

# Traffic Flow



**Discover 5 Top Tactics To Drive  
A Flood Of Traffic To Your Website**

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# **The Ultimate Paid Traffic 111 Kit**

## **Pay Per Click Traffic Sources**

1. [Google Adwords – http://adwords.google.com](http://adwords.google.com)
2. [Bing Ads – https://bingads.microsoft.com](https://bingads.microsoft.com)
3. [Looksmart – http://www.looksmart.com](http://www.looksmart.com)
4. [7Search – http://www.7search.com](http://www.7search.com)
5. [Facebook Ads – http://www.facebook.com/advertising](http://www.facebook.com/advertising)
6. [Clicksor – http://www.clicksor.com](http://www.clicksor.com)
7. [Adblade – http://www.adblade.com](http://www.adblade.com)
8. [AdSonar – http://www.adsonar.com](http://www.adsonar.com)
9. [Advertise – http://www.advertise.com](http://www.advertise.com)
10. [Pulse360 – http://www.pulse360.com](http://www.pulse360.com)
11. [AdClickMedia – http://www.adclickmedia.com](http://www.adclickmedia.com)
12. [Bidvertiser – http://www.bidvertiser.com](http://www.bidvertiser.com)
13. [Adknowledge – http://www.adknowledge.com](http://www.adknowledge.com)
14. [Findit-quick – http://www.finditquick.info](http://www.finditquick.info)
15. [AdManage – http://www.admanage.com](http://www.admanage.com)
16. [Findology – http://www.findology.com](http://www.findology.com)
17. [AdMarketplace – http://www.admarketplace.com](http://www.admarketplace.com)
18. [XTargeting – http://www.xtargeting.com](http://www.xtargeting.com)
19. [LinkedIn Ads – https://www.linkedin.com/ads](https://www.linkedin.com/ads)
20. [Chitika – http://www.chitika.com](http://www.chitika.com)
21. [Pinterest Ads - https://ads.pinterest.com](https://ads.pinterest.com)

## **Native Ad Platforms**

22. [Yahoo Gemini – https://gemini.yahoo.com/advertiser/home](https://gemini.yahoo.com/advertiser/home)
23. [Taboola – http://www.taboola.com](http://www.taboola.com)
24. [Outbrain – http://www.outbrain.com](http://www.outbrain.com)
25. [Polar – http://polar.me](http://polar.me)
26. [Nativo – http://www.nativo.net](http://www.nativo.net)
27. [StackAdapt – http://www.stackadapt.com](http://www.stackadapt.com)
28. [MGID – http://www.mgid.com](http://www.mgid.com)
29. [RevContent – http://www.revcontent.com](http://www.revcontent.com)

## **Pay Per View Traffic Sources**

30. [Media Traffic – http://www.mediatraffic.com](http://www.mediatraffic.com)
31. [Trafficvance – http://www.trafficvance.com](http://www.trafficvance.com)
32. [DirectCPV – http://www.directcpv.com](http://www.directcpv.com)
33. [AdOnNetwork – http://www.adonnetwork.com](http://www.adonnetwork.com)
34. [Lead Impact – http://www.leadimpact.com](http://www.leadimpact.com)
35. [Rapsio – http://www.rapsio.com](http://www.rapsio.com)

## **Pay Per Text Traffic Sources**

- 36. Infolinks – <http://www.infolinks.com>
- 37. 50onRed – <http://www.50onred.com>
- 38. Vibrant Media – <http://www.vibrantmedia.com>
- 39. Linkworth – <http://www.linkworth.com>
- 40. Kontextua – <http://www.kontextua.com/en/>

## **Media Buy Traffic Sources**

- 41. Index Exchange – <http://www.indexexchange.com>
- 42. Conversant – <http://www.conversantmedia.com>
- 43. Exponential – <http://exponential.com>
- 44. POF Ads – <https://ads.pof.com>
- 45. AdReady – <http://www.adready.com>
- 46. Illyx – <http://illyx.com>
- 47. BuySellAds – <http://www.buysellads.com>
- 48. DoubleClick – <http://www.doubleclick.com>
- 49. Burst Media – <http://www.burstmedia.com>
- 50. Premium Access – <http://premiumaccess.com>
- 51. Adengage – <http://adengage.com>
- 52. CPX Interactive – <http://www.cpxinteractive.com>
- 53. Undertone – <http://undertone.com>
- 54. Ad Pepper – <http://www.adpepper.com>
- 55. Exoclick – <http://www.exoclick.com>
- 56. Sitescout – <http://www.sitescout.com>
- 57. EngageBDR – <http://www.engagebdr.com>
- 58. BlogAds – <http://web.blogads.com>
- 59. iSocket – <http://www.isocket.com>
- 60. AdPerium – <http://www.adperium.com>
- 61. Reddit – [http://www.reddit.com/ad\\_inq](http://www.reddit.com/ad_inq)
- 62. BrightRoll – <http://www.brightroll.com>
- 63. Epom Marketing – <http://market.epom.com>
- 64. Propeller Ads - <https://propellerads.com/>

## **Retargeting**

- 65. AdRoll – <http://www.adroll.com>
- 66. AdRetargeting – <http://www.adretargeting.com>
- 67. Recrue Media – <http://www.recruemedia.com>
- 68. Perfect Audience – <http://www.perfectaudience.com>
- 69. Dispop – <http://dispop.com>
- 70. Cappture – <http://www.cappture.com>
- 71. Retargeter – <https://retargeter.com>
- 72. Criteo – <http://www.criteo.com>
- 73. Steelhouse – <http://www.steelhouse.com>

## **Domain Traffic**

- 74. DNTX – <http://www.dntx.com>

## Mobile Advertising

- [75. Apprupt - http://www.apprupt.com](http://www.apprupt.com)
- [76. 4 th Screen - http://www.4th-screen.com](http://www.4th-screen.com)
- [77. iAds Workbench - http://advertising.apple.com/get-started](http://advertising.apple.com/get-started)
- [78. Millennial Media – http://www.millennialmedia.com](http://www.millennialmedia.com)
- [79. inMobi – http://www.inmobi.com](http://www.inmobi.com)
- [80. Mojiva – http://www.mojiva.com](http://www.mojiva.com)
- [81. Phunware - http://www.phunware.com](http://www.phunware.com)
- [82. BuzzCity – http://www.buzzcity.com](http://www.buzzcity.com)
- [83. AirPush – http://www.airpush.com](http://www.airpush.com)
- [84. AdMobile – http://www.admobile.com](http://www.admobile.com)
- [85. Splicky – http://www.splicky.com](http://www.splicky.com)
- [86. LeadBolt – http://www.leadbolt.com](http://www.leadbolt.com)
- [87. Appia – http://www.appia.com](http://www.appia.com)
- [88. Hunt Mobile Ads – http://www.huntmads.com](http://www.huntmads.com)
- [89. mMedia – http://mmedia.com](http://mmedia.com)
- [90. AdModa – http://admoda.com](http://admoda.com)
- [91. Matomy Mobile - http://www.matomy.com/mobile](http://www.matomy.com/mobile)
- [92. RevMob - https://www.revmobmobileleadnetwork.com](https://www.revmobmobileleadnetwork.com)
- [93. MobFox - http://www.mobfox.com](http://www.mobfox.com)
- [94. AdTile - http://www.adtile.me](http://www.adtile.me)
- [95. Komli Mobile - http://www.komlimobile.com](http://www.komlimobile.com)
- [96. Addictive Mobility - http://addictivemobility.com](http://addictivemobility.com)
- [97. Nexage - http://www.nexage.com](http://www.nexage.com)
- [98. Ads Media Mobile - http://www.adsmediamobile.com](http://www.adsmediamobile.com)
- [99. AdiQuity - http://adiquity.com](http://adiquity.com)
- [100. Kiip - http://www.kiip.me](http://www.kiip.me)
- [101. AdColony - http://www.4th-screen.com](http://www.4th-screen.com)

## Email Marketing

- [102. Nextmark – http://www.nextmark.com](http://www.nextmark.com)
- [103. Arcamax – http://arcamax.com](http://arcamax.com)
- [104. Newsmax – http://www.newsmax.com](http://www.newsmax.com)
- [105. Dedicated Emails – http://www.dedicatedemails.com](http://www.dedicatedemails.com)

## Other Paid Ad Platforms

- [106. Twitter Ads – https://ads.twitter.com](https://ads.twitter.com)
- [107. Sponsored Tweets – http://sponsoredtweets.com](http://sponsoredtweets.com)
- [108. FourSquare Ads – http://business.foursquare.com/ads/](http://business.foursquare.com/ads/)
- [109. Yelp – http://www.yelp.com/advertise](http://www.yelp.com/advertise)
- [110. Infinity ads – http://www.infinityads.com/contextual-advertising](http://www.infinityads.com/contextual-advertising)
- [111. Ezine traffic-Directory of Ezine](#)

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# Introduction

No matter what type of online business you have, increasing your traffic is the number one way to increase your profits. The more visitors you can get to a website, the more adverts they will click, the more opportunity they will have to buy your products and the more valuable your site will be to other potential advertisers and sponsors.

