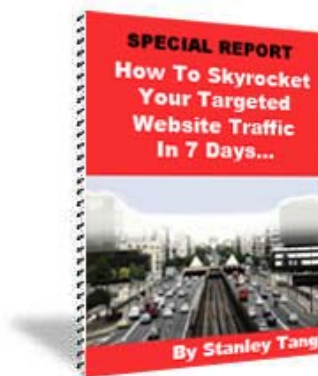


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## SPECIAL REPORT:

# How to Skyrocket Your Targeted Website Traffic in 7 Days...

New Version 2.0



**By Stanley Tang**

<http://www.stanleytang.com>

<http://www.increasetargetedwebsitetraffic.com>

<http://www.targetedtrafficformula.com>

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Does your traffic stat look anything like this?

Summary			
Reported period	Month Dec 2006		
First visit	01 Dec 2006 - 00:00		
Last visit	24 Dec 2006 - 02:07		
	Unique visitors	13933	NI
Traffic viewed *		(1.67 visits/visitor)	(2.07 pages/visit)
Traffic not viewed *			304

\* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

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## Introduction

Hi, my name is Stanley Tang of <http://www.stanleytang.com>. Thank you for taking your time to read this special report where I will show you some of the tips and tricks I use to generate tons of targeted traffic to your website.

As you know, anybody who runs a website, traffic is the lifeblood of their business. Unfortunately most websites find it a constant struggle to generate enough traffic to see consistent profits. This report was written to give you tips, tricks and techniques to overcome this hurdle in your business.

The key of course is to generate *targeted traffic*. In other words, traffic that is ready, willing and able to buy. That doesn't mean they'll necessarily buy on their first visit, but they will be more likely to join your mailing list, request more information or return later to make a purchase.

When developing website traffic strategy, it's important that you consider ways to generate new traffic, as well as get existing customers to return. **Remember, the least expensive customer to get is the one who has already purchased from you.** Since they already know and trust you they'll be more likely to purchase again (and again and again!)

I hope you'll enjoy my special report, *How to Skyrocket Your Targeted Website Traffic in 7 Days*. Now, let's get started on generating traffic.

To your success,

*Stanley Tang*

Stanley Tang

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## **How to Dramatically Increase Your Targeted Web Site Traffic**

Increased targeted web site traffic means more chances of generating sales, leads and interests. There are multiple ways of driving traffic to your site. Some work and some don't. In this article, I will teach you the ultimate secret to skyrocket your targeted website traffic.

Before I reveal the secrets to generating traffic, I need to tell you the fundamentals of website traffic. Basically there are three (four, if strictly speaking) types of traffic source:

### **You can buy traffic**

This may include things like pay-per-click search engines such as Google Adwords and Overture. You can also buy banners and text links from high traffic websites.

### **You can create traffic**

This may include things like writing your own articles, starting an affiliate program, creating a blog etc.

### **You can borrow other people's traffic**

This is where you use other people's traffic using leverage. It could be through viral marketing, joint venture, place ads on ezine/newsletter.

### **You can steal traffic**

This is where you get traffic unethically by using spyware etc. I will not be talking about this type of traffic in this article.

Without further delay, let's get started. One of the most common questions I get from people these day is "where are the best places to buy traffic?". My answer to them is pay-per-click search engines. This is the first secret to generating traffic. The traffic you get from PPC search engines is usually high-quality and laser-targeted. I usually use this as my number one traffic source to test out my website, because if my website cannot covert high-quality visitors into buyers, then so is the same for other sources of traffic, even if it's free. You will just be wasting your time and effort.

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The second secret is purchasing banner ads. Banner ads got a poor reputation after the dotcom boom busted. That is why most marketers stay away from banners. But in fact, banner ads are proven to be one of the most effective ways to bring quality traffic, and it is the most overlooked source of getting traffic. Also, banner ads are dirt cheap. I can still remember that during the dotcom boom, banner ads soared to prices such as \$100 per 1000 impressions. Now, you could get them for just a few dollars.

