TRAFFIC FANTASTIC

The Simple, Effective Targeted Traffic Formula

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Introduction to Web Traffic

Traffic generation seem to be one of the hardest parts of online marketing for most website owners. Perhaps it's the idea of having to find people to come and look at your site, or using the various platforms to encourage more traffic that scares people into inactivity. To be honest, I don't know.

What I do know is how to generate a flood of traffic to just about any website with very little out-of-pocket expenses.

The idea of this eBook is to show you exactly how to do this, so when you are done reading it you have a powerful traffic generation resource at hand, one that can be used time and time again.

Before we dig into the various traffic-generation options, I wanted to tell you that the information within this book is by no means exhausting. With the ever-changing Internet, something new and better could appear out of nowhere tomorrow. Therefore I suggest you keep your eye on the ball by staying connected with the hot new inventions online. You can do this with the help of forums and social networking sites.

What's All the Fuss About Traffic?

I'm glad you asked. It's simple really. Without traffic your site would digitally rot and never earn you a penny of income. Some people might not be bothered about the lack of income on their website, but from where I'm standing, it makes sense to be rewarded for your work. Wouldn't you agree?

The whole purpose of launching a blog, or website is to get something in return. Usually that something is cash. Why else would you want to spend hours of your time writing articles and blog posts if not to earn a little money in return? There is nothing unjust in wanting to do this. But for it to happen, you need traffic, and a lot of it. This is what this eBook is about. To show you that anyone can increase their bottom line once they generate a steady stream of visitors to their site.

Business Essentials

If you are a business owner you have no doubt spent a lot of time and money figuring out how to market your business. You have probably spent more hours then you care to count on things like advertising, and contacting salespeople from the local newspaper, radio station, television station, and Billboard Company. The reason you did this is to figure out which type of marketing is going to be the most cost-effective.

Thanks to the Internet you can now reach millions of people with your product, or service, rather than be limited to your local market.

Regardless whether you own a brick & mortar business, or an

online business, you need website traffic to convert readers to buyers.

Quality Comes First

When potential customers are in need of products and services they no longer flip through the phone book, instead they do a web search. That search will bring up a list of websites that have been ranked by their preferred search engine. The rankings are based on a few factors, including the quality of the information on the website and the amount of traffic each site has generated. Sites with good information and high traffic levels are ranked first. As you can imagine, it is those first few websites that get the most business.

Web surfers are easily convinced that the top ranking sites in Google, Yahoo, Bing, or their preferred search engine are probably trustworthy. As such, they are more likely to click through and then go on to give them their business. That is why it is so important to understand web traffic, and to do the necessary work to drive your site to the top of the search list. Just as you want your business to be at the top of people's minds you need your website to be at the top of the search engines.

Therefore the first step in generating traffic is to make sure your website contains only quality information, and not mass-produced PLR articles, auto-generated blog posts, or stolen (ripped) blog posts from other sources. While you can quickly outrank the original owners with stolen (duplicate) content, long term you will fare much better by sticking to original quality content.

By spending some time to get the framework right, you will see way better results once you shift to the next step – driving targeted traffic

How to Get Insane Web Traffic

There are countless ways to direct traffic to your site. It's not a matter of simply advertising your website and hoping that people visit it. In order to apply the following steps successfully you should come up with a plan. A plan will help you keep track of what has been done, and what needs to be done. Unless you work the plan, nothing will change, so please keep this in mind.

Measure!

Before you implement any traffic-generating activities, make sure to install a good tracking code to your site. I recommend you use Google Analytics, or Statcounter. Both are free and with a bit of trial and error you'll soon get the hang of them.

People who fail to measure their traffic will never be able to tell which of their methods work. You might as well stop right there if you are among them. Unless you track your activities, how will you know which of them are successful, and which are not?

Get the point?

Traffic Bomb # 1 Search Engine Optimization

SEO is king! Optimizing your website for search engine spiders is your meal ticket to driving insane traffic to your site. Since this eBook is about traffic generation and not "a how to course on SEO" I suggest you pick up a good eBook on the topic to learn all you can.

I suggest you optimize your website for your niche with as many

keywords as you care to rank for. Organic search engine traffic is free once the hits are starting to flow. You do the hard work of SEO once, build links until you rank for the keyword, and then tweak the rankings here and there if need be to keep them stable. Combined with the marketing methods below you should see a sharp increase in web traffic to your site.

