

FREE Traffic – A Webmasters Lifeblood When Just Getting Started Online

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Welcome

When a potential customer logs on the web and searches the Internet for a product or service that you may be offering and finds your competitor instead of you, **that's a lost business opportunity that you can never get back.**

You need to have a website that serves as a showcase of your products or services. It would be ideal to have your site allow your visitors to be able to purchase your product or service through your site. At the very least, you need to have your business contact details available for your visitors to see so that they can contact you for further queries or to purchase your product or service.

Having a website is just the first step however.

Nowadays, it is not enough to simply have a website and be online. Despite a wonderful website with an interface and design that makes it easy for your visitors to browse and purchase your services, the first step to making a sale in the Internet is to first get your message across to your consumers. With millions of other online sites that may be offering similar products or services as you, **your site needs that added boost** that will ensure that it can rise above the rest.

In the following chapters, I will discuss many different ways in which you can get **free traffic** to any website.

Although not much by themselves, if you incorporate most of the techniques I'll outline below, you will be well on your way to having a successful website business.

This course was designed with the newbie webmaster in mind. If you are an experienced webmaster, chances are you know most of these techniques already. I would still continue to read through this course though, as you may pick up one or two techniques that you may have forgotten about or actually did not know about.

By perfecting these simple techniques outlined below, you should be well on your way to several hundred visitors per day to your website in no time flat.

Having said that, here are just a few of the **FREE** ways you can use to gain high quality, targeted traffic to the website of your choosing.

Note: These methods are in no particular order.

Forum Marketing

Seek out as many high-traffic forums as you can find in your niche. Begin posting to the forums **in a very helpful manner**, answer other user's questions, pointing users to useful websites, etc. Every forum is different, but as soon as they allow, set up a user profile that contains a link to your website in your signature file.

Always provide valuable, pertinent information and **never blatantly spam a forum** just to get your links out there. Most forums will ban you or sanction you, not to mention, the flaming you will get from other irate members.

Forum marketing is one of the best ways to become an expert in any particular niche, and if done right, can provide you with years of targeted new clients. I have seen this technique used many times, and have actually watched virtual newcomers establish themselves as an expert over the course of several months, and then roll that into a full-fledged **6-figure career**.

The most important thing here is to not rush this, take your time; it will pay off with huge dividends over the long run.

To find targeted forums in your niche, simply go to www.Google.com and type in the following:

"Your niche forum" make sure and **replace "your niche" with the actual niche you are looking to target**. So if you are looking to target the dog grooming niche your search would look like this, "dog grooming forum". Then simply seek out some of the biggest forums you can find in that niche and join them, and follow the simple rules I laid out above.

Article Marketing

Article marketing is a type of advertising in which businesses write short articles related to their respective industry. These articles are made available for distribution and publication in the marketplace. **Each article contains a bio box and byline that include references and contact information for the author's business.**

Well-written content articles released for free distribution have the potential of increasing the authoring business' credibility within its market as well as attracting new clients.

With the rise of e-commerce and online marketing, article marketing has made a move to the online world as well. As in traditional forms of media, online article marketing has served the dual role of providing publishers with essentially free content, and advertisers with essentially free advertising.

The website where an author can post an article is known as an **article directory**. The primary reason an author can post an article without cost is that the directory owner places advertising on each article page and collects the revenue generated from the advertising. The article directory site gradually gains in search engine popularity as more articles are posted, which benefits both the author and the directory owner with increased article views.

Article marketing has become increasingly popular as a marketing method under the Web 2.0 generation of business on the Internet.

Efficient use of article marketing as a form of promotion requires invested effort in writing **high-quality, relevant articles**.

Search engine optimization (SEO) deals with the order in which webpages are ranked when keywords or phrases are typed into search engines. The higher a page is ranked, the more likely that page will draw a greater number of site visitors. For company websites, increased traffic often translates into increased sales, and article marketing has proven to be useful and effective for several leading Internet marketing ventures.

One method of SEO encompasses the idea that a website's rank in search engines will rise as it obtains more backlinks. Therefore, writing and

distributing articles that contain a link to a business owner's website within the bio box should result in more links back to that website. Theoretically this process will increase that website's rank within search engines.

This trend has been matched by a wide selection of article marketing directory websites which accept, vet, and provide redistribution of such articles to online publishers.

A couple of the biggest article depositories include but are not limited to:

www.EzineArticles.com, www.ArticleCity.com and www.goarticles.com Source [1]

Care to learn the absolute fastest way to write articles?

The first thing you will need is a new copy of **Dragon Naturally Speaking**.

I picked up my copy at Staples for \$99 a few months ago and I believe it was the best software investment that I have ever made.

