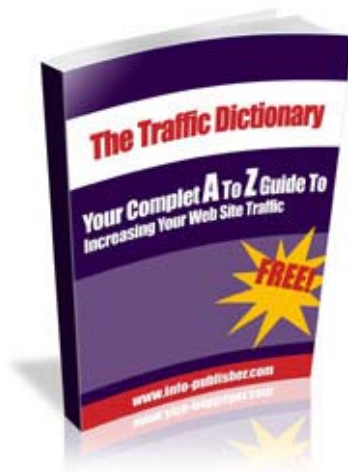


# The Traffic Dictionary



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**Everything You Need To Increase Traffic & Build Your Lists**

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**Everything You Need To Increase Traffic & Build Your Lists**

# **A – Articles**

**Write articles and submit them to article directories.**

Here is what you do...

You write up an article – usually between 250 to 800 words in length. And then simply submit them to article directories.

Publishers will come along, and if they like your article will add it to their website.

## **Why Would You Want Hundreds of People to Add Your Article to Their Website?**

Because in order for them to publish your article they must also include your resource box, and this is where you will have your URL linking to your website.

Anyone visiting their website and reads your article can simply click through the link and ta-da you have a visitor. The good thing about this visitor is – you’ve already established credibility with them.

They’ve read your article, and if they clicked through on your url they **WANT** to know more of what you have to offer.

## **3 Reasons Why you’re Article May NOT Get Published**

Yes there are guidelines you must follow in order to get your article published on these directories – however they are easy to follow – just don’t land yourself into one of these areas:

- Don’t make your article look like a sales letter – they need to contain real content
- Don’t place your url through-out the entire article – this is what your resource box is for
- Don’t place affiliate links in them. If you want to use an affiliate link – then direct them to our own website first

Please note that each article directory will have their own set of rules and guidelines you will need to follow in order to have your article successfully submitted. Make sure you read each one carefully...

You don't want to waste your time submitting an article that won't get submitted nor do you want to waste their time.

There are literally hundreds if not thousands of article directories available for you to submit your article to.

Here are a few of the ones I've received the best response using:

<http://www.ezinearticles.com>

<http://www.searchwarp.com>

<http://www.goarticles.com>

<http://www.articlecity.com>

<http://www.articlesfactory.com>

## **B – Blogs**

### **Create Blogs & get repeat frequent visitors**

Blog is short for web log – you've probably visited quite a few in your own time online.

What's great about blogs is, your visitors can also get involved and leave comments too – this often leads to repeat frequent visitors.

Some people also use blogs to get to the top of the search engines for certain keywords – to learn more about this method you can check out some of the video training courses over on [LearningToEarn.com](http://LearningToEarn.com)

A great place to start creating blogs for free is at:

<http://www.blogger.com>

I have around 30 blogs set up through blogger.com. However be aware that if you submit too many posts in one day or create too many blogs in a day it could be looked upon as spam and your blog may get deleted.

You can also set up your own blog on your own website by using wordpress. You can sign up and get the script for free at [wordpress.org](http://wordpress.org).

To run wordpress on your website, your hosting accounting will need to allow the following:-

**PHP - version 4.2 or greater**

And...

**MySQL - version 3.23.23 or greater**

You can also add adsense to your blogs to create another money-making avenue.

## **C- Classified Ads**

### **Submit to Classified Ads**

You would have seen these in things like the trading post or usually near the back of your local newspaper... And now the internet has grown so large, you can also submit your ads to Classifieds online.

There are also free options available to submitting your classified ad too.

This is one place here where you can submit to for free:

<http://www.inetgiant.com/>

I've never really had much luck using the free options available for online classified ads – however it is an opportunity to get a one way link for a certain amount of time on a high traffic website.

## **D – Direct Mail Marketing**

### **Use Direct Mail Marketing to Lure Offline Traffic**

Direct Mail Marketing is offline advertising. Examples of this would be:

- Catalogues
- Self-mailers
- Postcards
- Envelope Mailers

Usually people using this “snail mail” type of marketing obtain a “safelist” of thousands of people who would be interested in “your product”.