Traffic Bomb # 2 Video

Video marketing is one of the best ways to generate a large amount of traffic to any website. If you are using a PC you can create your own videos in under one hour with the help of Windows Movie Maker. Mac users can do the same on iMovie.

Once your video is acceptable for publication you can upload it to the popular video hosting sites such as YouTube, Yahoo Video, Vimeo, Viddler and many more.

Rock Your Video Marketing with Automation Tools:

Instead of busting your butt trying to upload a new video to the countless video hosting sites each day, you can use simple tools like TubeMogul. TubeMogul is free.

In Internet marketing circles the undisputed tool for video marketing is Traffic Geyser. Unfortunately TG is only for hard-core video marketers because you have to reach deep into your pockets to buy this program. You can try the program for free for 30 days; after the free trial ends you pay $97/month.

To be honest, I think that using TubeMogul is enough. We could argue about this all you want, but in the end it's the conversions that count. If TubeMogul brings you readers that lead to buyers, then who cares? The best way to find out is by testing both.

Remember to measure your traffic though if you want to know what works, and what doesn't.

Sneaky Tricks of the Pros

There is one super-sneaky trick Internet marketing pros use to add rocket fuel to their video rankings – it's about time you found out.

Introducing: Tube Views Services

Tube Views Services are your weapon when it comes to pushing your videos to the most viewed section on sites like YouTube. Doing this will be like creating a snowball that just gets bigger and bigger in the process. Before you venture down that road you need to understand that using these services can get you banned from YouTube. Stick with reputable service providers to start with and then make sure you know what goes on before you click the buy views now button.

Video marketing pros have used this method for some time now. The object of this method is to buy cheap Tube views from the above mentioned services in order to get your video ranked among the most viewed in your niche. You can buy views for the following sections:

- Favorites
- Channel Views
- Video Views
- Subscribers
- Video Ratings
- Comments

What this does is create interest first, then results in real traffic, from people who go there to find interesting videos. If your video

is good, it will rock to the top of the most popular section in no time, driving a mass of people to your site.

Important Notes

Keep in mind that you should optimize the video for the search engines with the help of keyword tags. Plus you need to make sure that it contains a live link back to your site, otherwise buying views will be a wasted exercise.

Where to Buy Tube Views?

The following services sell Tube Views to you. Pick the one you feel most comfortable with and measure the results, then if you are unhappy, pick another one and see whether they deliver more quality views. You should also know that some of these services automate the generated views. What this means is that the actual views are generated by bots, and not humans.

Keep that in mind when buying Tube Views.

- More Tube Views
- Tube Thumper
- Buy Tube Plays

Alternatively you can do a Google search to find more services like these.

Traffic Bomb # 4 LinkedIn

LinkedIn has been, and continues to be severely underestimated by most marketers. Many see LinkedIn as a social network for businesses. It is. But there is so much more to LinkedIn that you need to peek underneath the hood to realize its power.

Step # 1 – Complete Your Profile

One of the first things to do if you hope to dominate LinkedIn traffic is to complete your profile. It needs to be finished 100%. Make it most compelling. The more interesting you can make your profile, the better it will convert traffic to your site.

Step # 2 – Link to Your Site

How many webmasters fail to do this? LinkedIn allows you to optimize your link with the help of proper anchor text (using your keyword). Use it. It will help you with branding and SEO.

Step # 3 – Tap into Your Blog

LinkedIn allows you to add a simple blog application that self-updates every time you publish new content. What better way to generate curiosity among your LinkedIn network?

Step # 4 – Network Like Crazy

LinkedIn isn't called a social networking site for nothing. Take advantage of the vast amount of users on that site and network every single day.

- Build your network by inviting more friends/business partners
- Participate in Groups
- Start your own Group
- Answer questions
- Update your status
- Comment
- Become ever present in your niche

The more you can become present in the minds and eyes of your

fellow LinkedIn users, the more traffic will flow to your site from your marketing efforts. Set aside 30 minutes each day to do this.

Step # 5 – Sign Up With Trillion

Trillian5 is the ultimate social networking tool par excellence. This intuitive software allows you to update, and keep in touch with all of your major social networks. Included are Skype, LinkedIn, Facebook, Twitter, and many more.

Instead of logging in to each of the above mentioned sites to update your status, you can now do all of this and more with the help of Trillian5.