But herein lies the problem: everyone on the web wants more traffic and so everyone is fighting to try and grab the viewers. These days the web is filled with so many different advertisers, bloggers and businesses all trying to stand out that it's almost impossible to differentiate yourself and to get noticed.

What dictates the winners and losers in this scrum though is who has the best strategy. In this eBook, we will be looking at the most effective ways you can increase the flow of traffic to your website across five major sources. For each, we'll be discussing only the most effective and the most valuable techniques and by setting up inflows from all five separate sources you can guarantee that you'll never run out of new people to market to, of leads or of customers.

The five sources of traffic we'll be looking at specifically are:

- Social media
- Facebook ads
- Search engines
- Forums

- Videos

By the end of this book, you should see a powerful method in your pocket for making each of these work for you. unlock a *lot* more visitors for your business. Combined though, they'll represent a cumulative and synergistic growth that can drive your profits up exponentially. [\*\*Recommended Ninja method to get targeted Traffic & Earn Income go here.\*\*](#)



# Chapter 1: How to Get Traffic from Social Media

If you're looking to increase your number of regular visitors then social media is one of the most powerful tools in your arsenal. There are many things that make social media so useful for increasing traffic. The first of course is that any social media platform will instantly provide a large captive audience – Facebook has more users than most countries have residents for instance.

What's more important still though, is the way that social media sites leverage social networks in order to allow content to spread and even go viral. If you share something on Facebook or Twitter for instance, there is a ton of ways that your followers, fans and friends can share it with *their* extended network.

Finally, social media is powerful because it allows for communication. This means you don't just share the content you want people to see – you can comment on it and add context and discussion to drive even more attention there.

So how do you take advantage of all these benefits of social media and get your account to start growing?

## Branding

The best place to start with a social media campaign is with your branding. When you first create your accounts, it's crucial to ensure that you create a consistent presence with a strong unifying identity. This is what will allow your various social media accounts to work synergistically together and with each of your other marketing strategies.

Essentially then, this means having a strong logo that you can incorporate into your profile images and your cover images and it means having the same recognizable brand name on every account as well.

The more consistent you are graphically and with regards to your 'message', the more each interaction with one of your accounts will strengthen your visibility. What's more, this consistency will help to make your brand appear professional and well thought out.

Likewise, you also need to connect your various social media accounts and even your website. This means that you should have buttons on your website making it easy for visitors to start following you on social media and it means that your website should be linked on your Facebook, Twitter and LinkedIn.

Rather than thinking of your website and your social media as separate, try to think of them as interconnected aspects of the same strategy. Your social media should help to increase traffic to your website yes, but likewise it is just as important that your website help to promote and grow your social media. This way, your social media will provide a convenient way for

your one-off visitors to keep up to date with your latest content and to subscribe without giving an e-mail. When they visit your page and see it has the same design as your site they'll be impressed and all the more likely to remember you and look for you in future.

Finally, make sure you're *on* as many social media sites as possible. The more sites you set yourself up an account with, the more in-roads you create to your business and the more future marketing opportunities you create for yourself. [Ninja Method Click here.](#)

## Sharing Content

Tools like BuzzSumo provide ways you can easily find content to share on social media in order to increase your number of subscribers/followers/friends. The way these sites work is simple: they allow you to find content that is doing well on social media in your niche and then to share it as though it were your own. This way, there is no guess work involved when deciding what to share because you *know* it already works.

While this can be a good way to keep your social media looking active and to encourage some likes and follows however, it is *always* better to share content you create yourself. Why? For starters, when someone clicks on a link you share and get taken to your site, they stay engaged with your brand and you create more opportunities to get them to sign up to a mailing

list or to buy something. Your objective here is to *get traffic* – so why would you waste a single click sending your visitors elsewhere?

The key then is to know how to create content that will attract clicks and shares. This is what a lot of people struggle with and why they will often rely on third-party content. If you understand the psychology of sharing and liking though, then you can get around this problem and create your own content that will spread like wildfire. [Ninja Method Click Here](#)

## **How Clickbait Works**

When you think of content that gets clicks, you might be tempted to think of ‘clickbait’. This is content designed especially to get people to click at all costs. Often the quality of this content is very poor because all the creators literally care about is getting clicks. This is short sighted though in the long run as people who feel they’ve been tricked into reading low quality content are hardly likely to share that content and they’re hardly likely to go out of their way to visit that website again.

The object here instead then should be to create content that gets clicked and then *delivers*. This way, those people who clicked will be more likely to come back to your website and more likely to share with their networks – creating lots of new visitors for you.

Luckily you can have your cake and eat it. The reason that clickbait is so effective at getting people to click you see is that it normally does one of two things:

- Leverages curiosity

- Promises something that can change the reader's life – i.e. offers value

An example of clickbait then might be an article called:

*'You'll never believe this incredibly weird trick for losing fat!'*

This link gets clicked because it a) makes people wonder what the weird trick is (curiosity) and b) makes people believe they'll be able to lose fat (value proposition). Unfortunately, when you click that link it is very likely to be nothing but spam and people are getting cynical to this type of strategy now.

Instead then, another strategy would be to find a new piece of research, a forgotten 'old time strongman' technique, or a surprising superfood and then to write your article about that. One method you can use to lose fat that is little known for instance is something called 'cardio acceleration'.

Now, an article called 'How to Lose Weight With Cardio Acceleration' ticks all the same boxes as the link bait because it has value proposition *and* it offers something new, which makes people curious. Unlike linkbait it is also actually going to deliver on its promise with something new and interesting many people won't have heard of. It's still a million times better though than just *another* article saying '10 Exercises to Flatten Your Abs' (which we're all incredibly bored of). In this way, you have taken the principles of linkbait but applied them in a far more effective manner.

Another tip for creating content that is likely to get shared on social media is to have a very specific individual in mind when you write. This works because social media is really all about communication. When someone

sees an article that describes them or applies to them directly, they will often share it as a form of self-expression. On the other hand, if they see an article they think will apply directly to someone they know, they'll want to share it with that person.

When you're not sharing content, you'll be updating your status with comments and thoughts and perhaps with the occasional image to sell the lifestyle. Just make sure that *all* your posts are providing value in the form of entertainment, information, inspiration or deals. If all you're doing is promoting your brand, then people will leave you.

## Putting it Altogether

Now, you might be wondering how all this can help you to get more traffic to your website. All we've seen is how to set up a social media profile on multiple accounts and then share good content on it. Where are those new visitors coming from?

While it might seem a little circular, repeating this process over and over can actually help you to slowly gain momentum and to build more and more visitors. It works a little like this:

First time visitor comes to your site → First time visitor signs up to your social media and becomes follower → Follower sees one of your engaging articles posted on Facebook → Follower clicks to return to your site → Follower shares your content creating a new first time visitor → [👉 Return to start.](#)

Then multiply this by all the different social media accounts you're going to be on and suddenly you have a self-perpetuating cycle that is bringing in more and more visitors all the time.

