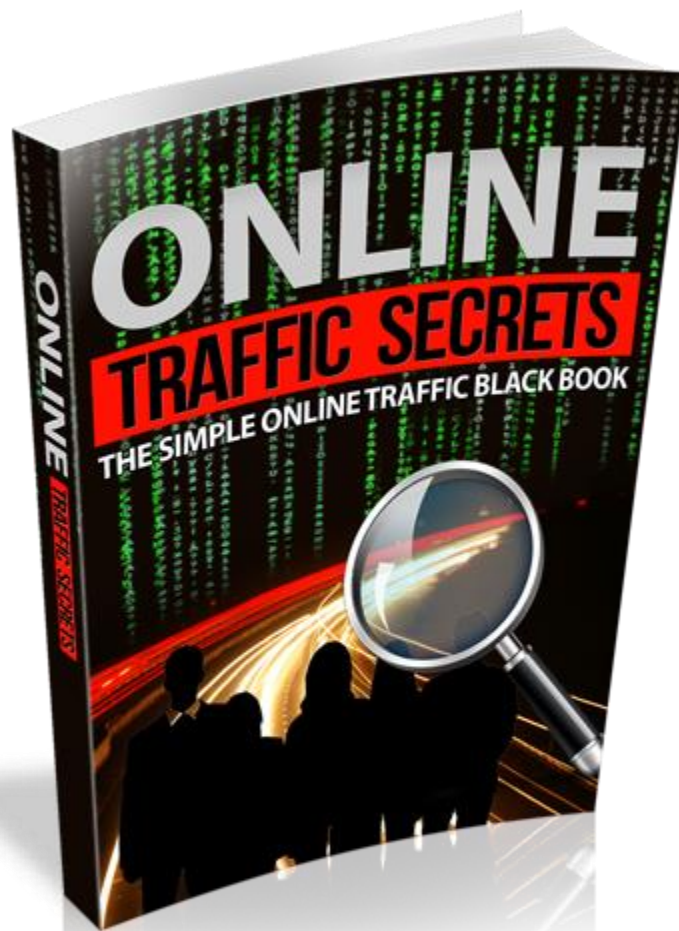


# Online Traffic Secrets



# Contents

INTRODUCTION .....	3
Chapter 1 Generate website Traffic through Search Engine Optimization (SEO).....	3
Chapter 2 – How To Drive Immense Traffic Via Content Marketing? .....	9
Chapter 3 - Email Marketing – Crucial Website Traffic Generator .....	11
Chapter 4 - Social Media Marketing .....	14
Chapter 5 - Build Quality Backlinks To Get Huge Traffic.....	17
Chapter 6 – Miscellaneous Ways To Generate Traffic.....	21
Chapter 7 Importance Of Website Stats To Generate Traffic.....	23
Final Words .....	23

## **INTRODUCTION**

Web-traffic, every website needs it; every webmaster wants more of it. We are all looking for that one secret traffic trick that will turn our site around. There is tons of website out there on internet. Competition is fierce to entice the visitors. But the real thing is that among the heap of Web pages out there, only a countable percentage of these web-pages actually able to succeed a steady readership, also only these same Web pages actually bring advertisers.

In order to fight the battle, you first need to develop and execute a Web site advertising strategy. There is no quick fix; web-owner must need to stay patient, dynamic and consistent. There are several ways to encourage traffic to your site. In this E-book we will provide and discuss the strategies that have long-lasting and are proven to their core.

### **Chapter 1 Generate website Traffic through Search Engine Optimization (SEO)**

SEO is the technique of promoting a website in order to improve its rankings so that a site receives maximum number of visitors organically from search engines. Search Engine Ranking is essential to generate traffic because user generally clicked on the search results that are listed on the first page. Clearly there's a big advantage for any web-owner, if they can rank their website high in the search engine results.

Google and others search engines ranks website according to relevancy, value and user experience. If you can improve your website for these three aspects, you can stay at the top for long time. Each search engine has its own distinctive ranking criteria and uses their ingenious algorithm which weighs each criterion accordingly.

### **KEYWORD FUNDAMENTALS**

This is the most important factor in the organic search engine optimization. The fact is webmasters have to select the precise keywords for their business, products/services and their target market. Owner must keep in mind that they need to identify with their targeting audience and then build their search engine optimization strategy around that audience.