There are other, similar applications available on the Internet, of which Sobees is one. Regardless of which client you use, the important part is to USE them to save time and hassles.

Software clients like Trillian5 take social network marketing to new heights, helping to generate large amounts of targeted traffic to your site if they are used correctly. The key to doing so lies in targeting the right user groups on each network.

Traffic Bomb # 5 Launch an Adwords Campaign

There is no doubt in any Internet marketing pro's mind that Google Adwords is one of the fastest methods to drive traffic to a website.

The downside to using Adwords is the cost. If you don't know anything about Adwords at all, you need to first educate yourself on the intricacies of buying PPC traffic.

Done right, PPC traffic might be all you ever need, done wrong, it will cost you an arm and a leg... and then some!

Adwords Secrets to Increase Your Conversions

Since this eBook is not long enough to include a detailed Adwords tutorial I've decided to include some of the simplest, yet best "tricks" to increase your Adwords conversions.

Drumroll please...

Use All Keyword Matches, then Define the Ones that Work Best

You need to use your keyword in all search spectrums; use exact, broad, and phrase match when bidding on keyword terms. This will capture a wider market of online searchers helping you to define which of the matches work best for your particular niche.

The most important part of using and optimizing your Adwords campaign is to measure it. Google gives you all the tools you need to do this from right within your Adwords account.

Pick Negative Keywords

Negative keywords in your Adwords campaign allow you to define your target market even more. By adding these negative keywords you basically weed out certain search terms from your ad.

This means your ad won't be shown to unqualified leads, therefore not costing you money for wasted clicks.

Target Misspellings

This is definitely a dirty trick, but one that could earn you a nice little income all by itself. Misspellings in some markets are worth quite a bit of money. Some of these have high monthly searches and can relate to a ton of extra traffic to your site. Make the most

of them if you decide to use Adwords at all.

Traffic Bomb # 6 Articles

Article marketing is one of the cheapest and most effective ways to generate consistent traffic to a site. The good thing about this method is that anyone can do it, irrespective of their Internet savvy-ness.

However, there are a few things to keep in mind if you decide to use articles for traffic generation.

Success Lies in the Numbers

Article marketing works, but only if you do it consistently. You are looking at writing 5 articles a day, at least 5 days a week. For some, this might be a little freaky because not everyone has time to write 5 articles a day and then spend time submitting them to article directories and blogs.

There is of course a simple workaround to this problem; use article submission software. Do an online search and you will find a large number of software that can do this job for you.

Incansoft's Article Bot V1.0 is one of the best tools you can find to do this. In fact, their increasing range of software is recommended for just about any online automation task.

Article submission becomes child's play with this tool. Plus you will basically help your SEO score by building a large number of backlinks which results in even more traffic.

Once the wheel is set in motion you will have trouble stopping it if you submit articles every day. If you do this, it might well be enough to generate all the traffic you ever need.

Traffic Bomb # 7 Craigslist

Craigslist may be an online classifieds website, but it can also be used to generate some nice numbers of visitors to your site.

The first thing you need to understand about Craigslist is the fact that they are very strict about content spam. You will need to register on their site with a valid email address. Craigslist US can only be used by people residing in the USA now because of phone verifications. Unless you have a US phone number and can access it after sending the verification code, you will be limited to using your local Craigslist platform.

Not that this matters much. Even so the US version of this classified site is definitely the most-trafficked of them all. You can funnel some nice traffic from just about any of them.

Consider using the following sections on Craigslist to publish your advert:

Services: Offer your services (use freebies like a free report to generate curiosity). Use images to help draw eyeballs from users.
Events: The Events section of Craigslist can be a great source of traffic if used right.
Classes: Host a class to teach niche specific knowledge
Community: Some advertisers have experienced good results with the Community section on the site.

A with any traffic generation method, to see results you need to consistently use the site for a period of time.

Traffic Bomb # 8 Paid Press Releases

A well written press release submitted to some of the best paid online sites can drive large numbers of visitors to your site. It is well worth the extra cost, provided you do it for the right reasons. Writing a press release without a newsworthy message is not recommended. Anyone can fabricate a press release in the hopes of creating some extra traffic, but I wouldn't recommend you do this unless you have money and time to waste.

When to Write a Press Release?