**Top Tip:** Share your content in specific communities like Facebook Pages and G+ communities to reach specific niches. You can use this to target people who will likely be interested in your site who aren't already followers and you can also use it to cross pollinate. For instance, if you have a martial arts website/business, then writing about free running for martial artists and posting in a free running community is a great way to reach a wider audience. [Ninja Method find here](#)

## A Few Tools

A few tools can help you to get even more from social media. One of these tools is 'IF' which used to be known as 'IFTTT' (IFTTT.com). IFTTT stands for 'If This, Then That' and allows you to link your different social media accounts so that posting to Facebook also posts to Twitter, LinkedIn, Pinterest etc. You can set up more complex relationships too, so that only certain types of content are shared in certain places. If you want to get *really* advanced then IFTTT will let you do things like read from spreadsheets or 'auto share' content that has been curated from the web by algorithms.

Other tools can do similar things if you're looking for something simpler. Buffer (Buffer.com) is one example that links accounts and also lets you

‘schedule’ your posts. That means you can set aside a single day to write all your Tweets and then see them get published on a regular basis at set times. HootSuite ([HootSuite.com](http://HootSuite.com)) has these functions too and also lets you see feeds from multiple social media accounts.

All these things are *highly* useful because they save you time and ensure that your social accounts stay looking active. This is very important – a quiet social media account is worse than not having a social media account at all. Just make sure the content you’re sharing automatically is still high quality!

Finally, consider using ShareAHolic ([shareaholic.com](http://shareaholic.com)) to let your visitors easily share your content to their social media accounts.



## Chapter 2: How to Get Traffic from Facebook Ads

In the last chapter we looked at how to build traffic from social media, which of course includes Facebook. As well as using Facebook directly though, there is also another way to make money from the platform – which of course is to use Facebook ads.

This can generate a ton of traffic immediately and unlike the above method it takes no time at all to kick into action. Of course it does cost a little *money* which is the downside – but if you have monetized your site correctly then this needn't be an issue as it can pay for itself. Combining social media marketing with Facebook ads is a very powerful strategy but if you choose just one, then the right starting point is going to depend on your business model and budget. [Fb ads Expensive so Go ninja here](#)

### How Facebook Ads Work

If you have ever used Google AdWords then you should have a basic idea of how PPC advertising works. PPC stands for Pay Per Click, which means that you only pay when someone actually clicks on one of your adverts. In this sense, an advert only costs you money when it is 'successful'.

This is the same for Facebook Ads – meaning that you only get charged when someone clicks on your advert. And if you're even more strategic

then you can use something called ‘CPA’ which is ‘Cost Per Action’. Here, you only pay when someone actually completes a particular action, thereby almost guaranteeing ROI for your hard work.

There are various different ‘actions’ that you can set up with Facebook Ads but whichever you choose, this is *very* much worth looking into as a way to accelerate traffic to your website. A good example of a CPA scheme is to pay only when someone likes your Facebook page. This is valuable to you because it means you’ll subsequently be able to contact those followers by posting content to your Facebook. You can also set up videos and get charged for people watching them – keep that in mind when reading the forthcoming chapter on using video to get traffic.

An added bonus of Facebook Ads is that they can be very finely targeted at the specific audience you want to advertise to. This allows you to target your specific niche and thereby helps you to avoid wasting your money by advertising to people who aren’t likely to click on any ads.

On Facebook, you can target people by their location, their age, their gender, their marital status and even their hobbies and interest. If you have a business selling baking equipment then, you can target only those people who have ‘baking’ listed as one of their hobbies.

This brings us to an important point: targeting your traffic. There’s actually no point in having tons of traffic on your website if that traffic isn’t at all targeted. This is *especially* true in some circumstances too – if you run a local business for instance in which case you only really want to advertise to people who live locally. What’s the point in wasting your advertising budget on people in Germany if you run a hair salon in the US?

## How to Create Great Facebook Ads

If you wanted to make money from Facebook Ads, then the best strategy would be to set up a landing page to sell your main product or affiliate product from and then to create adverts that would direct visitors to that page. Your Facebook ads would then be very upfront and even include the price, so that people would only click (and cost you) if they were definitely interested in potentially paying for a product like yours.

But if your priority is traffic, then you're playing the longer game. In this case, the best type of advert would be a CPA ad to get likes to your Facebook page and from there you could then do some 'promoted posts' (which get seen by a greater number of your followers).

Remember though: people won't just like an advert for a hair shampoo company. Your best chances of getting them involved is to speak to them on a more abstract level and to get them excited for what you're doing. People will regularly 'like' pages on Facebook that are about the gym or about travel because they are interested in the lifestyle and they want to communicate that aspect of themselves.

So instead of advertising your product or brand, advertise the lifestyle that you represent and then target people who are likely to want to be associated with that lifestyle. Try not to be a company so much as a movement and that way you can get people actually excited for what you're doing. [Fb ads complex so Go ninja here](#)

**Top Tip:** Don't forget to log into your ad manager to see how your ads are performing. This way you can try making small tweaks to them in order to see what increases their success rates and what doesn't.

## Chapter 3: How to Get Traffic from Search Engines

If social media marketing is one of the pillars of online business, another is most certainly SEO. SEO stands for 'Search Engine Optimization' and is the process of creating a website and its content in such a way that Google will rate it highly and bring it up high in the search results for a large number of different searches.

These days, most people who are interested in using a service or buying a product will look for it by searching on Google. If you can come up in those search results, then you can drive tons of traffic to your website. What's more, that traffic will be even more targeted than your Facebook traffic because they'll be *actively looking* for what you're offering. This means it's not just the right market but the right *time*. This is what you call 'susceptibility' in marketing and it's a very powerful factor.

The good news when it comes to SEO is that you can actually do it yourself and that means it's potentially free. Do some work early on and you can be set up for years to come with a constant stream of traffic and customers.

The bad news though, is that SEO is complicated, fiddly and never guaranteed. That said, there are a few things you can do to improve your chances... [Go Ninja Method and earn Lot.](#)

## The Basics of SEO

To identify which websites should be brought up for which search terms, Google will apply an algorithm to its indexing of the web. No one knows this algorithm and it's changing all the time, so there's no way to guarantee what you're doing is going to work.

However, we do know a few basics.

For starters, Google will look at the content on a website to work out what it's about and whether it offers value to the reader. It does this by looking for keywords which it will match to search terms. So if you want to make a start you should identify which specific keywords you want to 'rank for' and you should try to incorporate those into your writing in an organic manner.

A while back, people would repeat keywords over and over in their text to get to the top of Google. This was unpleasant for the reader though and Google got wise to it. Instead then, the better strategy is now to repeat the phrase a few times (about 1-2% density throughout your text) but to also include lots of related terms and synonyms. This is what's now called 'Latent Semantic Indexing'. You don't need to know too much about that though – just try to write naturally around the subject and to flex that vocabulary!

Another key factor in deciding a website's ranking is its 'inbound links profile'. In other words, Google looks at how many other sites are linking to your site and examines the variety and quality of those links. Not only do links help Google to discover your website in the first place but they are

also seen as testimonials – the logic is that if someone is linking to your site, then it must be good!

Paying people to link to you though is against the rules (and you can face serious penalties if you get caught). Instead then, you can use two strategies:

- Guest posting – Which means creating content for other blogs for free, in exchange for a link back to your site.
- Link baiting – which means writing content that is not only excellent quality but also devised in such a way as to encourage people to link to it. Resource articles for instance are good link-bait.

Guest posting should be done in moderation, while link baiting should occur organically. Ironically, the best way to get people to share (and thereby enhance SEO) is to forget that search engines exist and just to write your very best content *for* the reader.

Finally, it's also important to think about some technical aspects of your website which will make an impact. Google now requires all websites to be mobile friendly for instance and you'll be penalized if your site loads too slowly. Using WordPress and a custom theme is a good way to ensure your site runs smoothly and reliably if you aren't a professional web designer yourself.

## Your SEO Strategy Outlined

The secret to success in SEO at the moment is to write *lots* and to write *well*. SEO and ‘content marketing’ are almost one and the same at this point, with Google being advanced enough to look at your writing almost like a human would. It’s only going to get smarter with time, so there’s no point trying to trick the system.