Basically keywords are the requisites and phrases that the target audience uses when searching for the particular products and services that the owner of the website is offering. Then according to the ranking of the website on the major search engines and directories it will be shown on that page.

The owner of the site must choose keyword phrases that will bring constant targeted traffic consisting of potential customers. It becomes important to research and validate the keywords for the search queries.

Following the basic fundamentals of the Keyword Placement:-

**Keyword prominence** – As the name suggest, it is essential to place the keywords in the text is at the top of each webpage, essentially the main page. For better search hits it is important to place the keywords at the start of the page or at the beginning of a sentence which is the prominent area. A Serach engine algorithm uses this concept to search the relevant data for the user. Here is general case how search engines analyze the web page.

<Body>Keyword prominence is to place keyword near tags. </body>

Keyword = IT SOLUTIONS

The best in the town our IT SOLUTIONs Company offers various packages.

Now, owner thinks this is the best job with the keyword "IT SOLUTIONS "at the top of page. A search engine, however, sees your page this way:

The best in the town our IT SOLUTIONS Company offers various packages. This doesn't provide any chance of high results, so to avoid it place keyword-rich text at the very top of your page.

**Keyword Proximity:** A Search engine uses the concept of "keyword proximity" in their ranking algorithm. As suggested by the name, "keyword proximity" means the how close keywords are to each other. Then it becomes essential to place the keywords as close together as possible and make sure your sentences are clear.

Take an example:

We have been selling Hair gain products for over five years.

We have been selling products for hair gain for over five years.

In this case if visitor search for "Hair gain products", the first sentence will rank higher because its keywords are closer to each other.

**Keyword Frequency:**-It is used by search engine to evaluate the number of times keywords occur within a page's text. Search engines actually looks for the more than one repetition of a keyword in the text to make sure it's not a secluded off from the body. The suggested repetition is 3-7 times.

**Keyword Density:** - This concept is defined as the number of occurrences of a keyword divided by the total word count. It is recommended to keep the initial density in between 1-7%. However, this number may have to vary depending on the level of competition. Owner must not worry if their initial density is lower than that of your competitors as the main rule is to keep mentioning the keywords in the text body and it must be kept in mind that text with constant repetition of the same words becomes a code created by machine ,so it must be avoided.

**Anchors and Links:** - This is the part of the hyperlink that is viewed by the visitor on a webpage i.e. The Clickable text. The keywords placed in anchor text augments the relevance of the target page pertaining to the keywords used. The real beneficiary here is the target page URL.

By using this concept webmaster must build the relevance of each page of their site, through optimizing the anchor text containing important keywords, pertinent to the theme of such pages, from other pages of their site. The addition of important keywords in the anchor text decides the final ranking of your site pages.

For example, if there is keywords phrase "IT SERVICES" and the link with anchor text "Read all about IT SERVICES here" on a page , pointing to another page about IT SERVICES the tendency is to link "here" to the anchor text content URL whereas the best way is to link "IT SERVICES". Owner can insert imperative keyword phrases in the page's natural text and link it to important target pages of the site. The target page's name should include in keywords. This is a hyperlink code looks like:

```
< a href="target-page.html">IT SERVICES </a>
```

## **Navigation**

It is essential to have optimized navigation structure of the website because it is all the way through the navigation that the search engine spiders are able to access all of your web site's content. If the site has less number of pages owner should have every page of their site linked to every other page of the site. This can be achieved by having a left/right side menu or by putting a link to every other page on the bottom of your page. For sites which have many pages it is suitable to include in directories the pages that are content related. For example, if you sell 10 different types of IT services and you also give training on networking clothes it is obvious not to link the various IT services page with the networking-page, but rather from the services page itself.

## **TWEAKING THE WEBSITE**

The search engines are always modifying and enhancing their algorithm, that's why it becomes essential to tweak or tune-up your web- accordingly. Search engines always tries to give relevant results for any search item so for them a relevant site must be the one who has build the content around the relevant keyword phrase. So for the code page optimization following description tags about the web-page must be taken care of to generate traffic:-

### **Title Tag**

For achieving the highest search rank the title tag is one of the essential factors. A title tag is basically a HTML code that produces the words that appear in the top bar of the Web browser. Generally, the Title Tag is the first element in the <Head> area of the website, followed by the Meta Description and the Meta Keywords Tags. Following are the basic rules that must be followed when optimizing the web-page title tag:

- At the best there must be maximum of three keyword phrases and hundred characters in the Title.
- Avoid the use of the words like "a, and, or".
- Always take care that same keyword is not repeated in the title more than twice, because it is spam.