This does cost money – you will need to be prepared to pay for a list of names and addresses, stamps, envelopes, paper and printing costs.

## **E – Ezine Advertising**

### **Send Your Ad through Other Marketers Email Lists**

What you are looking for here is a Ezine that relates to your niche that you can advertise in.

If your product is internet marketing related then you will have the widest selection of ezines to advertise to. Just run a search in Google for “ezine advertising”.

You will find ezines that offer to send your ad to nearly 1,000,000 people for some ridiculous price of \$15. OK... I know these look tempting... But trust me when I say you get what you pay for!

These type of ezine newsletters usually result in zero sales and require you to sign up to all the ezine newsletters as well – Most of the people on these lists are trying to do the same thing you are – Advertise their

product as cheaply as possible to as many people as possible – generally only leading to a bunch of junk mail in your inbox that doesn't even get opened.

Before submitting and paying for any ad in ezine newsletters – join their mailing list and see what kind of information they are offering in their newsletters.

## **F - Forum Signatures**

### **How to make money from a simple forum signature**

If done appropriately this can be a great way to earn extra revenue however if done incorrectly can also lead to accusations of spam giving your website business a bad reputation.

Firstly, you want to find forum boards that are directly related to your niche. Become an active poster offering good quality information... basically you want to look like the “expert” in the field – and you should be if you are the creator of the product you are trying to sell.

Look for and reply to posts where people have a problem and your product could be the solution.

Preferably, find forums that have high levels of traffic. If there is only one or two people posting a day to a forum – it is hardly worth your time or effort to try grab the attention of just a couple of people.

### **This is how you can get your posts and accounts deleted and tarnish the reputation of your online business**

All you need to do is blatantly advertise your online business in a post, with little to none posts against your name and SCREAM BUY ME!

In fact you won't even need to go to those lengths – just slipping in your url inside your post and encouraging others to buy it can be enough to irritate the owners and moderators of the forum.

## **G – Google Adwords**

### **Get Massive Targeted Traffic to Your Website Using Google Adwords**

Although this is a paid advertising method – it IS the quickest way to generate massive amounts of targeted traffic to your website.

If you want to set up a Google Adwords account simply go to: Google.com – click on Advertising Programs below the search bar - Then click on Google Adwords at the top left hand side of the website – and then click the Sign Up Now – Click to begin and follow the prompts.

Now you must be aware that advertising on Google has great potential however, if you don't know what you are doing it can also be a quick way to lead yourself into bankruptcy.

Some keywords can go for up to and well over \$50 per click. Considering an average conversion for a website is 1 sale in 100 targeted click thru's – You could end up paying \$5,000 to make that one sale – and that is perfectly fine if you are offering a product that is worth more then \$5,000.

But most likely you aren't offering a product of that price, so its important to be well educated in Google Adwords.



## **H - Hold Competitions**

### **Grab attention by holding competitions on your website**

This can be a good way to use a “Tell-A-Friend” script.

What you can do is, offer something of value... Something that your visitors would really want, and in order for them to enter the competition they must tell a couple of their friends about your offer...

If you run a search in Google for “Tell A Friend” script... you should be able to pick up a code for free, unless of course you already know how to code your own.

## **I – Investigate the Competitors**

### **Find out what your competitors are doing & out do them!**

What are they offering that you aren't?

Where are they getting their traffic from? What keywords are they ranked highly for? Where did they get their back links from?

I looooooove spying on my competition. A nifty piece of software that I use to see where they are (my competition) getting their back links from is using a piece of software called [SEO Elite](#).

Do what they are doing, and do it better and you will squish the competition and dominate your niche!

## **J – Joint Ventures & Affiliate Programs**

**Team up with other marketers and get them promoting your product for you!**

An easy to use affiliate program & probably the most well-known is “ClickBank”.

There are a pile of affiliate scripts available, all you need to do is run a search in Google for “Affiliate Scripts”.

This is where you entice affiliate marketers to sign up for your affiliate program to promote your product and you offer them a certain percentage of the sale.

Usually most programs will offer at least a 50% split... The higher you go, often the more likely you are to get more keen affiliates promoting your product for you.

A Joint Venture partner is usually someone you request to help you promote your product by offering them something more then what you offer your affiliates.

