writers:

http://www.custompressrelease.com
http://www.prnine.com
http://www.Press-Release-Writing.com
http://www.contentdone.com
http://www.contentcustoms.com

Press Release Distribution Channels:

http://www.PRWeb.com
http://www.URLWire.com
http://www.PRNewsWire.com
http://www.Free-Press-Release.com
http://www.marketwire.com
http://www.wiredprnews.com/

http://www.livepresswire.com/

http://www.PressReleaseNetwork.com

http://www.WebWire.com

http://eWorldWire.com

http://www.BusinessWire.com

http://www.PRLeads.com

Article Marketing

Article marketing is one of the most popular methods of generating relevant back links from authority websites, and in maximizing your outreach with well-crafted, high quality content directed at your target audience.

Each article should be between 300 and 600 words in length and provide useful information that your target audience would find appealing.

The greater the number of articles in circulation, the more exposure you will receive, however you always want to focus on producing high quality content, rather than just on the quantity that is being distributed between these networks.

Apart from directly benefiting from the exposure received by having your articles showcased within popular article directories such as www.EzineArticles.com, as an article marketer you will

also benefit from the frequency in which search engines crawl article directories due to new content being posted each day.

This allows you to generate exceptional back links from these article directories based on the number of articles featured that contain links to your website within the Author's Resource box.

There is also yet another reason why article marketing is such a lucrative method of generating traffic to your website.

Since articles are available for re-print, where webmasters can use your content on their websites and communities, (as long as the Author's resource box is left intact), you will also be able to build additional back links from the websites that feature your content throughout their network.

Here are the top article directories that you should focus on submitting content to:

http://www.Buzzle.com
http://www.GoArticles.com
http://www.ArticlesFactory.com
http://www.WebProNews.com
http://www.ArticleDashboard.com

http://www.ArticlesBase.com

http://www.ArticleWheel.com

http://www.ArticleFriendly.com

http://www.ArticleRich.com

http://www.Articles-Hub.com

http://www.SubmitYourNewArticle.com

http://www.Articlesnatch.com

http://www.earticlesonline.com

The most important thing to remember is that you need to create a compelling Author's Resource box as this is the area where you are able to include a link to your website and direct readers to explore your own personal site.

Since the space allocated is quite limited, you need to focus on using a strong call to action that prompts the reader to click your link and visit your website.

The best way to go about creating your Author's Resource box is to think of it as a short commercial, where you are given a very limited time to explain the benefits and highlight the most important features of your product or service.

In addition, if you offer a freebie or giveaway within your Resource Box, rather than a direct pitch (such as directing your reader to download a free report or

ebook by visiting your squeeze page), you will instantly maximize your articles performance in terms of driving targeted traffic to your websites, as well as in building relevant mailing lists of potential buyers.

Here are a few things I successfully featured within my article resource boxes to generate traffic and build a list of responsive buyers:

- ❖ **Free Reports**
- ❖ **Free Ebooks**
- ❖ **Free Scripts**
- ❖ **Free Content (PLR, MRR)**
- ❖ **Free membership (even trial will work)**
- ❖ **Free video tutorial**

Here is an example of a well constructed resource box:

****

Donna Evans specializes in teaching new marketers how to set up highly profitable marketing campaigns and heavily monetized websites using the power of FREE resources!

To gain instant access to all of her incredibly popular collection of resources absolutely free, visit her

website at: http://www.URL.com

If you're interested in using simple articles to skyrocket your traffic and profits, go to http://www.ArticleSecrets.com now.

Forum Marketing

One of the easiest methods of building back links to your website, while exploring potential product ideas, evaluating niches, and communicating with your target audience is by spending time in forums and community boards that are focused on your market.

One easy method of locating potential message boards and communities is by reviewing the directory of forums located at http://www.big-boards.com

You can also search for active discussions in your market by using the Google search engine. Visit http://www.Google.com and enter in search strings including "your keyword+forum" or "your-keyword+message boards" to locate hundreds of possible communities.

Obviously, the more active you are within these forums, the more traffic you will be able to generate to your website. One thing you want to keep in mind is that you

need to do your part in building a solid reputation, and not appear to be spamming the boards with the intention of promoting yourself or your websites.

Instead, focus on building relationships within the community, by offering help, resources and engaging in active discussions.

Complete Forum Directory (with alexa ranking, etc):
http://www.prelovac.com/vladimir/best-webmaster-forums

Conclusion: Final Words

You now know exactly how to set up high performance campaigns that will generate an unlimited amount of traffic to your websites, quickly and easily!

The most important step you can take is in consistently applying this information to every marketing campaign that you develop, while focusing on maintaining the momentum, by tweaking and improving your campaigns, monitoring your progress, and expanding your outreach on a regular basis.

Spend a few hours each week building solid back links to your websites, optimizing your pages, participating within targeted communities and blogs, setting up action driven PPC campaigns, and exploring new strategies towards maximizing your website' exposure.

Stay focused and on track and most importantly, never give up.

I wish you the very best with your online business!