## **Meta Description tag**

This tag illustrates the content of the web-page, which provides the search engines' spiders an exact outline filled with multiple keywords. The search engines uses this Meta description tag to describe the tag ,in order to make sure that no keyword phrases are repeated for maximum three times but also makes sure that the real representation of the page that the visitor will be viewing. Following are the basic rules that must be followed when optimizing the Meta description tag:

This Tag must contain many keywords prearranged in a coherent sentence.

It must be noted that the keywords phrase must be placed at the beginning of the description in order to get the best possible ranking.

The description this tag must be under 255 characters.

## **The Meta Keywords Tag**

The Meta keywords tag provides an extra text for crawler-based search engines to index alongside with the body copy. What makes it useful? Because Meta keywords tag are used in a way to support the terms that are essential for the crawlers that used it. For example, if the webpage is about making money-- AND this word is placed at various places in the body copy -- then the description of the words "making money" in the Meta keywords tag enhances the chance of search hit a bit higher for those words.

The Meta keyword tag is also occasionally functional as a way to boost the page rank for synonyms or unusual words that don't appear on the page itself. For example, let's say the webpage is about the earning money, but the user doesn't mention the word "TIPS" on this page. But having the word in the Meta keywords tag, might increase the odds of coming up if user searched for "TIPS TO EARN MONEY". Obviously there is more chance of hitting the odds if the word "TIPS" is used in the body copy of the page itself. Here is an case of what a plain basic header should look like:

```
<Head> <title> your page title here</title>
```

```
<Meta name="Description" content="Web description here">
```

```
<Meta name="keywords" content="Mostly permutations of the keywords written here">
```

```
<Meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
```

```
</head>
```

There are a few times when extra code is needed in the page header, for instance, when using JAVA scripts or CSS (cascade style sheet); in this case it is essential to use external files for java and css with extensions .js and .css.

To call the JavaScript simply scratch the JavaScript from the header `<script>` to `</script>` and save in a file called java.js and call it using this line of code:

```
<SCRIPT LANGUAGE="JavaScript" SRC="java.js"> </SCRIPT>
```

Similarly to call your css from and ext file use this line of code:

```
<link href="css.css" rel="stylesheet" type="text/css">
```

It must be remembered that the header is the invisible part of the webpage.

### **Body text**

The Body text is what visible to the visitors, when they actually land on the webpage. The placement of keywords in the text of the webpage is not simple. Mainly search engines index the complete text of each page, so it's essential to place keywords throughout the text of the webpage. However, different search engine uses different ranking algorithms.

These are various rules to be followed when putting the text: -

The Main page must have the main keywords because it has the maximum chance of getting indexed.

The Keywords inside the H1, H2...H6 tags are given gravity against the other tags so the relevant text must be integrated in them.



## **Chapter 2 – How To Drive Immense Traffic Via Content Marketing?**

Believe it or not, the best way to get more traffic is to write more content. Well, it has been said that over 50% of search engine queries are unique. This means no one has typed in these phrases before and probably nobody will in the future. What does this mean to you?

It's simple: More Content = More Traffic

The goal here is to write a lot of articles, each focusing on keywords that get 50 to 100 exact searches per month. Inside the content will be words that will relate to target keywords. Ultimately it's these phrases that searchers will use to find your website.

You should add at least 2 articles per week. Focus on the 3+ keyword phrases you discovered during the research phase. After awhile, your traffic will build up because you'll have a lot of targeted content. Each article will add a little more traffic to your overall stats.

### **EXAMPLE:**

Let's say you have 10 pages on your website. In total, they generated 456 visitors last month. Now let's say you wrote another 10 articles this month. These generated 610 additional visitors. If your old articles received the same amount traffic then you'll have a total of 1066 visitors.

Each month you can build on the total number of visitors by publishing new content. This way the owner is flushing out the old and creating new content for traffic generation. It's not very fun or glamorous. But it almost always works with affiliate sites.