The best time to publish a press release is when you:

- Launch a new product, or service
- Employ new management
- Invent something
- Offer a freebie that is in hot demand
- Have something newsworthy to say

Why Paid?

I purposely recommend paid submission sites for the simple fact that they work. My absolute favorite paid site among all the available options is PRWeb.com.

When you use free submission sites you might get the odd visitor here and there, but in my experience they are not worth the hassle.

I much prefer to spend some money in return for increased user options and traffic. This is especially important if you offer a product that pays handsome commissions. You could easily work out what a lead from a paid PR site is worth to you with the help of

tracking software (mentioned earlier in this eBook).

One of the added boons of using paid PR services is the additional options to optimize the press release for search engines.

Traffic Bomb # 9 Document Sharing Sites

Document sharing sites are free online directories you can use to generate traffic. Used correctly they are actually even more effective than article marketing because few people have realized how powerful these directories can be.

You can use PLR content, your own unique stuff and upload it to these sites in Word, PDF, or as presentation slides. The most popular of them all are:

1. Scribd
2. Docstoc
3. Calameo
4. Issuu
5. Slideshare

Get More Search Engine Link Juice

A great reason to use these directories is because many of them allow you to insert a live link into your document. Build more backlinks while driving traffic.

Just like with your website or blog, you can optimize your document for SEO when uploading it to these platforms.

Fast Indexing

Google loves document sharing sites; so much so, that they often rank high in their search engine for specific keyword terms.

As a bonus for using these directories you also get your content indexed super fast. Especially if you build a couple of backlinks to it after you publish your document.

Optimize Your Docs for Optimum Results

The easiest way to use document sharing sites to your advantage is by optimizing your document for search engines.

You need to pay specific attention to the following parts of your document:

- Description
- Tags
- Title
- Length
- LSI
- Text Font
- Footer
- Anchor Text

Basically you need to make sure that each of the above is using your chosen keyword, while also making sure you don't go overboard.

What I have found to work best is documents that range within the 500-700 word mark. I generally choose a font size of 14, or 16 because some people struggle if they have to read smaller text which could lead to a fast click-out.

When you describe your document and tag it, make sure to use your primary keyword, and supporting LSI keywords. Keep the keyword count low. Going overboard here will only alert the

"online content police."

Your best bet is to write informative, educational pieces of content that give readers enough value to want to know more. At the end of your document you should feature a live hyperlink (use proper anchor text) to your squeeze page to build your list.

On your squeeze page you should offer a valuable freebie to help it make easy for people to subscribe to your list. I actually try and include two live links to my site (once at the beginning of the document, and once at the end). If your document is longer than two pages I suggest you include one live link for each page. The easiest way to do this is with the help of a footer, similar to what you might expect to find in eBooks.

How to Make Your Document Sing

To really boost traffic with this method it is important for you to immediately build some backlinks to your published document as soon as it goes live.

My choices involve the following activities:

- Social bookmarking
- Pinging
- RSS feeds
- Other backlinks

Socialmarker is a free bookmarking tool that can semi-automate the process of bookmarking sites. You still have to click on each profile, but if used on conjunction with Roboform's web form filling ability you can do this in next to no time.

Traffic Bomb # 10 Social Media Marketing

A large number of online traffic can be harnessed with the help of social media sites. Twitter, Facebook, Stumble Upon, YouTube, LinkedIn, and others are so popular with Internet users that they have become a great source of traffic for many website owners. YouTube and LinkedIn have already been covered in this eBook because of their extraordinary strength, but other sites can just as well become a staple source of traffic for your site.

Beware of the Number One Mistake

Before you get stuck into social networking, you need to understand one very important aspect of using these sites. These networks do NOT work for ALL types of websites!

If for example you have an Adsense site, you are much better served by using any of the other suggestions because social traffic is bad for this type of site. The click value is effectively minimized because social traffic is often untargeted.

On the other hand, social networking sites are great for people with specific products and services. Think about the type of people who use these networks?

That's right, everyone does: businesses, singles, professionals, kids, grandparents, parents, and many more. Fact is that you can leverage your website on these networks with a bit of planning.

Profile Magic

The first thing you need to do is to create a compelling profile. Personalize your profile with unique colors, themes and images. Make it sound fun, while keeping your professional image in mind.

Network with the Right Crowd

If you want to make an impact on these sites it is important to network with the right people. Ask yourself this: who is your perfect lead/visitor? Then go about capturing the attention of these people.

