

# Secrets of Traffic Building

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Sean Mize

[Secrets of Internet Success](#)

I have recently written an ebook that teaches you step by step how to create a large online income.

Check it out here:

[Cash Flow Business Model](#)

## Table of Contents

Secrets of Traffic Building.....	1
Table of Contents .....	1
Three Major Traffic Generation Techniques .....	2
How to Create Traffic Online Using Press Releases .....	3
How to Create Traffic Online With Forums .....	4
Some notes from Sean Mize .....	6

## Three Major Traffic Generation Techniques

Those of you who are setting out in internet marketing, and seeking ways of getting visitors to your web site don't know how lucky you are. There are several types of traffic generation techniques available today that were not commonly available to us even four or five years ago. Remember all the fireworks at the change of the millennium? That was seven years ago, and a lot has changed in internet marketing in that time.

One of these is the upsurge in article marketing. This is probably the most productive traffic generation technique around today, and it is a lot easier than sending individual emails to webmasters requesting individual adverts that we had to do in the old days. The old days being about six years ago!

Article marketing offers you two different ways to generate traffic: through organic traffic via a keyword search on search engines, and through direct clicks to your web site from your article. The organic traffic comes from the fact the major search engines regard links from one website back to yours as being an important indication of the relevance of your site to the topic that the search engine customers are looking for. The way you create these one way back links is through submitting your articles to the article directories.

Every article that is accepted by a directory provides you with a link back from that directory site. If you submit your article to a large number of directories, and are accepted by them (that is up to your writing ability), then you receive a large number of one way links to your web site. This improves your listing in the search engine results for your keyword, and so generates traffic.

This link is provided by the bio box that article directories allow you to add to your article. You can provide a link back to your web site, or even better is a link back to a page within your site, and that is available to every reader of your article to click on and be lead to your site. That also provides you with traffic, and this is compounded by all of those who copy your article to their own web site. Consider the possibilities.

The next best technique is probably to optimize your site for search engines. This has to be done from the site design stage since it is difficult to take a badly designed site and optimize it to any effect. A web site should be designed, not as a maze for search engines, leading them to blind alleys and links that take them away from your site, but as a simple path with sign posts leading them from A to B. This takes knowledge of how spiders crawl your web site and how not to force them to read content on your home page that confuses them and so down-lists you.

SEO is a skill and not something that can be passed on in an article such as this. Briefly, however, spiders crawl left to right, from table one to table two, via each column and row in each table first. Arrange your web site so that the main content is read first using these principles. The same applies to CSS style: always left to right, table to table.

The third most preferred method of getting traffic to your website is by pay per click advertising, such as Yahoo Search Marketing or Google Adwords. In these you design you adverts to fit to a template provided then choose keywords to use for the purpose of attracting visitors. You decide how much you want to pay for every click on the keyword of your choice, and what you are willing to pay determines where your advert appears on Yahoo or Google.

It is not just those two that operate PPC systems, but they are the largest by far. If you are willing to pay enough for each click, then you can get your web site advertised on the first page of the search engine concerned. For page one on Google, for example, you could pay \$2 for each click or only 10c, depending on the product and keyword you use to advertise it.

The beauty of PPC techniques is that you can lead very targeted visitors to your sales page, but after that it is up to you what you do with them. Having paid a sum of money to get a visitor, you must not lose them. You must provide a compelling reason for them to sign your opt-in form and so join your list. If you fail to do this, then PPC is probably going to lose you money. However, if you succeed, then you have a traffic generation technique that is going to provide you a lot of people in your list that are targeted to the product that you are selling.

These three traffic generation techniques are those that are used most to attract visitors to your web site. However, it is entirely up to you what you do with them when you get there...

## **How to Create Traffic Online Using Press Releases**

Yahoo News and Google news has opened up the use of press releases to the ordinary internet marketer. Anybody who wants to know how to create traffic online using press releases has only to check out these sites to see the potential that they have. It is estimated that half of all internet users use an online news site in any given month. That's an awesome number of people and you can tap that potential.

What you must do first is to plan your press release. It must be on something interesting and focused on a specific topic. Don't be too general if you want to catch the eye, and make your most important point right at the start. Make them stay with you and click for more if necessary.

Don't just state facts, but give your reader an opportunity to take action. A podcast, a free offer, a trial, the offer of a white paper often works. Even offer a consultation, but make them click through. Send them to a landing page that calls them to further action. Don't try to make a sale, but get them to click for a video presentation or a podcast, or even a video podcast. The purpose of the landing page is to lead your visitor along a route that ends with your desired final result: a purchase or a signature; anything that helps your marketing program.