What you *can* do though is to generate lots and lots of content around your chosen topics. The more content you create, the more ‘long-tail keywords’ you’ll hit and the more you’ll enforce the subject matter of your site. Long tail keywords are keywords you rank for unintentionally. When someone types:

‘Why is my rabbit limping and he smells of damp?’

Into Google, Google has to bring *something* up. Most likely then, this will be a random website that used a lot of those words – even if it’s not an exact match. The website didn’t purposefully rank for that phrase but by having lots of content, you increase the likelihood that vaguely relevant searches will land on your site by chance.

So if an article gets one hit a day like this and you have a thousand articles... then that’s one thousand hits. You see why this matters? The more content you have, the more likely that searches will find you. A lot of bloggers will write only once a week or even a fortnight and then wonder why they’re not growing their traffic. If you want this to be your full-time



living, then you need to treat it like a full-time job with full-time hours, it's that simple!

And quality is just as important. Not only because every time someone sees your content you have an opportunity to get an organic link from them posted to a forum or even on their blog – but also because Google looks at factors like the time people spend reading your page when judging your quality. If you *keep* putting out high quality work consistently, people will begin to talk about your brand and you'll start to gain momentum. There are no shortcuts – though of course you can outsource this process if you can find a high quality and reliable writer.

On top of this, you should still keep a few keywords in mind that you will keep returning to. These should form the backbone of your content and will guide your decisions on which articles to write and how to set up your web pages (you can use keywords in your file names and image tags etc.). Again, keep it subtle but make sure it's there. Look up 'keyword tools' to research which phrases related to your niche have the most searches without there being too much competition.

## **Guest Posting**

Matt Cutts is a prominent spokesperson for Google and has recently said that too much guest posting is likely to get a website into trouble – just as buying links and submitting to directories fell out of favor a while back. The whole point of Google's algorithm is to find out what is genuinely high quality and popular and thus the company doesn't want you to try and

game the system by posting links to certain places in high quantities. If you *only* have links on high quality blogs, then this will look suspicious.

This doesn't mean you shouldn't use guest posting though, as this is really the only proactive means you have to get onto websites that have a high 'PR' (reputation in the eyes of Google).

Instead then, switch focus from quantity here to quality. Try to find a few *really* big blogs and then focus all of your efforts on getting a link from them. If you get this right, then a single link can take you to the top of the search engines, it can trigger more likes and shares and it can bring you hundreds of thousands of visitors directly. If you can get a link on the website of a top blogger in your niche, then this can set you up for years to come and transform your profits over night. This is a growth hack known as 'influencer marketing' and it's an incredibly powerful tool.

The route to getting your links on these big sites though might involve starting out with smaller targets. Big sites are likely to ignore you at first, so use sites that are just a little ahead of you to grow your own reputation one bit at a time until you're ready to go after those few crucial links. Still though, guest post with purpose and don't just accrue as many low quality links as possible.

**Top Tip:** Don't underestimate the importance of real world networking. If you can meet a big blogger in person then you'll stand a *far* better chance of making a real [impression that might lead to a link.](#)

## Local SEO

On top of 'regular' SEO, using local SEO is incredibly important if you have a local business. Local SEO essentially means taking your regular keywords and then adding your area to the end of them ('buy hats Santa Monica'). At the same time, you need to ensure your business is listed with Google including the location.

The great thing about local SEO is it doesn't involve being a tiny fish in a massive pond (as with regular SEO). Instead, the only people you'll be competing with will be the few other businesses in the area that are in your industry. This makes it *much* easier to get to the top of Google and means you aren't competing with the likes of Amazon. Local SEO is even great for 'non-local' businesses. Facebook actually began life as a tool *only* available to Harvard Students. This meant that by the time it branched out, it had already conquered that small demographic and had a strong start. You can do the same with your ecommerce business: start local and then branch out more and more.

**Note:** A lot of local traffic comes from mobile, so this makes it *even more* important to have a mobile friendly website with a responsive design.

## Chapter 4: How to Get Traffic from Forums

Forums are a fantastic source of traffic that are severely undervalued by many internet marketers. With the explosion of social media, forums have somewhat fallen out of favour but it's a mistake to write them off as they still offer some powerful advantages.

A forum is a message board attached to a website where users can discuss a mutual interest, normally the subject of the main site. Before social media and instant messaging, this was one of the main ways that people would discuss subjects online. While they are less common these days however, there are still certain subjects that lend themselves well to forums and the members on these boards tend to be highly committed.

The great thing about a forum is that anyone can post links there and these actually 'count' as inbound links for Google (whereas links on social media are usually treated differently). And because forums have fallen out of vogue, you will likely find there is significantly less competition here for you to try and stand out against. Success on a forum is just as nuanced as on any other corner of the web though, so let's unravel how you can make this really work.

## The Challenge of Forums

The main mistake that most people make on forums is to think they can just sign up and start posting links to their website or blog. This approach doesn't tend to work very well on *any* platform but it's particularly ineffectual on a forum where there will be a tight-knit community of users who know each other and who visit the board for discussion and entertainment.

If you sign up to a forum only to start immediately posting links, it will be seen as spam and your account will likely be banned. Along with this, your link will be deleted and you will have hurt your reputation among the regular users.

Imagine if someone came into an evening book club you attended and started trying to sell their wares – this is precisely what it's like for those users on the forum.

Instead then, you should use the forum in order to gradually build trust and make friends first. This of course involves a lot more work but if you put the time in, you'll find it pays off massively. Not only will building trust help you to avoid your account being deleted when you share a link, it will also set a precedent of quality – meaning the members will actively be interested in the things you link to.

In fact, if you build enough of a relationship with the users on the forum, you might even find that they actively *help* you with your promotion efforts – just as a friend might in 'the real world'. If you spend time developing a reputation on the forum as someone who adds value and makes useful

contributions, then you discuss that you're working on your own website, you may actually find that they volunteer to share the link around and that they provide useful discussion and feedback. If you've ever read the book '1,000 True Fans', then you'll know that theoretically having a small number of truly dedicated fans can be enough to provide you with the backbone for a business. A forum provides you with the perfect place to develop those fans and then to enlist their help/promote your products or services. The only difference here is that they start as fans of *you* and then migrate to the brand; which works very well seeing as it seems far less cynical.

Here then is the process you can use:

- Introduce yourself (normally there is a section where you can do this on most forums)
- Take part in some discussions
- Demonstrate your knowledge by answering questions
- Contribute some topics of your own and show that you have interesting ideas
- Help out some other people with their own projects if the opportunity arises
- Post some links to useful other sites
- Mention your own projects
- Post to your own site – only in a situation where it is relevant to the discussion and where it won't be jarring

[Note that this is also a great way to find contacts and people you can work with! Go Ninja](#)

On more thing: as with your social media efforts you can once again use a 'cross pollination' method. In other words, if you have a subject that appeals to more than one niche/type of audience, then this is a great way to bring in more visitors. You can even create new content specifically *for* a forum that you know of.

**Top Tip:** Some social bookmarking sites work very similarly to forums. Reddit is a perfect example if you find the right 'SubReddit' – but the same rules still apply. Just try and advertise yourself and you'll be crucified!

## Chapter 5: How to Get Traffic from Video Marketing

The final piece of the puzzle and the last source of traffic is going to be video marketing. This is another very powerful option when it comes to driving traffic and as with the other methods we've gone over it has some specific advantages that make it uniquely useful.

Perhaps the biggest advantage that video has is how engaging it is. If you have ever sat up all night watching a countdown of '90s ballads' then you'll know just how hard it is to turn away from video, even when it's not exactly inspired content. If you can put your message into a video form, then you will have a way to really suck people in and to get a lot of visits to head to your site.

Another big advantage of video, is that it is so persuasive and potentially emotional. This time the best example we can think of is how you can be moved by tears to a film or even an advert. Sure, novels can get you to sob – but have you ever been made to cry by an advert in *print*? Video allows you to use music and to speak directly to your audience which has potential to have a far bigger emotional impact.

So how do you go about using the engaging and emotive nature of visitor to increase your traffic and visitors? Let's take a look at what you need to know.