Using a content management system, everyday a new article from the queue is posted as new and one of the visible articles is removed and goes into the queue to reappear in 6 months as new. With the turnover in visitor loyalty very few visitors will ever know and you will have a lifetime supply of fresh content. Of course you are also free to add articles as you see fit that are timely, but by using this system you are not a slave to your website.

## **YouTube Marketing**

You can use YouTube as an alternative to writing more content. The premise is the same – Find a keyword that gets 50 to 100 exact searches and create content around it.

Each video doesn't have to be long. You can pack a lot of content into a 2 to 3 minute clip. Simply talk about the keyword and provide an actionable solution.

You can maximize this technique by linking to your product review. Include it at the top of the description box, mention the link in your presentation, and then provide a watermark over the video. Also, you might want to create what's known as a "URL Forward." This is a unique hyperlink that goes directly to your review page.

For instance, let's say you have a review of any program on your website. Typically you would have a URL that looks like this:

<http://www.yourwebsite.com/name of the program>

What you can do instead is create a website link that goes directly to your review page. So you might have something like this:

<http://www.name of the program.com>

The goal here is to create a benefit- driven hyperlink. You want something that's easy to remember, so people can type it into their web browser. Simply think of what benefit the customer will get and incorporate it into the title.

Setting up a URL forward isn't hard to do. It only costs \$10+ for a new domain name on Name.com. Then all you have to is click a few buttons and insert the link to your affiliate page:

You can generate a lot of traffic by regularly publishing short, helpful video content. There is a trick to maximizing this technique. So I recommend you take time to learn more about YouTube marketing.

## Forum Marketing

Forum marketing is a great way to generate additional traffic. But I think it's not as useful as writing more content or creating YouTube videos.

The trick to making this technique work is to find the right forum. You want one that allows links in the signature line. And you want one that has a lot of active members. Sometimes it's hard to find a forum that has both.

Get started by doing a Google search: [your primary keyword] + forum, so if you're in the budget travel niche, and then you'd look for budget travel forum. Makes sense, right? You want to find forums that allow you to post a link to your site in the signature file. That way you'll promote your site whenever you leave a detailed response. So again, you're providing content. But you're doing it in a way where you're answering questions.

You can do this in three different ways:

**Become a Thought Leader:** Thought leadership is about showcasing your expertise in a topic. You do this by starting threads full of quality content, providing detailed solutions to questions, voicing your opinion, and supporting other threads.

**Be Helpful to Members:** Acting like a helpful adviser goes hand-in-hand with being a thought leader. Marketing comes secondary to providing value to other members of a forum. Gain a following by being someone who provides helpful solutions to other forum members.

**Offer Shareable Content:** Occasionally it's okay to link to one of your articles. But this should only be done after you've developed the reputation as someone who regularly provides value to other members of the forum. If done correctly, forum marketing can explode your traffic numbers. It won't happen instantly, but you can build the following over the time.

## Chapter 3 - Email Marketing – Crucial Website Traffic Generator

Reaching your audience via email can be the most personalized and effective way to succeed in your marketing campaign. We all should admit that email is one of the addicted elements of our daily lives. Checking emails is the first thing we do right in the morning so that we can be as efficient as possible as

soon as we start beginning our work. The blend of awesome email headline and relevant content has huge impact on the effectiveness of our email marketing campaign.

In this corporate world, sending emails like hitting a sales pitch and no one sales pitching, you know it well. That is why, it is crucial to send value and relevance when sending them emails. Give them the true information and you will notice that CTR of your email marketing campaign will sky rocket amazingly. The thumb rule of email marketing is Never Give Up. You can keep sending emails until and after getting response. The first response may take over 6 months to get but be patient. Address their problems with high quality relevant content and try to provide the list of people or previous clients to make them comfortable with you.

There is tons of email marketing software available and some of them are really effective as well. For instance, Mail Chimp is the common email software many businesses utilize these days but make sure to balance the automation with personalization. Let's have a look at few things you should keep in mind before starting your email marketing campaign.

### **1. Understand their needs**

Customers have authority to ignore or delete your messages from their priority inboxes. There could be many reasons for that. That is why it is essential to create a connection with them before getting started. You need to understand who they are and what they want actually. Test them by sending quality content, free downloads, promotional deals etc. In this way, you can see what strategy works best for you.

