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Your 7 Day Guide To Massive Traffic!

http://www.info-publisher.com

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Day One – Pay Per Click

If you want to generate traffic quickly, nothing beats Pay Per Click advertising.

Pay Per Click advertising is what's known as a "pay for performance" advertising model. You bid for the keywords you want, and you only pay your bid amount when someone clicks on your advertisement.

Google Adwords is the network of choice among PPC marketers. However, there are several other services you might consider adding to your arsenal once you've mastered Google:

Overture: http://www.overture.com
Find What: http://www.findwhat.com
Mamma: http://www.mamma.com
Kanoodle: http://www.kanoodle.com
Sprinks: http://www.sprinks.com

Why is PPC advertising so effective?

1. PPC allows targeting. You bid only on the phrases you want. You can laser target your market and your advertising to the most appropriate prospects.

2. PPC creates fast results. You don't have to wait months to get your site listed in the search engines. You can get your link out within minutes and see results within a matter of hours.

3. PPC opens the door for budget conscious advertisers. You have full control over how much you bid and how much spend per day.

PPC advertising is also multi-purpose. You can use it for just about anything you want to promote. You can promote your web site, your opt-in landing page for mailing list sign ups and affiliate programs. You should definitely consider PPC for driving visitors to an opt-in page.

This is the fastest way to generate a boatload of new leads and subscribers.

It's also a clever tool for building out your down line in MLM programs and two-tier affiliates programs.

Each PPC network has different rules about site promotion. Google allows you to link directly to merchant pages if you're an affiliate. However, the Overture network requires advertisers to direct traffic to their own web site. In either case, it's actually a better idea to direct traffic to your own site, even if the end of the conversion chain is designed to lead the visitor to a different site. You have a lot more room to pre-sell and educate hesitant consumers that way.

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You can accomplish a lot of testing and tracking with PPC campaigns.

There is no better way to run split tests on your pages to tweak your ad copy and your offer. It is also a very effective tool for site optimization. Once you discover which keywords are pulling best in your PPC campaign, you can optimize your site for those terms and shoot for a good search engine ranking on them.

PPC advertising should be one of your primary traffic tools. However, keep in mind that it represents a short term strategy. You should use it for quick boosts in traffic, to collect subscribers and to test your sales pages.

Unless you have an unlimited budget, you probably don't want to run a campaign on a continual basis.

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Day Two – Reciprocal Linking

Reciprocal linking is a powerful, but often overlooked way to generate traffic – not just from your link partners but also from the search engines.

You're probably already familiar with reciprocal links, but here is a brief definition:

A reciprocal link is a link swap between two web sites. You place your link partner's link on your web site, and in return they place your link on their web site.

Who Should You Partner Up With?

Some link traders are fixated on exchanging links with high traffic sites.

High traffic sites are great, but you should always consider a link exchange with a site that offers high-quality and complementary content, no matter how much traffic they receive. You should focus on targeting rather than numbers.

The more highly targeted your link partner, the more likely their visitors are to click on your link and visit your site. Also, there is a synergy that develops between link partners. If you're a better marketer than your link partner, your traffic boost can affect their search engine rankings. You can boost them higher, and this means that both sites' traffic will increase symbiotically.

The Search Ranking Connection

Reciprocal links can boost your ranking in the search engines. How?

Remember that the engines rely on keywords to determine relevance. When you optimize your links to include your keywords, you effectively increase the frequency with which your site registers on those keywords.

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The way this works is somewhat complicated. The most you need to know is that popular engines like Google base their results on a recommendation model. Sites are clustered together not just by the keywords in their meta tags and content, but also by their relationship to each other.

In Google's eyes, sites which point to each other make up a type of "mini-net" or "authoritative hub" for the keywords in question. You might get a better grasp on this by visualizing a group of sites strung together like a small spider's web being pulled up in ranking as a group, rather than individually.

Finding Link Partners

Finding link partners takes a little bit of work, but it's worth it. Most of your effort goes towards evaluating each potential partner and the relevance of their content.

If you want to search manually, all you need to do is use a standard search or directory search on your favourite engine. I recommend using Google for two features it boasts which come in handy for finding partner sites: the 'backwards links' feature and 'show similar sites' feature.

The backwards links data will show you who else links to your target site.

This is a good way to collect extra sites which might be relevant to yours and worth pursuing a link exchange with. The "show similar links" feature gives you a listing of sites which may or not link to your target site, but which Google believes to be similar in content and keyword relevance.

If you want to automate your search, there are numerous software solutions available. Some of the most popular ones include Zeus, Arelis and Linkalizer.

These tools collect vast amounts of information by following site links he same way search engine spiders do. You enter the URL of the site that you think is an ideal link partner and the software crawls that site in search of outbound links to reciprocal link partners. It also retrieves additional helpful data such as the webmaster's contact address and the URL of the link submission page if one is available.

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Tying It All Together

When it comes to reciprocal linking, more isn't necessarily better.