Mix it Up

Please don't use these sites to spam your marketing messages day and night. You will get better results with a mixture of personality and marketing.

Let your personality shine, show your network the real you, and intrigue them with fun, knowledge, free advice. Meanwhile throw in some of your marketing messages along the way.

Reach Out to the Community

In case you haven't noticed, social networks are about being social. This means that you should not just promote your own stuff all the time. Reach out. By promoting other people in your network you'll gain more credibility, respect, and ultimately more followers and traffic.

Don't Waste Your Time

Social networks can be massive time suckers. Trust me on this. It would help to plan your marketing strategy by allocating no more than 15-30 minutes each day. If you don't watch yourself, you are likely going to end up spending hours on those sites. This would then turn a potential great marketing method into a huge time suck.

Remember to Have Fun

People who allow themselves to have fun, achieve more in life. When marketing on social networking sites, don't forget to have fun. These sites are first and foremost about connecting with others, making new friends and letting your hair down a little. Having said this, be careful of what you publish, because once it is out there, you can't take it back!

Limit Your Networks

One of the best tips I can give you is to stick to a maximum of three networks. Choosing more is not recommended because you will get burned out trying to cook with too many pots.

You are much better served by participating on a lesser number of social sites as a regular member, than trying to join too many, and never update your status.

How Much Traffic Is Too Much?

It is possible to have too much traffic to your website? It is certainly not the worst problem in the world to have, but one you should be prepared to deal with at some point. You never know what could happen if a boost of visitors beyond the capacity of your little website happens to stop by. When a website is overloaded it can shut down, or you might be forced to pay extra to your web host because you do not have enough bandwidth to support the influx of visitors.

You are probably reading this thinking that you will not have that problem, but unexpected things do happen. As an example, a relatively small time blogger was recently invited to the White House by First Lady Michelle Obama to participate in a family and workplace forum.

This event was widely reported on various news sites, including big ones like MSNBC and CNN. Exciting news for the blogger no doubt, but there is also potential for disaster. Her sudden popularity could cause her website to crash, or to stop running smoothly due to the increase in visitors. While the added visitors are certainly a boon to her business it does not look if a popular site has crashed.

Luckily you can prepare for these issues. Do your best to make the necessary arrangements to keep your site from falling apart should it become popular all of a sudden.

One of the other problems you could experience with a website is called a *Denial of Service Attack*. This is a malicious attack that will flood your site with so many requests that it causes the proverbial meltdown.

These attacks can be very dangerous to your server, your website, and your business. In order to protect yourself you can use firewalls, and other software designed to protect and prevent others from loading your site with unwanted requests. It can be difficult to strike a balance between allowing those requests that build up your web traffic and those that go overboard with the intention of destructing your site. You may consider hiring a professional to assist you with this process.

If your site is hosted with a good hosting company, and prepared with enough bandwidth there is no downside to getting a lot of traffic from your marketing efforts. It's what you want, right?

Therefore you shouldn't skim on paying for decent hosting. For under $20/month you can get yourself set up with a reliable hosting company, and plenty of server space to withstand the biggest number of traffic.

Conclusion

By now you should understand the importance of driving traffic to your website. Unless your purpose in building a website is artistic, and you really don't care if you actually make money from it, you will have to spend a significant amount of time and energy to get traffic to your site.

You might pay someone to help you get traffic to your site or you may invest your own time and some money into getting the job done. Regardless of your approach you will see results quickly if you stick to your self-imposed schedule. Once you realize how effective targeted traffic is, and how quickly your site jumps to the top of the search engines you will most likely get hooked on the idea of quick traffic generation.

The best part about **Traffic Fantastic** is the fact that anyone can do this. Regardless whether this is your first ever day on the Internet or you're an old pro, these tips and tricks will make a huge difference to the popularity of your site. They can take a worn-out online home and revive it into a bustling hub.

In the end, the results you'll experience from the information in this eBook depend on your ability to stick to a plan. The hardest part of traffic generation will be the actual part of doing the physical work each and every day.

My suggestion is to pick one of the methods outlined within this eBook and learn it well. Implement it into your working day, and use it each day for at least one month. By then you should start to see some serious increases in website hits, and hopefully sales too.

Once you master the first traffic generation method, move to the next while putting the first one on autopilot. That's it, no magic, just work.