If you have used voice recognition software in the past, I'm sure you've had a few bad experiences with it. But I'm here to tell you today that the latest version of Dragon Naturally Speaking is an amazing piece of

software and **after just a short training period, you can dictate articles at an amazing speed.**

After you have used and mastered Dragon Naturally Speaking, I then want you to dust off some of those PLR articles you have collecting digital dust on your hard drive.

Pick three of the most popular articles centered on the particular niche you are currently targeting for this article, read them once, and then open your Dragon Naturally Speaking software.

Paraphrasing what you just learned in those three articles, **you should now be able to write yourself a kick butt 300-500 word article on that particular niche in a matter of minutes** just by dictating it off the top of your head.

Another thing that makes this a little easier is to take a list of Long tail keywords on the very same niche and make sure and intertwine these into your article making this particular article very SEO friendly.

As you have heard time and time again, article marketing is one of the most powerful ways to generate traffic to any website.

This software helps even the playing field for those of us who cannot or do not like to write articles.

Blog Commenting

Blog commenting is perhaps **the easiest way to get relevant, niche links to your site.** The object here is to leave a comment on related blog and include a small piece of anchored text linking back to a relevant page on your site.

If done right, there are actually tens of thousands of blogs out there that are actively looking for your comments on them. The key here, much like forum commenting, is to leave **valuable, relevant information** designed to enhance the main post and add value to the blog itself.

This can help get your sites indexed and ranked on the keywords you use in your anchor text. The best way to go about this is to vary your anchor text and point back to different, related pages from within your own site, also known as deep linking.

A quick way to find perfectly targeted blogs for your niche is to head on over to <http://blogsearch.google.com/> and type your main keyword into the top search box.

From the results, find appropriate articles and blogs and post a response. It is perfectly acceptable to include a link to your website along with your name in your signature.

Please make sure and post responsibly here or risk getting your posts deleted by the blog owners.

There is a free tool available that can help you find related blogs quickly called **Comment Kahuna**, you can grab a copy of that software right here: <http://www.commentkahuna.com/>

Banner Exchanges

Banner exchanges have been around forever and have lost a bit of their appeal in the past few years, but don't totally ignore this option. Although not as effective as they once were, it's still a viable alternative for **free**, targeted traffic.

A banner exchange essentially works like this: You place a small piece of code on the page you would like to use and banners are rotated on that page from the supplier of that code.

In theory, for every person that clicks on the banners on your pages, you are then given a certain amount of credit where others will click on your banners on other people's websites.

A couple very popular banner exchange programs include:

www.1800banners.com/ and www.hitx.net/

I do not endorse either of these two services, simply because I don't currently use banner exchanges in my traffic equation. Having said that, I have heard from other reliable sources that these two are among the most reliable in this industry.

RSS Feeds

RSS or "Really Simply Syndication" is a free feature included with most blogging platforms. Blogger.com and WordPress.org both come with built in features that allow you to simply enable your RSS feeds on your blogs.

Once enabled on your site or blog, your content is then converted to XML format when you post to the page and can then be picked up by RSS aggregators and readers.

An RSS Reader is a tool your visitors use that translates the RSS Feed back into the original text you posted to your website or blog. **This allows people to then read your content remotely without even being on your website, instantly.**

If you have a blog, make sure your RSS feed is turned on and use a popular Ping service such as www.pingoat.com or www.pingomatic.com to notify others when you have added new content to your website or blog.

Here is a great resource provided by Yahoo that will have you off and running in no time:

http://publisher.yahoo.com/rss_guide/

eBay & Craigslist

You can drive traffic from commercial trading sites such as eBay and Craigslist.

www.eBay.com is **one of the busiest websites online** and if used properly, you can drum up a ton of new clients and traffic.

Make sure you put your website URL and contact information on your eBay **About Me** page.

Always include your name, website and contact information in any email correspondence you have with your customers.

When you ship your package, **include an insert with contact information on you and your website**, include your phone number as well.

www.Craigslist.org is a free alternative to eBay where you can place free advertisements for almost anything. Make a posting in the appropriate areas offering your businesses services or post an ad looking for a service.

Always make sure that it's posted in the appropriate city and category that matches your website's niche. Be sure to **include your URL**,

phone number and all contact information in each of the ads.

Using a WebRing

A webring in general is a collection of related websites from around the Internet joined together in a circular structure. When used to improve search engine rankings, webrings can be considered a search engine optimization technique.

To be a part of the webring, each site has a common navigation bar; it contains links to the previous and next site. By clicking next (or previous) repeatedly, the surfer will eventually reach the site they started at; this is the origin of the term webring. However, the click-through route around the ring is usually supplemented by a central site with links to all member-sites; this prevents the ring from breaking completely if a member site goes offline.

Webrings are usually organized around a specific theme, often educational or social. Web rings usually have a moderator who decides which pages to include in the web ring. After approval, webmasters add their pages to the ring by 'linking in' to the ring; this requires adding the necessary HTML or JavaScript to their site.