## Where Can You Use Video?

There are many places you can use video marketing but a few will stand out as most likely. One way to use video marketing is to set up a YouTube account and to create a vlog – or even just to upload a few adverts. From here, it will be easy to get direct viewers from YouTube's search functions, as well as to embed your video on your website or through social media.

Embedding a video on your website of course won't *increase* your traffic but it can definitely help with engagement. This is hugely beneficial for a business that provides a service or has a complex product – a video can quickly and elegantly describe what it is you're selling so that your traffic doesn't leave before anyone has fully engaged with your site.

Uploading videos on YouTube meanwhile can be a very effective way to gain visitors as well as fans. If someone subscribes to your content on YouTube, they'll then be notified every time you upload something new and this will make them increasingly likely to visit your site or follow you on social media. This type of video marketing works best if you provide a series of videos on a specific topic that people search for: be that fitness, diet, web design, programming, sports, music or anything else. This way, people will look up related topics, discover your brand and hopefully end up subscribing.

To make this work, you need to approach YouTube a little as you would SEO. That means coming up with a title that people are likely to search for and that isn't too similar to a million others. Videos come up in the

‘suggested’ column too if they’re related to the subject being watched, so do make sure the titles are also ‘clickable’.

On top of this, try to add as much description as possible for your video which will create more keywords and long-tail keywords. And of course you should also enter as many keywords as possible into the section especially for them. Adding a thumbnail for your video can also help a great deal and you should make sure to set up your YouTube channel page.

Sharing your content to social media is another way to engage your audience and to provide something of value that will strengthen your brand. What’s more, you can use videos alongside Facebook Ads by creating a video ad that will get a lot more attention than a simple banner.

## **How to Create Great Videos on a Budget**

Apart from anything else, video makes you stand out as a serious and resourceful business. Anyone can create a website these days and anyone can certainly set up a Facebook Ad. Creating a video with impressive production values on the other hand puts you a cut above and makes you look much more professional.

Thankfully, it’s possible to create videos on a budget even if your name isn’t Stephen Spielberg...

There are multiple approaches you can take to making a video. The first and most common is simply to film yourself talking and to include some cutaways or still images to mix things up. These days you can record high quality on a lot of phones, so you may not even need any specialist equipment. Do think carefully about the way you arrange the backdrop though and the lighting you're going to have set up. Being lit from the side is the most flattering and creates a professional looking contrast (this is called 'Rembrandt' lighting). Likewise, you can try adding your brand to the shot, or creating a background that looks very productive or that incorporates your niche/industry somehow.

Write a script, speak slowly and film as many takes as you can. Now you should look at using software like Adobe Premier for the editing. This is a little expensive (about \$60 a month) but worth it – of course you only need to pay for as many months as you're likely to use it and you can get impressive discounts if you use a student account. You also get the first month free if you only need to make a couple of videos.

Now try to edit your video so it flows nicely and so you aren't lingering on one shot for too long. When transitioning between takes, always switch angle at the same time and try to pick off from the same timestamp. If you're not doing that then it can look a little jarring (it's called a 'jump cut') but you can lessen this by adding an animated transition of some sort. (Don't use transitions unless you need them or it can look like you're over excited to be using editing software for the first time...)

Add a logo to one corner of the screen, pay someone on Fiverr to make you a video opener and find some royalty free music you can use over your

video quietly. Don't be too ambitious to start with: it's better to make a very short simple video and to labour over getting it perfect than it is to make something long and awkward. And anyway, people are statistically more likely to watch short videos through to the end.

## **Making Videos Without a Camera**

Not everyone will feel confident to go through this process however, especially if they don't like their speaking voice or how they look on film. That's completely fine – just don't make the mistake of ignoring video as a result.

You can actually make videos in a number of other ways you see that don't have to involve you being in front of the camera. One simple example is to make a slideshow which you can do even in Excel by just saving as an \*.mpg. It's then no big deal to record your voice over the top using a voice recorder and Windows Movie Maker.

Another option is to capture your screen and to talk over that footage. This is especially useful for tutorials on web design or programming.

Alternatively, you can create a whiteboard animation (there's a lot of software out there to do this for you) or even a stop motion animation. Any of these things will work as a great advert for your website that will attract lots of visitors when used with Facebook Ads or other types of social media. And if you post regularly to YouTube and find ways to ensure your video is entertaining, inspiring or informative, you'll find this is also a great way to build a following and drive traffic – even if you're not in front of the camera!

## Conclusion- Want more Stay As my Subscriber

So now you know how to dominate on social media, Facebook Ads, Google, forums and video marketing. Combine these strategies and you'll be driving a steady stream of visitors to your site from a total of five different sources. This will make your online business highly resilient while at the same time ensuring exponential results as each of these 'pillars' helps to support the other.

If you're not sure where to begin though, don't worry. Just follow the steps below to get that traffic flowing:

1. Add a logo and strong branding to your website. Now set up as many social media accounts as you can and add that same branding to all of those. Add links from your website to your social accounts and you'll hang onto your 'one off' visitors better.
2. Post content to your social media accounts. Make sure it's always valuable and entertaining. You can use tools like IFTTT and Buffer to save a lot of time.
3. Gain more visitors to your website with CPA Facebook Ads if you have the budget. Set it up so you are only charged for 'likes' and target your audience carefully.
4. Spend some time building a following on relevant forums and message boards.
5. Do some keyword research and then write *around* that subject. Write high quality content for your site that offers something interesting and that people in your niche will really want to click.

6. Share the content you've created on social media and encourage others to share it too. Likewise, share this content on forums where you've built a following for yourself and try 9sharing to Reddit too.
7. Create some videos and use these to build a YouTube following, in your advertising and on your own website.

It's really rather simple but if you keep this up for a few months and you manage to maintain quality *and* quantity consistently, you'll see your traffic start to really flow. Good luck! [Recommended Ninja Method,Click here](#).. And last page also important My Super star solo venders Now Yours, I spend more than 10K to find them.But you Don't Have to because you are my customer. I want to give it as a Gift.

Jorge Delgado	<a href="http://www.optinwizard.net">http://www.optinwizard.net</a>
Paul de Souza	<a href="http://www.thesolosquad.com/">http://www.thesolosquad.com/</a>
Razvan Muntean	<a href="http://www.solosbyrazvan.com/">http://www.solosbyrazvan.com/</a>
Aliz AJ	<a href="http://www.alizrockinsolos.net">http://www.alizrockinsolos.net</a>
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Philip Coble	<a href="http://philsoloads.com/">http://philsoloads.com/</a>
Aaron Betancor	<a href="http://soloadking.net/">http://soloadking.net/</a>
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## **MORE WAYS TO DRIVE TRAFFIC.....**

### **1. Write a Roundup Post**

A roundup post is an entry that speaks about a group of people in your niche. This strategy is used to build relationships with influencers in your niche. Let them know that you are reaching out to them and promoting their content. More often than not, this leads to them returning you the favor by blogging or tweeting about you. If they are indeed influential in your niche, their return of favor will be sending massive traffic your way.

### **2. Interview Experts in Your Niche**

If you can get interviews with experts in your niche, your credibility will be greatly boosted thus generating more traffic. All you have to do is ask: email experts a list of questions that is relevant to your niche and get some great content from their answers. At the same time, build relationships with these experts because you never know when a powerful partnership will come knocking at your door.

### **3. Twitter Traffic**

Twitter can be a huge source of traffic for you if you know how to build your Twitter network on a daily basis. Your goal with Twitter is to network and build relationships and these relationships can lead to more traffic. One Twitter post can become so viral that it can send tens of thousands of visitors to your sites if done in the right manner.

### **4. Create a Facebook Page**

Studies have shown that people are spending more time on Facebook than any other website on the internet. By being in front of such traffic, you have the best chance of being seen on the vast web. Create a Facebook Page for your website and install a “Like Box” into your website so that your visitors will know you are on Facebook and join as a fan on your Facebook Page.