This could be a higher percentage per sale and a free copy of your product.

Before jumping into the deep end with Joint Ventures, I recommend that you research how to make your proposal. As emailing them right off the bat “HEY come promote my product” is likely to get your email ignored.

Wealthy marketers get Joint Venture proposals all the time... What makes yours so special? What’s in it for them?

I grabbed the attention of a wealthy marketer once by buying his products and giving feedback... So keep that in mind!

# K – Keywords

## **Gather a list of good keywords to target for your niche**

This is essential to drive targeted traffic to your website.

You will need to use these keywords to get “search engine” traffic. For both paid search engine traffic and to get free search engine traffic, this is how people through the search engines find you!

For example:

Say your niche is: Dog Training

Dog training isn't the only keywords you can use to gather targeted traffic. People search in different ways. One way to figure out what they are punching into the search engines is to get a piece of software called “good keywords”.

You can get it for free from here:

<http://goodkeywords.com/>

Now when I typed “Dog Training” into the good keywords software, I got a list of 100 similar type keywords that are being searched. Here were the first 10 I got:

- dog training
- dog behavior training
- dog obedience training
- dog training collar
- dog training los angeles
- dog training tip
- dog training schools
- dog house training
- dog training basics
- potty training dog

Now, not all these keywords will be useful to you, but some will be. For example: dog training los angeles, unless you're in los angeles then this keyword is no good for you.

However, dog behavior training might be useful for you!

To get free search engine traffic, these keywords must become your anchor text.

## **L – Links**

### **Get your links on other websites to generate more traffic**

There are several ways you can get links pointing back to your website.

- You can swap links with other websites.
- Write articles & place your link in the resource box
- Buy one way links

Just to name a few.

This is where you want to add your keywords in your “anchor text” so they search engines can begin finding you!

## **M – Message Boards**

### **Start your own message boards to gain traffic**

What’s great about message boards is these basically create “anchor text” for you each time someone creates a new subject heading.

This is also another way to get repeat visitors as they (the visitors) get to participate and have their say. You can also use this as an opportunity to get feedback.

Ask your visitors... what they want?

## **N – Newsletters**

### **Gain repeat visits utilizing the power of newsletters**

I'll be straight with you here... if you are not using a mailing list to send newsletters to your visitors then you are missing out on a LOT of money.

This is how I have increased my visitors into MORE sales and also got word of mouth. If you can't get them first time round they see your salesletter, you can often turn them into sales utilizing an online newsletter.

A great way to manage your list is using software like [Aweber](#)

It's easy to set up and it's compliant with the current "spam laws".

You also won't need to worry about losing any of your contacts this way as well. Many of people have made the error of sorting their own contact list (which is very time consuming) and lost their database of names & emails. It will make you want to cry!

## **O – Other Paid Advertising**

### **Use other types of paid advertising to increase traffic to your website**

Other ways you can generate traffic is by placing ads in local newspapers, classifieds (you can do classifieds online and there is also free options with some of these however unfortunately there isn't much of a success rate using free classified ads).

You can also submit and pay for ads in Ezine Opt-ins. The more targeted the Opt-In Ezine the greater the results you'll receive. So

before paying out loads of money make sure you investigate what they "usually" in their ezines.

There are some cheap options available with submitting to Ezine Opt-ins. The problem is though, these ezines opt-ins don't usually bring in great results. This one here offers to send your ad to over 1 million subscribers for \$15. Try at your own risk... I don't guarantee that this method will bring many sales. [Ezine Ad](#)

You can also try offering an Ezine you know that would bring great results to your product by offering a certain price to advertise your product to their list. Sometimes offering your commission to your affiliate program will be enough to entice them. You never know till you ask!

## **P – Press Release**

### **Write & submit a Press Release to gain media attention**

The most popular website to submit your press release to is <http://prweb.com/>

They have paid and free services that you can utilize.

Before writing a press release make sure you have something of importance to say. This isn't meant to be a "sales letter".

If you have something controversial to say, this is certainly the best moment for it, this is what will draw attention to your website.

You can get more information on how to write a press release just by searching in Google for "How to write a press release".