Two of the bigger webrings currently running are www.RingSurf.com and www.WebRing.com

Always monitor your traffic going out to a webring or any traffic source for that matter. As your traffic grows you may start sending more traffic to the webrings than they are actually bringing in and that's not a good thing. When this occurs, that would signal the time to remove the webring from this site. Source [2]

Using Toplists

A **toplist** is a ranked collection of external website hyperlinks. The websites may be ranked in a number of different ways, but are typically ranked by some popularity measure, for example, the number of times that the toplist was used to connect to that external website. An external website owner registers a website with the toplist, and as websites achieve a higher toplist ranking, the websites generally receive more visitors from that toplist.

Typically, toplist gather and rank in one place other websites which deal with a similar topic, for example, webcomic strips or anime websites. Typically, visitors to a toplist will see toplist member websites in a charted and ranked format. The higher-ranked member websites which are shown on the top of the toplist page have a

higher chance to gain visitors as toplist visitors typically click onto the higher-ranked websites first. Alternatively, a toplist visitor may scroll down the toplist to sample member websites which are less popular, but which may appeal to that visitor.

In general, the owner of an external website can register that website free in a toplist. In return, the member website owners reciprocally agree to include a link on their website back to the toplist. In this manner, visitors to a member website may navigate from that website to a toplist, which will contain additional related websites on the same or similar topic.

Toplist owners typically sell advertising space adjacent to the toplist itself. This advertising can either be sold directly by the toplist owner to advertisers (for example, to websites contained on the toplist itself), or may sell independent advertising space, such as through Google Ads.

Toplists are in most cases database-driven, most commonly through use of a PHP database. Depending on the toplist hosting environment, number of visitor visits, registered members, and other factors, toplists can be very server resource-straining. Source [3]

Writing reviews

This is one of my favorite ways to drive laser targeted traffic to my websites.

Although this will work for digital products and software, this tactic is best suited for physical products.

There are literally hundreds of different types of review sites out there that openly welcome user reviews and opinions on all different types of products.

The two biggest review sites that I can think of are probably www.Amazon.com and www.Epinions.com. You will need to register at both sites before you are allowed to start reviewing their products.

Obviously, you should never attempt to sell your product or service within the body of the review copy itself. However, you can always let the reader know what you do without a sales pitch.

For example:

I show the Kirby X11ED Super Suction model to customers at my appliance store all the time. They love the fact that it needs no bags, has a super long extension cord and has the best warranty in the business. I sell this model at my website for 22% less than most retail outlets

- so I have a heck of a time keeping them on my shelves.

This low-key approach will get folks to come to your site, and if you are allowed to use any links in your viewable profile or username that works even better yet.

Your E-Mail Signature

Whether you are using Microsoft Outlook, Eudora, Gmail or any of the other top e-mail clients available today, most all of them have an option that allows you to set up a signature file that goes out with every e-mail you send.

Don't make the mistake that most people do and just put your name and phone number, add an intriguing offer to your signature file as well.

For example, instead of having your signature read:

--

Scot Standke

<http://www.NicheRockets.com>

<http://www.NicheAday.com>

Spruce it up a little bit, add something that makes your reader want to click, something like this:

--

Scot Standke

No Product Yet? - You Do Now!

<http://www.NicheRockets.com>

Benefit From Brainstorming,
Without Even Attending!

<http://www.NicheAday.com>

When you present an intriguing offer in your email signature, your reader will most likely click on it - even if just out of curiosity, to see exactly what you have to offer. This is an easy and free way to get people to your website, and once you set it up you never have to fiddle with it again.

Conclusion

I hope you have enjoyed reading this report and more importantly, I hope you learned a little something that you can put to good use on your website that in turn brings you more traffic and ultimately, more profits.

This report is in no way all-inclusive, there are literally thousands of different ways to get free and low cost traffic to your website.

For more **free daily traffic tips**, I strongly encourage you to **sign up for my free newsletter** that sends you a new website traffic tip every day for an entire year at:

www.TodaysTrafficTip.com

There's absolutely no obligation and you can unsubscribe at any time.

Sincerely,

Scot Standke - Founder

www.TodaysTrafficTip.com

PS. You have the rights to **pass this ebook along to your friends, as is.** Please feel free to **share this ebook with everyone you know.** You do not have the right to alter its contents in any way, it must be given away as is. ;))

Resources

1. [Kwan, K. (2008), Entrepreneurial Steroids: Article Science that Triples 3X CTR and PUMPS Sales & ROI, 6WRiters Publishing Group]
2. [Wikipedia.org
<http://en.wikipedia.org/wiki/Toplist>]
3. [Wikipedia.org
<http://en.wikipedia.org/wiki/Webring>]