### **5. Create an Infographic**

If you are great with design, you can take the statistics of any topic and create an infographic to represent the figures. Infographics can go viral very easily as people like to share them all over the web. Do remember to include your website URL within the infographic so that you can get the traffic when

it is re-blogged elsewhere on the internet. You know what? Forget about being great with design, you can outsource it to someone else to get it done for you!

### **6. Create a .pdf Cheatsheet**

Create cheatsheets with important information about a certain topic and include your website URLs where possible inside the document. People love content such as this and there is a very good chance that it will go viral being shared on the web.

### **7. Create a Memorable Domain**

Domain names often give people a first impression of the website. A good domain will attract the massive amounts of traffic. The most effective domains are the .com domains.



## **8. Produce Videos on YouTube**

One of the largest search engines other than Google is none other than YouTube. Therefore, it is crucial to include YouTube in your arsenal of traffic strategies. Create your own YouTube channel. Produce and upload original videos with interesting content to your YouTube channel. Using the “annotation” feature while editing YouTube videos, you can add a call to action for viewers to go your website URL. Another strategy is to interlink your videos with annotations so as to pick up more views and more traffic.

Optimize your YouTube channel by including a link back to your website in the profile information on the left panel.

## **9. Optimize your YouTube videos with searchable keywords**

After producing and uploading interesting video content to YouTube, optimize your YouTube videos by tagging your video with searchable keywords. For phrases, remember to include the quotation punctuation:” “

## **10. Add video responses to YouTube videos**

Find other videos uploaded on YouTube that are related to your video content by searching your keywords in the YouTube search engine. Select the popular videos with many views and add a video response to that YouTube video. You can find this option near the comments section.

## **11. Syndicate your Videos with TubeMogul**

TubeMogul is a video marketing platform for syndicating video content to other video sites. Although the bulk of your video views will come from YouTube, you will also be able to generate a considerable amount of niche traffic to your site by syndicating your video content to smaller video sharing sites. Do remember to include a link back to your website in your profile while setting up accounts on the different video channels.

## **12. Watermark your Videos**

To watermark your videos is placing an image overlay, which links to the URL of the domain you want to drive traffic to, on top of a video. This can be done using a video editing program, more specifically, a screen capture video software like Camtasia. This software works well on PC and MAC and even comes with a free trial of 30 days.

## **13. Screencast Videos**

Creating screencast videos is an effective way you can use to drive traffic to you website. One strategy is to attach a screencast near the end of the video to persuade visitors to check out your website. Talk about it for short while, pointing out the cool things visitors can find on your website. Some software I would recommend is Camtasia or Jing.

## **14. Write Guest Posts**

Many bloggers or webmasters have audiences to their websites amounting more than your own. Approach these people and ask them if they would like for you to write a post for their blog. Not only will you possibly get traffic flocking to your site, it will also get you quality backlinks that will boost the ranking of your site on Google. In addition, you would have made a friend or friends and build relationships in the process.

## **15. Build an Email List**

Building an email list enables you to drive traffic at the click of a button. With a substantial number of subscribers in your email list, you can also build a community around your site or even your niche and eventually make sales after you have established relationship with your list. However, it takes time, effort and the right strategies to attract people to subscribe to your list. Also, it is essential to use an autoresponder service to build your email list. You can check out Aweber, iContact or GetResponse for autoresponder services as mentioned.

## **16. Use Squeeze Pages**

A squeeze page is a landing page used to capture prospective leads on the internet who are interested in what you have to offer. In this way, you will build a traffic getting list very quickly.

## **17. Write a Free eBook**

An eBook is a book-length digital publication read on computers or other electronic devices. They have a high perceived value and are a great way to build a huge email list.

To create an eBook, you just have to copy and paste blog posts you already have written into a document and convert it into a PDF. Give away this eBook for free in exchange that people subscribe to your email list.

## **18. Submit your eBooks to eBook directories**

Once you have written your eBook, submit it to eBook directories. eBook directories work similarly with other online directories. They simply list a number of eBooks on their directory and people actually visit these directories to find information. In this way, not only do your website gain more traffic, people also get to know you as an author.

The key to making it viral is to provide great and interesting content.

## **19. Set up an Autoresponder Email Series**

Having an email list is not enough, there needs to be a strategy to get your marketing and promotion messages across to your list. An autoresponder is an email marketing tool that once set up will automatically send emails to a subscriber in specific time intervals after they sign up to your email list. Setting up an autoresponder email series requires some thought and organization. Ideally, your autoresponder emails should contain content for every important article on your blog and each email should have a call to action designed to get the reader to click through to your site.

## **20. Create an Ecourse**

An easy yet effective way to start your email series is by offering a 5-day / 7-day email course where you send emails automatically for the next 5/7 days to build a strong relationship and trust with your subscribers. Include links in your email for them to revisit your website. Once you have built a substantial list of raving subscribers, you will be able to create a sustainable amount of traffic that is going to your website.

## **21. Create Epic Content**

People love to read content that delivers immense value to them. Therefore, to attract the bulk of traffic to your website, your content must be well thought out and researched, outdoing competitors' efforts in a particular area.

## **22. Give Away Free Stuff**

One very effective way of making your content viral is to give away free stuff. You are able to drive massive amounts of traffic to your website, generate leads for your business and even make sales later by giving away high quality free stuff on the front end of your sales process.

## **23. Submit Your Site to Feedburner.com**

Another way to get more traffic is to let your website be more accessible through RSS feeds. Feedburner is a web feed management provider owned by Google that takes your RSS feeds and makes it easily accessible to a variety of RSS readers. You can also use the service to track the subscribers on your feed, optimize the content in your feed as well as use different ways to publicize your feed with widgets.

## **24. Participate in forums and add a compelling message in your signature**

Forum posting is one of the ways to increase the traffic to your website. When you participate in forums which are on topics surrounding your niche or website content, give value-adding comments and participate actively in the discussions. Add a persuasive message in your signature to attract forum members to visit your website.

## **25. Become an active user on StumbleUpon**

StumbleUpon.com is a discovery engine that finds and recommends web content to its users. Its features allow users to discover and rate Web pages, photos, and videos that are personalized to their tastes and interests using peer-sourcing and social-networking principles. It is thus a very good platform for you to promote your website and get more traffic.

## **26. Use keywords in your title tags**

If you want to get more traffic to your website, it is crucial to know where all that traffic is coming from. Majority of online traffic finds content on search engines using keywords hence the first step to get found on search engines is to include keywords into your website. We call this process On-Page Search Engine Optimization. One element to include keywords in is in your title tag, the title of your website. There are many other elements to search engine optimization.

## **27. Hold a Contest for Subscribers**

Organize contests where you give away prizes to winners. You can do this as a one-time-only or monthly contest. The bigger your gift, the more buzz you generate online and hence the more traffic to your site from those who sign up.

## **28. Retweet Contest**

If you are active on Twitter, you might have seen some of the marketing tactics in Twitter campaigns. One idea is that you could hold a contest to make the entry based on tweeting a certain link. Using backtweets, you can track those who have tweeted your link.

## **29. Content Contest**

Ever finding it hard to write content? You can hold a Content Contest where you ask users to answer a question to enter a contest and the best answer wins a prize. Not only will you get a massive amounts of traffic because the contest prizes attracts people, when the contest is finished you should have a healthy article filled with insightful responses to any question you want.

### **30. Traffic Contest**

An easy way to effectively get your website ranked and found on search engines is to hold a SEO contest where the person who sent the most traffic to the contest page wins an awesome prize. This can be done is by each user having their own bit.ly url. All bit.ly urls have built in analytics that can be accessed by adding a + to the end of the link.

### **31. Make your blog available on Kindle**

The Amazon Kindle is an e-book reader which uses wireless connectivity to enable users to shop for, download, browse, and read e-books, newspapers, magazines, blogs, and other digital media. With more than 54 million hits a month, Amazon is the ultimate traffic-driver; even if you never own a Kindle you should make your blog available on Kindle as it will position you as an authority in your field. Here's a guide on Publishing on Kindle: Kindle Publishing Made Easy

### **32. Create an ezine/newsletter**

An ezine is a magazine and newsletter distributed by any electronic method, for example, by electronic mail. Studies have shown that there is a very large readership on the internet. If you were to grant free access to your online content through an ezine/newsletter, you will quickly attract the targeted attention to what you have to offer. Hence, creating an ezine/newsletter is a good way to get more traffic.