At least 20 to 30 good links will improve your ranking and your traffic dramatically. If you want to rely on reciprocal linking to generate the bulk of your traffic, you trade as many links as you want – but be forewarned, too many links can negatively affect your search engine ranking.

Large portals like Yahoo! and CNN benefit from having thousands of links simply because the sites are so general the relevance factor is ambiguous.

A small business niche site, however, can't possibly be relevant to thousands of other sites. Focus your links on relevant, high-quality sites and don't worry about gathering up a massive list of reciprocal links.

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Day Three – Viral Products

Viral products are not just traffic generators but lead generators!

What is a viral product?

A traditional viral product is an e-book which you give away to your subscribers as well as to e-book distribution sites. Included in your e-book is your web site url and, if you choose, an embedded subscription box that allows readers to join your list directly from the e-book.

Why Are Viral Products Effective?

The reason these viral products are so effective is because the distribution model allows your URL to propagate across the web in ways you could never imagine, and without any work or expense on your part.

The fact of the matter is that other web site owners just like you are hungry for content. When they don't want to do the work of creating a report themselves, they simply go out and find a free, pre-written one and offer it to their visitors. If your e-book is good enough, you'll soon have hundreds of sites offering your work to their visitors. You get the benefit of their traffic for free.

Where Can I Distribute My E-Book?

Seek out as many appropriate distribution sites as you can. Here is a list to get you started:

http://www.ebookdirectory.com
http://www.free-ebooks.net/
http://www.fictionwise.com
http://www.mindlikewater.com

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How about some really clever ways to distribute your e-book? Go beyond the traditional outlets and submit your e-book to popular general purpose web sites like Tucows.com and Download.com.

Another tactic which could be highly effective, but somewhat risky, is to submit your e-book into the public domain.

You would have to be willing to cede your copyright and risk someone else rebranding your book as their own.
If you're up to the challenge, take a look at Project Gutenberg

(http://www.gutenberg.org/) and Digital Book Index
(http://www.digitalbookindex.com/)

Maintaining Impact

If something works well once, repeat it! Unleashing one viral product will spike your traffic. Releasing dozens of viral products will give you a nice, long term flood of new visitors.

Viral products can be short term or long term traffic generators depending on how you approach them. If you can put yourself on a schedule of releasing at least one free, viral e-book per month, you'll have an excellent no-cost traffic tool on your hands to bring in a continual flow of new prospects.

Day Four – Joint Ventures

Joint ventures allow you to capitalize on existing, targeted traffic streams. This means more traffic for you and your JV partner without spending extra money on advertising.

In any JV deal, you're always trading resources of equal value. For example, you want extra traffic and more subscribers. In exchange, your JV partner might want to present an offer to your subscribers, or perhaps get a free copy of one of your products.

Who Should I Partner With?

Always partner with businesses that are complementary to yours in some way.

If you sell model airplanes, don't do a JV with a site devoted to weight loss pills! This is obvious, of course, but it bears mentioning just to emphasize the point.

Complementary sites are sites within or closely related to your niche, and are not in competition with you. It's ok to shoot for a JV with a site that sells a similar product, just don't attempt this with a site selling the exact same product. Again, this is probably obvious but some people have actually tried this before!

How to Approach JV Partners

The first rule: Don't be shy!

If you believe you can set up a true "win-win" deal, contact your potential partners as soon as possible. Procrastination just leaves money on the table.

The second rule: Personalize your correspondence and make sure you understand your potential partner's business.

It's always a good idea to complement your prospect and let them know what it is about their business impresses you – then, follow that up with information about your business and why you feel the two of you have a potential match.

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The third rule: Offer a "killer" deal.

If your potential partner has a successful site, it's likely he or she receives requests for JV deal all the time. In order to win him/her over, you need to stand out from the crowd and offer a deal above and beyond the usual. This means, for example, offering them higher commissions or even giving more than you receive.

The fourth rule: Be polite!

If you get turned down, simply move on to the next prospect. There could be a number of reasons your JV proposal was turned down this time. You can always approach with a new deal in the future as long as you don't burn any bridges.

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Day Five – RSS Feeds/Dynamic Content

RSS Feeds produce content that the search engines love.

If you're having a hard time maintaining your rankings, RSS might provide the solution you need.

Targeted content attracts the search spiders, but new content keeps them visiting your site frequently. Placing an RSS feed on your site provides the perfect balance between static content geared towards keyword dominance and dynamic content designed to generate repeat visits to your site. You could say that dynamic content makes your site "stickier".

You might be wondering whether dynamic content could negatively affect your rankings.

After all, if you've already established a presence on specific keywords, why dilute that rapidly changing content? Well, the good news is that you don't have to plug in just any content into your site. RSS has grown rapidly and your options are broad. You can, in fact, create feeds targeted to your niche keywords. This will pull in content related to your site theme, and only that.

How to Get Started

First things first, it's time to seek out some feeds! Here is a list to get you started:

http://www.syndic8.com
http://www.feedster.com
http://news.yahoo.com/rss
http://www.feedroll.com/
http://www.2rss.com/index.php

Now, how do you get those feeds onto your site? The method can vary from service to service.