Make your news easy to read, and provide a summary of it in an interesting way that encourages people to want to read more. Once you are happy that your press release is complete, easy to understand and grabs attention like any newflash should, then publish it.

To speed up the publishing processing you could use a news wire service such as PR Newswire: there are plenty on the internet. Use your browser to find some and get their prices. If you want free publication approach individual newspaper or newsgroups. You could submit the source to Google News and your press release will have a chance of being published there. The more individual media contacts you can submit to the better.

Also submit your press release to blogs that are relevant to the topic of the release, and to any relevant social bookmarking sites. Record a podcast of the release and distribute through RSS syndication. It could be picked up by an interested news agency who may contact you. Check out your local press and send it there. Even if your press release is not deemed suitable by the national press or wire services, your local press might be willing to publish it.

This could be a county publication or even one based in your home town. Have you considered the themed press and magazines? Magazines are frequently a good contact for press releases on niche topics, and many newspapers have health and science sections, for example, where your press release might be more appropriate. Approach the sub-editors of these specific niche sections separately. They frequently have autonomy for the publications in their own news sections.

Whatever the steps you take to publish, keep tracking your sources. Check out what traffic your landing pages receive from each, and this will be a guide for your strategy next time. If you don't know what publications are providing you with most traffic, you will find it difficult to optimize.

If you want to take advantage of every advertising opportunity open to you, you must learn how to create traffic online using press releases. It has massive potential to those who are able to use this medium properly and could open up a whole new untapped reservoir of traffic to your website.

## **How to Create Traffic Online With Forums**

If you don't understand how to create traffic online with forums, you should first visit a forum and see how they operate. Most aspects of internet marketing are difficult to understand as a concept, and you have to either participate or see the concept in action before you are able to realize fully how your business can benefit from using it.

A forum is a typical example. If they have not previously participated in forums, most people would believe them to be talking shops where you could perhaps pick up some good tips, but with little opportunity to generate traffic for your site unless you were an expert marketer.

Nothing could be more wrong. There are boundless opportunities to be had by using forums, if you know how to use them properly and keep within the rules. A forum is especially useful if your website is targeted to a niche product or market, and you can find a forum focused on that niche. If you find none, but have a like-minded bunch of people all interested in the same niche, then you could form a forum between you.

A forum is a group of people who are interested in the same thing. They get together as a group on the internet to pass on information, express themselves and ask for help with any problems that they may have. They are basically discussion groups and can consist of from half a dozen to thousands of people.

Most forums have rules on advertising. You are allowed to direct someone to your website to have a particular question answered or problem solved, but outright advertising of a product or service is generally not allowed. Try it, and you are likely to be banned from the forum.

If you are a contributor to the forum you are also normally allowed to use your website link in your signature, or in your profile. The way to use a forum as a marketing tool and create traffic online to your website, is first to participate and get your name known on the forum. You could try solving a few problems and answering a few questions, and slowly, over time, suggesting that others check out your website.

If you have a specific product or service that might help others on the forum you can gradually get round to mentioning that you have something that could help out with some of the problems you have noticed forum members coming across. You could even offer members free samples of your products, if this could lead them to become more interested in what you have to offer. In this way you would be providing a genuine service, rather than a blatant advertisement.

As an example, you might offer search engine optimization tips on your website, and products that help websites to improve their listings in the search engines. You might know of an excellent keyword analysis tool, for example, that you can mention on the forum if somebody is having trouble finding good keywords for their niche. You don't offer anything at this stage, just the advice.

Later, as other members see that you know what you are talking about, you can mention that you have one or two products on your site that could help with SEO, and perhaps even offer one of the less important software products free for somebody to try. Let's say the Mk1 version of software you have just improved upon, or the article submission software trial version, with only a few directories programmed into it.

Slowly, but definitely, you will find a trickle of visitors to your site from the forums that will steadily increase until they are a good source of online traffic for you. There are a large number of forums and the way how to create traffic online with forums is spend time visiting as many of them as you can.

## Some notes from Sean Mize

After having read this, you might be thinking...all of that sounds so simple...why aren't more people doing it?

Actually, they are: significant incomes are regularly made in traffic building.

Of course, in order to adequately monetize your online business, regardless of where it originates, you have to have a game plan, something that will get you from the very beginning to the point where you are consistently making money.

One of my most popular learning tools is my monthly newsletter, delivered to your doorstep by the postal service:

[Monetizing Online Businesses](#)

I trust that you will use these materials to grow your own internet business, and achieve your online and financial goals,

Sean Mize