## **Q – Quick Ideas**

### **Quick ideas...**

Some quick ideas are things like ad blasters, email blasters.

Personally, I do not recommend these, however if you want to give it a try, knock yourself out!

Usually people are attracted to these as they say “Get thousands of visitors with one blast for \$39.95”. However, if these type of things truly worked then wouldn’t we all be doing it? And wouldn’t it cost a lot more money?

## **R – Reviews**

### **Write reviews for products similar to your own**

Purchase books from amazon.com in your related area and leave reviews on the book, including pro’s and con’s.

## **S – Search Engine Optimization**

### **Do the SEO on your website to generate free search engine traffic**

Out of all the methods available to generate traffic, I would consider this to be the most important of them all!

This is where you organize your back links and anchor text & content on your website so that the search engines can find you easily!

You can also pay other company’s to do the SEO work for you, however you will need to be prepared to shell out a pretty penny, search engine optimization doesn’t come cheap.

If you choose to pay a company to do the search engine optimization work for you, make sure you thoroughly check out their reputation first.

Some are duds, and the last thing you want to be doing is shelling out a lot of money for a whole pile of nothing!

You'll find a great SEO course over at [LearningToEarn.com](http://LearningToEarn.com)

## T – Traffic Exchange

Use traffic exchange programs to gain visitors to your website.

This is where you basically sign up at a traffic exchange and you surf websites in their directory to gain surf points for your own website.

One traffic exchange program I have come across is [Traffic Swarm](#)

This has never resulted in sales for me, however I have received a couple of sign-ups.

**Also** a new site and worthy of consideration is [ViralTrafficListBuilder](#) It's free to join and has a ton of great features – Including the option to add your own sign up bonuses and gifts – allowing you to build a mailing list at the same time as generating traffic...

## U – URL Submissions

### **Submit your URL the search engines**

If you want your website to stand a chance to be found in the search engines then you need to get it indexed!

The search engine that I have found to index the fastest is msn. To add your url to msn.com, simply enter your url, it should come up with “We couldn't find any results containing <http://www.myurl234.com> (or whatever your url is)... then click on “send the address to us” and submit your url there.



If your url already comes up then its indexed!

Msn.com usually takes less then 24 hours to index your website.

To submit your url to Google, go to:

<http://www.google.com/addurl/?continue=/addurl>

Fill in and submit the form on that page.

Remember to always check to see if your website is already indexed. If so, then there is no need to submit it!

You may come across some websites that offer to automatically submit your websites to the search engines for free. I recommend you keep away from these types of automated submitters.

If the search engines catch on that you're using an auto submitter then they could black list your website then it will never be indexed!

## **V – Viral Methods**

### **Get viral to gain traffic!**

Some viral methods you could use are offering free ebooks with quality information inside; remember to include a link to your website inside it.

Tell your visitors that they can give this book away for free.

Another viral method is using “Tell A Friend” scripts.

In order for the “Tell a Friend” script to work effectively is you must make it enticing for the visitor to want to tell their friends about it!

## **W – Webrings**

### **Use webrings to get more links to your website**

A WebRing is a collection of websites from around the Internet joined together by a NavBar in a basic ring fashion. The NavBar code (sometimes called SSNB) is a small piece of JavaScript (or HTML) that allows the surfer to click on a link to travel to the next, previous, or a random site. Through this the surfer eventually can browse through the whole ring ending up where they once started, hence its name.

This in effect will add my links pointing to your website.

## **X – X marks the spot where you can consider E-bay**

### **Sell on Ebay to gain extra visitors**

Sell a section of your e-book on e-bay for a cheap price then one someone purchases it, offer them to join your mailing list.

You know already that they're interested in your area of expertise so they're more then likely to be interested in what else you have to offer.

## **Y – Yellow Pages**

### **Advertise in the yellow pages**

If you sell a product or service that people would search for in the yellow pages, then place an ad in the yellow pages!

## **Z – Advertise with Zunifer**

### **A new PPC search engine**

Zunifer is a brand new search engine so the advertising is as cheap as peanut shells right now.

Toy can check it out here at:

<http://zunifer.com/search/extremesearch.php>

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