### **2. Synchronize your other marketing channels with email**

Whatever you are about to publish, send them email about that. Either you are launching a new product or just published a blog post, notify them or enjoy the targeted traffic coming right into your way. You have to create a chain of events or very interesting events to make them visit your site again and again. Keep the tone of email bit personal but not complicated.

### **3. Design the RSS Feeds For Blog Seriously**

The RSS element should be simple and appealing at the same time. It should be clearly visible to the visitors and contain contrasting colors to

make them to take action. It is always recommended to keep it at the top of blog. Encourage the audience about why they should sign up for RSS but keep it simple and short.

#### **4. Use Your Signature in Email**

It is a very common and oldest technique to include the signature in your email but you can include lots of links there. For instance, you can include your email, social links and even contact number to create a personal connection. Ask your team to include the link of your website too. It will generate more clicks for your site, for sure.

#### **5. Give Serious Thought To Subject Line**

Subject line can make or break your email marketing campaign, so create it wisely. You should not mind spending some time creating just a headline for the email but make sure to keep it short, creative and concise. Heading can be in question format or a sense of urgency or something that can benefit them. Test with your subject lines and you will become a PRO in no time.

#### **6. Focus on Conversions**

Any email marketing can be a huge waste of time if there is no conversion element added into it. You need sales not just traffic, so start by optimizing your landing page before sending them emails. It doesn't mean you should add "Order Now" or "Buy Now" buttons in emails instead you can send them pricing and discounts. Or you can send them your customer's reviews so that they can be assured of your reputation and brand before visiting your site. It helps in creating a visual of your brand in their minds and probably generates conversion in the long run.

#### **7. Optimizing Email Marketing Campaign**

Optimizing your email marketing campaign means to ensure that your each and every email is being delivered right into their primary inboxes instead of Spam folder. There are few certain words like \$\$\$, cost, credit, cash, buy etc. Also, never ever use red color text as it is widely used by spammers. Always avoid misleading subject lines, blank subjects, capital letters and too much links. Always use a link to unsubscribe and choose reputable email host to get excellent results.

## **KNOW THE RULES**

- Avoid misleading or improper headings in the subject line.
- Use relevant subject lines that help readers to identify the content inside the mail
- Segment your emails according to Promotion and Information
- Include your geo location to make them identify who you are
- Include a link to unsubscribe
- Utilizing email marketing tools and software to identify audience's behavior
- Schedule your emails to keep your readers engaged
- Personalization is the only way to make them read and take action for your emails
- Utilize quality email marketing software to get best results
- Use both content marketing and email marketing together in order to attain great results

Visuals in your email marketing campaign play vital role in boosting the web traffic towards your site. Build your list and target them by utilizing the above tips for the success to be rolling in.

## **Chapter 4 - Social Media Marketing**

Invest your valuable time & resources on developing social media campaigns because it is a platform where you can get engaged with real people and talk to them. You can surround yourself with qualified prospects and thus generate enormous traffic towards your site. In the previous chapters, you have learnt the ways to identify best social media channels to find your targeted audience. By utilizing that information, you can solidify brand messaging and improve the conversions drastically. Before digging deep into the subject, you need to decide on the social networks that you want to go with. Let's have a look at top social media networks you can choose for your marketing campaigns.

**1. Facebook:** Undoubtedly, it is vibrant, crammed with features and tools to deliver a strong business message to larger audience. You can generate high level of engagement; utilize fan pages, paid ads and even viral effect on your posts if executed just perfectly. It is ideal for all kinds of businesses.

**2. Twitter:** This micro-blogging channel has an amazing ability to distribute information quickly. The use of hash tags in Twitter has opened new avenues for businesses to reach their potential prospects. It is an ultimate platform to develop a strong and impactful branding.

**3. Pinterest:** It can be an awesome referral traffic generator and offers visually appeal to the posts. It can be bit challenging for those businesses with minimum images but ideal for those who would like to focus on audience that love to see content via images or Info graphics.

**4. Quora:** Serve your community by answering their questions and concerns via Quora. This platform can be utilized by small, medium and large businesses to build their brand. Intelligence in answering questions plays vital role here and a great way to distribute blog posts but needs significant amount of time and research.