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Usually, you'll be given a snippet of code to paste into your web page. This code will automatically pull in the content for you. Your job from that point onward is to decide where on the page you want to place the code. You can create a separate directory for this if you wish. You can also feature the feeds on your index page in side bars or even as content for the main body of the page. Then, just sit back and watch the magic ranking-boosting power of dynamic content.

Add an Extra Layer

You don't have to limit yourself to syndicating other people's content. You can also syndicate your articles. This tactic is equivalent to traditional article distribution on steroids. You no longer have to wait for your content to get picked up by human editors.

Further, you have a great deal of control over targeting. You can syndicate your content only to those sites which match your business category. This will ensure that your articles come up only on relevant sites. Syndicating your own content is a little bit trickier than syndicating other people's content.

You need to implement an RSS feed on your site and provide other webmasters with your piece of "syndication script" to paste onto their web pages. The heart of your RSS feeds lives in an .xml file. However, your syndication module is usually created in another language like PHP or .ASP. PHP is probably the "easiest" for a newbie to start with.

The following resources will help you get your feet wet:

*Desktop solution for managing and formatting your syndicated content
http://www.icontent-delivery.com/synmain/

What is RSS? *A comprehensive tutorial on RSS from the developers
http://www.xml.com/pub/a/2002/12/18/dive-into-xml.html

Yes, the learning curve for RSS syndication is steeper than most other marketing tools you've used in the past. The effort is worth it, though. Dynamic content is the wave of the future, so don't get left behind!

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Day Six – Article Distribution

Article distribution is a time honored and reliable method of traffic generation.

It is similar to viral product promotion in the sense that your links will spread across multiple channels. Your job is to write high quality articles that other site owners want to use to buff up their content offerings.

When you submit an article, you remain the copyright holder.

All you're doing is granting permission for reprints. Each article you submit should have what's known as a byline or resource box. This is just a brief piece of text at the end of your article where you write a short "about the author" description of you and/or your web site and include your URLs.

Articles can net you great exposure in more than one way.

You'll definitely gain exposure through reprints when other marketers use your article for web site or e-zine content. You'll also gain leverage in the search engines! The more articles you submit on the same theme, the more often your articles will come up as top listings for related keywords.

This is a bonus that many people overlook. Try to compose your articles with keyword optimization in mind and see what happens!

Here's a quick reference list of sites to submit your articles to:

http://submityourarticle.com
http://www.thephantomwriters.com
http://www.freesticky.com/stickyweb/submit.asp
http://www.ezinearticles.com/
http://www.ebooksnbytes.com/articles/
http://www.ideamarketers.com/
http://www.web-source.net/syndicator_submit.htm

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Mix and Match Your Bylines

Once you begin submitting articles and realize their power, you'll probably come up with all sorts of creative ideas.

You don't always have to link to your main index page in your byline. You can link instead to your newsletter opt-in page or even insert your autoresponder address with subscription instructions.

You can also use articles as a type of "pre-sell" for various affiliate products.

If there's a reason you aren't collecting leads and would prefer to send traffic direct to the merchant's page, your article can serve as the pre-sell content you'd normally send out to a list, but with the potential for reaching a broader audience.

In fact, if you choose, you could submit an entire follow up series of rticles to an article syndication site, and just drop your affiliate URL (cloaked, of course!) into the byline at the end of each one.

Final Tip

When you compose your articles, do so with a degree of keyword optimization in mind.

Article syndication sites often come up higher in rankings to being with due to the vast amounts of content they serve.

Therefore, individual article pages properly optimized for keyword targeting can ride on the site's higher ranking. Remember: you've got a link to your site in your byline. Even though your URL isn't technically the one popping up in the listings, you're effectively creating a virtual ranking for yourself. Searchers who click on the article link will no doubt click on your link at the article's end as well.

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Day Seven – Press Releases

Press releases are another overlooked but very powerful traffic tool.

A PR release works a lot like a syndicated article, but the distribution channels may be different. PR releases tend to rank well in Google. They are also frequently picked up as content sources for RSS feeds.

Writing Your Press Release

Writing a press release is different from writing an article.

Your focus is on announcing your business, its objectives and the benefits you provide to consumers. You'll want to pay extra attention to grammar, spelling and punctuation.

The standards for press releases are stricter than in other environments. Your copy should be short: about 300-400 words and written in a clear, professional and journalistic style.

If you need assistance, considering hiring someone to write the release for you. You might also want to contact the editorial department of the site you're submitting to because they'll often help you edit your release until it meets their standards.

Some PR sites will do this for free, but most charge a small fee for the service. This shouldn't dissuade you, though. Any time you pay for editing, you'll get a release which qualifies for distribution to major portals such as Yahoo! News.

Sites for Online Press Release Submission

http://www.prweb.com/
http://www.prfree.com/
http://www.free-press-release.com/
http://www.ereleases.com/
http://www.internetnewsbureau.com/inbnewsletter/

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