### **33. Set up a page on Hubpages.com**

HubPages is an online space for you to share your advice, reviews, useful tips, opinions and insights with hundreds of other authors. One of the 50 most visited US sites on the Internet, it is where you can get more traffic to your main site if you are able to get the attention of the ready traffic there by contributing interesting and value-adding content.

### **34. Set up a Squidoo.com page**

Squidoo is similar to HubPages where you can create "lenses" that tend to rank very well in the search engines. Provide a link back to your website and that you will get you more traffic to the site.

### **35. Install the Alexa toolbar on your browser**

The Alexa Toolbar is a Firefox extension that is used by Alexa to measure website specific statistics. It is crucial to install the Alexa toolbar because Goggle uses Alexa's Information for ranking and indexing. After installing the toolbar, surfing your own site will absolutely help you get your sites indexed by Google more quickly.

### **36. Install Social Sharing Plugins**

Install social sharing plugins like Facebook and Twitter sharing buttons. Share this is one service that offers you to share content on Facebook and Twitter and other content hubs. Always add links to your Twitter updates and use other pages other than your Home page, like your About page, as a landing page. This is help you to gather more traffic to your site.

### **37. Set up a Facebook business page**

Set up a Facebook business page to join in the conversation with Facebook users. You can send updates to your fans, which will show up on their home pages. You will also have access to insights and analytics of your fan base. The good thing about having a Page is that you can have an unlimited number of fans while individual accounts can only accommodate 5000 friends.

### **38. Participate in and/or create Facebook groups**

You can find your niche market by browsing through Facebook groups. Once you find a group relating to your niche participate in it and get yourself known to their members by giving value to the group. Make your website URL known. Soon enough, people will start noticing you and traffic will flock to your website. Alternatively, you can create your own Facebook group as well, so that you have total freedom to do what you want in your group.

### **39. Set up events on Facebook**

Facebook events is an application on Facebook that helps you to organize events. It is a great way to get more traffic because by leaving all the default settings the way they are – that is, allow guests to invite others, upload photos, write on the wall, etc., every one of these activities creates news items that go out into the feeds of those individuals and their friends. This means that your content / event will go viral very fast on Facebook.

### **40. Take advantage of Mobile Traffic**

With the increasing number of smart phone users around the world, you should take advantage of the amounts of mobile traffic by optimizing your content for mobile.

Here's an excellent course on mobile marketing: [Mobile Money](#)

### **41. Install a Forum**

Forums are a great way to get more traffic to your site. By building a forum, you are also building a community around your site where people can organize discussions and just hang out at your site.

### **42. Post Links on highly visible Facebook Pages**

Popular Facebook Pages usually allow you to post on their Wall because they want to welcome active discussions on the page. Take the opportunity to post your link on their Facebook Page wall so that you can get the massive amount of traffic already there to your site. It is, however, strongly advisable for you to give constructive and valuable content while posting on their walls so that your content will not be deemed spam and prevent you from being ousted from the page.

### **43. Add your Site to Directories**

Most directories offer the free option to add your URL to their listings. You will be able to pick up some high quality backlinks by adding your site to directories. This is to get your site ranking well on Google.

### **44. Add your Blog to Blog Directories**

Blog-only directories will get you more link juice and traffic from people who are browsing the directory. So, do add your blog URL to blog directories to increase your site exposure.

### **45. Build Links with Other Web Masters**

Another effective way to get more traffic is to put your website link on another website related to your niche. Most webmasters don't mind doing a link exchange with you if you are to provide a reciprocal link on your site as well. In this way, Google sees the links as two way links. However, one way links are perceived to be more powerful than two way links. Therefore if you have two sites, build links with other bloggers by linking them with one site and having them link to the other. This way you and the blogger both get one way links. If you have three or more blogs you can apply this same strategy internally.

#### **46. Do Ad Swaps with Other People in Your Niche**

Cross promote by doing ad swaps with someone in your niche to get more traffic and build a substantial email list. Firstly, find someone in your niche with a similar sized email list. Send an email about their opt-in offer to your list, and they will reciprocate by sending an email about your opt-in offer to their list. Here's a place where you can find adswap partners:

<http://www.safe-swaps.com>

#### **47. Submit Press Releases**

A press release is a written or recorded communication directed at members of the news media for the purpose of announcing something newsworthy. They may be a old school technique, but press releases still work.

Here's an excellent software that will help you with your PR submission: Press Equalizer

#### **48. Find JV Partners**

Partner with other people in your niche to promote your products or services.

#### **49. Conduct Proper Keyword Research**

Keyword research help you to find relevant keywords that are high in demand but low in level competition. Use the Google Keyword tool to gather this information and then use it for search engine optimization or cost per click campaigns to get your website ranked to be found by prospective customers. Or you could use an awesome Keyword

Research software like: Long Tail Pro

#### **50. Google AdWords**

Pay Per Click advertising is also very effective in getting more traffic to your site. It is highly recommended if you have a sales funnel that more than pays for the cost of the traffic. Avoid PPC advertising if you do not have a product that you are already making sales with.

#### **51. Facebook Ads**

Facebook ads allow you to target your specific market according to their demographics, geographical residence and the users' preferences. As a result of Facebook's large user base, you have a large group to market to even if you narrow it down to your niche.

#### **52. StumbleUpon Ads**

StumbleUpon Ads are great if your content is very entertaining and controversial because it can start going viral very quickly.

#### **53. Upload your power-point presentations onto Slideshare.net**

Create interesting and eye-catching presentations. Upload it onto Slideshare.net and include the URL or links of the sites you want to send traffic to in your slides.

#### **54. Post trainings on Learnable.com**

Do you have knowledge on certain topics others are looking to learn? Create online courses and upload them to Learnable.com and watch your content go viral. Courses can come in the form of videos, articles, project files or just answering questions.

### **55. Do video interviews of influential people in your industry**

Video interviews are great to promote your website and get more traffic. Do video interviews with influential people in your industry so you have the credibility factor to attract your niche market to actually watch your video. What's more, the content comes easily by the answers the person gives. You are simply asking questions while valuable content is given by the expert.

### **56. Join a tribe such as triberr.com**

Triberr.com is a community of bloggers in different niches grouped in tribes. Every time you publish a new post, everyone in your tribe will tweet it to their followers. And you do the same for everyone in your tribe. This will get your blog off the ground and buzzing with traffic in no time.

### **57. Set your business up with Google Places**

97% of consumers search for local businesses online. Therefore, your website will get more traffic if you were to list it with Google Places.

### **58. Purchase Ads on a Website**

Many website owners who hold well-built sites are willing to sell ad space for very cheap. Email the site owner to purchase hyper targeted traffic.

### **59. Paid Site Review**

Get a professional blogger to review your site to pick up quality backlinks and benefit from the exposure to their community. You can find some of them at <http://sponsoredreviews.com>.

### **60. Business Cards**

Include your website URL on your business card and let people know about your site when you give it to them.

### **61. Give out Swag with your URL**

If you are looking for an offline method to promote your website, consider giving out swag. Everyone loves swag. Make the swag you dish out as cool as possible so that people actually wear it.

### **62. Post Content on a Regular Basis**

To generate a regular readership on your website, produce content regularly. Try to get your next few posts on standby so that you can always get your content out on the same day even if your week gets crazy and you don't have a chance to create new content.

### **63. Start a Podcast**

Start a Podcast to get your content out to the millions of people with iPods and other Apple products. It allows you to build up an audience who you can form strong relationships with. You can learn more about podcasting here: [Niche Podcasting](#)

### **64. Ask People to Stumble Your Posts**

Make your content interesting and StumbleUpon can be a huge source of traffic source for your site. Get your friends to stumble your content.

### **65. Use the su.pr Link Shortener**

Su.pr is StumbleUpon's link shortener and when you use Su.pr to shorten a link it will automatically submit your content to StumbleUpon.