**5. LinkedIn:** It is the biggest professional network that is especially designed for businesses to develop new connections and relationships with individuals and other businesses. Employee recruitment, interest based groups and various paid marketing solutions are key strengths of LinkedIn.

**6. Yelp:** Build a super effective local business page by utilizing the power of Yelp. Enhance business effectiveness by exhibiting useful customer reviews and get engaged with your audience directly. By executing appropriately, it can prove to be a wonderful source of traffic for your website.

### **How to Generate Traffic through Social Media Channels?**

In order to succeed, it is essential to build a super strong social media presence so that your business can get visibility that it needs. Choose optimal networks to get started and you will witness a good social media engagement. Get connected with people if you want them to follow you. It is also crucial that you talk with them consistently. Understanding their demographic, preferences, browsing and interest patterns can work wonders for you.

## **Build Your Own Community**

Online community can add value to your content marketing and distribution efforts. Chances are that small amount of your followers can convert but needs a powerful plan for distribution. That is why increasing your fans and followers can be of utmost advantage when it comes to generating traffic and sales. Increasing fans and followers does not mean to buy them instead make sure to get them organically. Only organic followers can engage and reply to your posts consistently. Referral traffic can bring over 30 to 40 % shares in overall web traffic.

## **Develop Email List via Social Media**

There are various tools such as 5 Minute Fan Page in order to gather leads through your Facebook fan page. You can also create a landing page on Facebook and offer the audience something free but of great value to them. Ask them about giving their email addresses and create a huge list this way. Another way is to buy email addresses of people in the same interest or category as your business.

## **Post At Right Time**

There is a wonderful tool called Simply Measured which helps businesses to identify at which time their posts got highest number of visits or exposure. It is free to use and provides useful social media analytics data that you can utilize to target audience at the right time. In this way, you can schedule your posts and get best results out of your efforts.

## **Post Valuable but Entertaining Content**

Content marketing through social media can yield great results. Post all kinds of content i.e. text, videos, images, Infographics etc to provide actual value to them. Your business could have different kinds of customers from different backgrounds. Some may like text based content while some could get engaged via videos. It is not only about posting business content instead you need to develop a special relationship with them. You can do that by posting some other interesting things, apart from your business. Act like their friends to let them connected emotionally with you. Do not shy in sharing posts from other people in your community.



## **Host Events Online**

Hosting events online not only helps in building a brand but also establish brand loyalty. Hosting online events specifically for your fans and followers can be a great way to address their questions and concerns. You can host events online using Facebook and get connected with them like never before.

## **Use Images**

Many of your online audience can easily get bored from text based content but you can grab their attention for sure by distributing excellent looking images. For instance Infographics can generate huge amount of attention from people looking for highly useful content. Hire a designer who can develop interesting and valuable content images for the audience.

## **Measuring Results**

Just like other online marketing campaigns, ROI from social media should be tracked and measured. From engagement to vitality and conversions to value should be measured. Make sure to keep a close tab on unique visitors, page views, bounce rate and number of shares. You can easily track conversion rates, leads and users behavior via this way.

## **Chapter 5 - Build Quality Backlinks To Get Huge Traffic**

### **Why Need Backlinks?**

The biggest drawback to a niche site is it depends too much on the search engines. Yes, Google can generate a lot of traffic. But it also ignore to see this traffic when they decide to do an algorithm change. For instance, we've seen four major changes from Google in the last two years:

- The Panda Update
- The Penguin Update
- The Exact Match Domain Update
- The Disavow Links Update

The purpose of these updates is to remove or penalize poor quality sites from their search results. Now, one of the techniques Google uses to filter out the 'bad' websites is to look at their backlinking pattern. In layman's terms, backlinks are the quality and quantity of links that point to your website. So a link from CNN.com is way better than 100 from sites like bobsfriedchickenshack.com.

Moreover, there is a ton of misinformation about backlinking. Many people recommend techniques like article spinning, forum profiles, link wheels, link pyramids, and social bookmarking. Once upon a time, these worked. But Google has cracked down on any site that uses these techniques.

So bottom line is you need back links. Just make sure you're focusing on quality over quantity.