## **66. SocialAdr**

SocialAdr is a social bookmarking service that allows you to have your bookmark saved by others in the community if you share the content of others. Users choose the content that they want to bookmark, bookmark it and SocialAdr automatically also bookmarks it on multiple bookmarking sites at once.

## **67. OnlyWire**

OnlyWire.com allows you to send your content to up to 45 social sharing sites at once. If you are using WordPress, utilize the OnlyWire plugin so that when you publish a post, your content will be bookmarked to the 45 social bookmarking sites.

## **68. Install a Facebook “Like” button**

By just the click of a button on the Facebook Like buttons, people will be sharing your content with their community and sending traffic to your site. For WordPress users, you can use the WP FB Like plugin.

## **69. Link to your site in your Email Signature**

You can get traffic to your site with every email you send. Therefore, set up a custom signature with a link to your website. In addition, have it as an anchor text with the title of your site, because in that way, there is a good chance that it will get clicked.

## **70. Customize your 404 error page**

Suggest other content on your site to visitors with a custom designed 404 page. This is so that even if they accidentally land on that page, they don't bounce from your site.

## **71. Interlink your Pages**

Create links that link internally within your site because the more links you have within your content to other content on your site the better your site will rank in Google. This will also mean more traffic for you. Hence, interlink the pages on your site as often as is relevant.

## **72. Emphasize your Popular Content**

Popular content on your site is most likely to be shared by your visitors, which will in turn bring in more traffic for you. Therefore, make it easy for your visitors to find your best content.

## **73. Solo Ads**

Find a reputable list owner who guarantees a certain amount of clicks and work out a deal for the list owner to mail a list for you for a payment. This is list building technique you can use to generate more traffic to your site. [Try this Counzila Amaze Clicks](#)

## **74. Create a controversial (yet industry-related) post**

Controversy and sensationalism are old tricks gain more traffic to your site but they still prove to be the most effective in getting your content shared virally on the internet. So, create a controversial post which is industry or niche related.

## **75. Pay for advertisement – PPC, CPC, CPA, CPL ... to name a few**

Paying for advertisement is a fast way for your site to gain the exposure and recognition especially when it is a completely new site. However, it takes good, solid and value-giving content to retain your viewership in the long term.



### **76. Create a post “101 ... “ on anything**

We all love lists. Examples of lists include, 100 ways to achieve certain results or ranking lists like the top most popular songs etc. Create lists on anything or to make it more effective, create lists of a topic that is currently trending.

### **77. Speed up your Website**

When we talk about the internet, we are always talking about speed. When a website takes more than a few seconds to load some visitors will leave simply because they are impatient.

Therefore speed up your website. This can be done by compressing your images or installing a w3 cache plugin to your WordPress site.

### **78. Optimize your Images**

Optimize your images by compressing their size, label their alt tags and title so that they can be found by image search engines, such as Google Images, easily.

### **79. Get Quality Website Hosting**

Even if you can generate a lot of traffic to your website, your traffic might not have a site to visit if your website can't show because your website hosting is of low quality. Go with a host that is well established and has great customer service. A web host that is very reliable is Hostgator.

### **80. Build Backlinks**

Link building is one of the surest ways to get your site ranked on Google so that you can direct massive amounts of traffic to your site. However, when building backlinks, always keep in mind that it is the quality of links over the quantity of links. One link from an authority site can do more for your site than 1,000 low quality links. Here's an excellent software that helps build you a ton of backlinks: SEO Link Vine

### **81. Build Backlinks with Article Marketing**

One of the ways to build quality backlinks is through article marketing. Article marketing allows you to get your content in front of many different people, and direct them back to your site. In the author bio or resource section of articles, you are able to insert links or anchor texts and send traffic back to your site. An effective way of using the links is to send traffic to a squeeze page with a relevant opt in offer.

### **82. Distribute Your Articles**

Once you have produced articles to be distributed to many article marketing directories, you can distribute your articles manually, or you can use the paid service Distribute Your Articles to send your articles to many article directories at once. Or use this software to help you: Magic Article Rewriter And Magic Article Submitter

### **83. Use the Free Traffic System**

The Free Traffic System is a tool that publishes your content and backlinks to blogs that are relevant to your niche.

#### **84. Title Tag Optimization**

Ensure that your title tags include keywords you are trying to rank on the Google search engine. By doing that, you increase the chances of ranking in Google and getting more traffic from searches containing those keywords. Here's a cool software that automates your on-page optimisation: SEO Pressor

#### **85. Choose a Smart Domain**

A domain name that contains the keywords you are optimizing for actually gives you an advantage over everyone else trying to rank for those words.

#### **86. Add a translation widget to your site**

Install a translation widget to your site if you want non-english traffic to your site. One such tool can be the Google Translate Tool.

#### **87. Submit your Site to Search Engines**

Manually submit your new site to Google, Yahoo and BING to inform that to crawl it on a regular basis. For a WordPress blog, install the Google XML Sitemaps plugin to enable crawling spiders to check out your site regularly.

#### **88. Network with Other Bloggers in Your Niche**

Attend blogging events and network with other bloggers in your niche. The more relationships you build with other bloggers, the better. Tweetups are a great way to meet people if you are on Twitter and Eventcast is a cool way to keep up with the events your friends are attending.

#### **89. Install Google Analytics and Optimize Your Site**

Install Google Analytics to track variables that will give you insight into how to optimize your site. For WordPress bloggers, use the plugin Google Analyticator to easily install the Google Analytics tracking code. One tip is that by looking at the exit paths of visitors, you can see which pages should be tweaked to prevent people from bouncing from your site. You can find Google Analytics here: <http://www.google.com/analytics>.

#### **90. Comment on other blogs**

Mashable and TechCrunch are big blogs where many people visit to read stuff. Be the first to comment on their posts for maximum visibility.

#### **91. Add your Blog to Technorati**

Add your blog to Technorati and all of your blog posts will be imported there, giving your site powerful backlinks from an authority site every time you publish a post.

#### **92. Spy on Your Competitors Links**

Find your biggest competitors by searching for your keywords in Google. Take the top results from there and spy on their backlinks. Copy your competitor's URL and paste it in the yahoo search bar in this manner:

link:pageurl -site:domain.com

This will show you the links that are pointing to this page so that you can attempt to duplicate them.

### **93. Encourage Active Commenting**

Keep the conversation going on your website by answering comments with a question. One of the strategies to get your first comment is to be the first to comment in your own post. Your first comment can be asking people what they think about the post you wrote. Avoid putting them down if they disagree, and you'll have plenty of comments in no time. For WordPress users, consider installing the Disqus commenting plugin, which allows users to login with Facebook or Twitter, and then share their comment with these networks.

### **94. Write about Twitter**

It has been observed that content that deals with Twitter tends to be shared on Twitter very liberally and writing about Facebook tends to retweet quite well also, and posts about Facebook are also "Liked" liberally on Facebook.

### **95. Alltop**

Guy Kawasaki's Alltop syndicates top stories about a vast variety of topics so submit your site to it and many will find you through it.

### **96. DMOZ**

DMOZ is a highly esteemed directory and getting listed on it, your site holds a lot of weight in the search engines. Every new link to DMOZ is manually reviewed, and few are accepted, so you may or may not be included but it is still totally worth a try.

### **97. Put Your Website Everywhere**

Get your website URL known by doing a little Guerilla Marketing. Some ideas: Give out business cards with an incentive for people to visit your site on them and leave them everywhere. You can also get a decal of your URL for your car. Do whatever it takes to get people to your site!

### **98. Ask your Readers for Feedback**

Don't be afraid to ask for opinions from people about what they think of your site because the better you can create your site to be, the more visits you will get over time from repeat visitors.

### **99. Track your Rank in the Search Engines**

Check out the free Rank Checker Firefox plugin to regularly check your rank in Google. In this way, you can track your results and make efforts to improve your site ranking.

Market Samurai also has a rank checker tool.

### **100. Do not install ads**

Popularize then monetize. Before adding ads, first ensure that you already have a steady amount of traffic and repeat visitors to your site because ads send traffic from your website elsewhere on the web, and once your visitors click away they may never return.

[Click Here To find recommended Traffic source...](#)

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