## **Building Backlinks**

Every backlink is different. Google places a strong emphasis on links from large, authority style sites. So it only makes sense to focus on these web properties.

The best way to build a backlink is to create a unique piece of content, post it on a website, and then include a link back to your site. The trick here is to mix up the anchor text. These are the visible, clickable words in the hyperlink. You don't want all the text to be the same. Instead you should include different phrases to make it more organic looking.

Here are the percentages that are recommended:

- 30% should be the target keyword for the web page
- 20% should be a related LSI keyword
- 20% should be 'naked hyperlink' with no text
- 30% should be a random assortment of phrases like click here, check this out, this page, go here, etcetera.

These percentages are important because they match how people normally link back to a website. It looks more 'organic' in the eyes of Google – So you'll be less likely to get hit with any sort of penalty.

That's the essence of backlinking. Now let's talk about a few different places to get quality links:

### **a) Guest Posting**

Creating quality blog content is the best way to build a backlink. It helps with your search engine ranking. And it's also an excellent strategy for generating traffic.

A great guest post starts by finding a blog that's similar to your niche topic.

So if you write about amassing frequent flyer miles, then you'd want to focus on sites that talk about traveling, lifestyle design, and self-improvement. Also it's important to write a quality article. You want something with a good hook that catches people's attention. Ultimately this is how you'll build a long-term audience who continue to read your content.

### **b) Press Releases**

Doing a press release is another way to generate traffic while building quality backlinks. Basically this is a short article written in the third-person where you talk about something newsworthy. Then you link back to your website.

Press releases are great because they're posted on a variety of news services. Done correctly, your content might get picked up by sites like Yahoo News, Google News, Ask.com, Topix.com, Associate Press, USA Today, and the NY Times.

You can include multiple links in a press release. It is recommended to point one at your homepage and then link to a few of your interior pages. This will give you the maximum results.

Writing a press release isn't that hard. Or if you're feeling lazy then you want to check out Fiverr, here you can pay \$5 for a gig and you will be provided with an excellent press release. After writing a press release you'll need to post it to a PR service. There are many sites that do this like:

- 1) WebWire.com to get a bunch of backlinks
- 2) PRWeb.com to get backlinks plus some media attention

WebWire is about 1/10th the price of PRWeb. So you should only use the latter if you really have something newsworthy to share with the world. Otherwise it might be best to stick with the low price point that you get with WebWire.

### **c) Web 2.0 Websites**

Lots of websites (often called web 2.0 sites) allow you to generate content. Simply write a unique article and you'll get a nice link back to your website.

While these links aren't as powerful as press releases or guest posting, they're easier to do in bulk. Most of the time,

the approval system is minimal. So you can create a ton of content in a short amount of time; each pointing back to your website.

The key to a quality web 2.0 link is to create a unique article. I know some people like to "spin" their content and post multiple versions of the same text. I think this is a dangerous strategy. Eventually Google will catch on to what you're doing and your site will get penalized. Not good.

Like I said, there are a ton of websites that let you create content. I prefer the ones that allow "Do-Follow" links. This basically means that Google actually counts each as a backlink instead of the "No-Follow" links which are ignored by the search engines.

Here are a few of my favorite web 2.0 websites:

<http://www.ezinearticles.com>

<http://www.squidoo.com>

<http://www.blogger.com>

<http://www.tumblr.com>

<http://www.weebly.com>

<http://www.livejournal.com>

<http://www.xanga.com>

<http://hubpages.com>

You can use web 2.0 links as an alternative to guest posting. Or you can use a combination of both. It is advisable to create 2 to 3 of these links each week by writing a quality, unique piece of content. Again, this will have a positive long-term impact on your search engine rankings.

## **d) Blog Commenting**

The one clever thing you can do is leave an intelligent comment on other blog posts. It can not only be used for traffic generation but also to create a networking relationship with the site owner. With that said, you can get a little bit of 'backlink juice' by commenting on a regular basis.

To get started, one must use the following search tool. Basically it helps you find do-follow blogs based on specific keywords and a number of other factors. Also be sure to comment on blogs that you would read anyway. This makes it a whole lot easier to leave a thought provoking response.

Generally, one must respond to interesting posts that are generating real-time traffic. It's better to skip to another site than leave a vague, spam- like comment. Your goal is to add to the discussion, not waste the time of the site owner.

- You can leave a great comment in a few different ways:
- Further the conversation by including additional information
- Ask questions to get further clarification on the topic
- Answer a question that the blog owner presents or help out another reader
- Be funny and a real person by injecting a little humor into the response
- Give your opinion by talking about your experiences with the topic
- Politely offer a contrary viewpoint if you think differently

Leaving blog comments can be a great backlinking technique. Just remember these links aren't as powerful as a quality piece of content. So make sure you're balancing everything out.

## **Chapter 6 – Miscellaneous Ways To Generate Traffic**

### **WebRings**

WebRings are perfect for a new website that wants targeted traffic. A WebRing is a group of similarly themed websites linked together. Surfers like WebRings because they target their interest. If a surfer is looking for antique pocket watches and they find a WebRing featuring antique pocket watches there's a chance the surfer will visit every single site in the ring.

Two of the bigger ones are **[www.ringsurf.com](http://www.ringsurf.com)** and **[www.webring.com](http://www.webring.com)**

The biggest problem with WebRings is that they are never very big. But with an upstart website, every bit of traffic helps. When signing up for WebRings you may find 20 or 30 different WebRings that fit your niche. Feel free to sign-up for them all but only put two or three each onto a separate doorway page. Anymore and you will overwhelm the surfer and they will leave the site instead of picking a WebRing to click on.

Monitor your traffic going out to a WebRing, because as your traffic grows you will start sending more traffic out to the WebRings than they are bringing in. That is the time to remove the link and stop the traffic leak.

### **Generating Traffic with e-zines**

An e-zine is an electronic publication or newsletter circulated over the Internet. To receive an e-zine, readers must sign up for them. Mainly e-zines are circulated via e-mail. But they are also posted on the Web sites or in blogs and via e-mail the readers are notified when new editions are available.

The availability of e-zines is common over the internet. One has to write the e-zines as the keyword on Google or yahoo. Other method is to search for e-zines of relevance using the Directory of ezines([www.directoryofezines.com](http://www.directoryofezines.com)). The directory gives an access to various unique e-zines.

By paying to e-zines for the content that is related to your website, you can market your website. Also you can submit your own unique articles in order to get them published.

### **Generating Traffic with Google Adwords**

Today Google AdWords is the largest pay per click (PPC) network, and undoubtedly one of the effective ways to generate targeted traffic to your website. Google AdWords delivers instantaneous results – owner of the site can have their campaign up and successively executed in more or less twenty minute. Meanwhile when compared to its competitors they take more than two days. With the use of AdWords, one can specifically target their prospects geographically down to countries, provinces, state, cities, and towns. This gives an upper hand when one wants to sell or provide service locally.

## **Chapter 7 Importance Of Website Stats To Generate Traffic**

With the help of the Web site stats one can analyze the behavior of the incoming traffic and apply that knowledge to create more user and search engine friendly website. With tracking stats, owner can learn about the visitors and their browsing pattern.

- Web site statistics provides the following information:-
- Total number of the visitors on the daily basis.
- About the browsers being used by them so to place and deploy best platform and technology.
- IP address of the visitor, which gives you the geo-targeting knowledge.
- By knowing about the time and date of each visit, let you to decide strategically to modify your Web pages.
- Getting to know about the Keywords visitors are searching to locate the website, this makes you to add or delete the necessary and unnecessary keywords or phrases.

### **Final Words**

One must be consistent in his efforts to keep his site updated, here are certain items that are required to keep the site updated:-

- Owner must track his Web site stats weekly.
- If there was problem in the website, it must be analyzed and worked upon so that it doesn't happen again.
- The listings in the directories must be updated accordingly.
- Submission of website for award must be done after two months of original submission.
- Keep the mailing lists and newsgroups updated on daily basis.

Generating web traffic should be your utmost concern. If nobody comes to your site, then nobody will read your articles. If nobody reads your articles, then nobody will check out your affiliate offers. And then you won't make any money. It's as simple as that! At the risk of sounding like a broken

record, you can't rely only on Google. They don't care about your site. All they care about is perfecting their search algorithm. My point is this... Google traffic is a wonderful thing. Just make sure it's not the only way you promote your niche site. You have to go out and look for additional ways to get traffic.