Another overlooked way of getting quality traffic is purchasing existing websites. This is the third secret I want to teach you. Existing websites are usually established, and have a steady flow of traffic. The websites you should be looking for are sites which have high traffic, but the owner hasn't found a way to monetize the traffic.

The fourth way to increase your targeted traffic is through search engines. When people go online to look for information, 95% of them go to search engines. By making your website content rich, your search engine ranking will go up. However, most people end up wasting their time with search engines.

The fifth way is by creating your own traffic. This involves things like writing articles and submitting to article directories, creating a content rich blog, starting an affiliate program where you motivate webmasters to send you traffic. I will go into more details with this in my free 7 day mini-course on "How to Dramatically Increase Your Targeted Traffic" at <http://www.increasetargetedwebsitesite.com>

You can also joint venture with other people. This is an excellent way to increase your traffic, as it is a win/win situation. You send proposals to potential joint venture, and kindly ask them to promote your product. You split the profit, and your JVs will start sending you traffic to your website! You can also exchange links or ads with your JVs. You place your link on their site, ezine or newsletter, and they place their ad on yours. If you get rejected by your JVs, so what? They could have said yes, and that could have meant an extra 1000, or even 10000 unique visitors to your website. Never be afraid to ask.

That's it. Remember, take action and you will soon see your traffic dramatically increase.

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## **Increase Traffic to Your Website**

If you are using a website to promote your business, you may already know the importance of adding content to your site. You need to add content that is correct and useful, not just articles written in broken English, with poor spelling and grammatical errors, just so you can say that you have a lot of content on your site. Once someone visits your site once, and sees these badly written articles, chances are, they won't come back again, and will never make a purchase from you, or sign up for your services. You can really boost your profits if you fill your site with high quality content, the key is in the quality, not quantity.

The more quality content you add to your website in the form of articles, and if you submit those articles to free article databases, you will slowly but surely see your search engine ranking get better and better, and the better ranking you have, the more visitors you will get to your site. And of course, the more visitors that make it to your website, the more potential profits you can make, meaning more money for you! Make certain that you stay on topic, if your site is about childcare, then all of your content should be about childcare, and you should add new content and submit it on a regular basis so that your site stays new and interesting, even to returning visitors.

Once you get visitors to your site, you should try to convince them to sign up for your mailing list, or if nothing else give them some kind of free item, so that they will be more tempted to return in the future, if nothing else in hopes of receiving another great freebie.

Some people have started using content to send out e-courses, which they either offer for free to get people to their site, or they sell as promotional materials and extra profits. You basically send out daily emails, for however long you want to course to be, you send one part of the course each day, to the people who have signed up to receive it. You will find this much easier to do if you use an auto responder, as it will save you a lot of time, but it will cost you some extra money, so you have to decide whether or not it is worth it for you. Your goal is to throw in some links to your site within the e-course, so that those who read it will come and check out what your site has to offer, that is if you can impress them with the quality content of the e-course.

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You have probably heard a lot about how important a good mailing list can be, but people often make the mistake of abusing their list, and forgetting that their list subscribers are their potential customers. You shouldn't only just send advertising emails to your list members; you should send them useful content that they can use to promote their own businesses with. As they start looking forward to receiving your emails, because they know there will be something great inside, they will be more open to the offers you send them, and ultimately will be your most loyal customers. The more you offer them, and the better you treat them, the more profits you will make from your list members.

As briefly mentioned earlier, one of the easiest ways to get targeted traffic to your website is to write related articles, full of useful, factual information and submit those to article directories and ezine sites all over the web. There are many free submission sites, and it is fairly simple to write a high quality article, especially if you are really familiar with the subject. At the end of the article, be certain to include a short bio about yourself and your business, and include your website address as well. You may even want to mention your mailing list as well, so that people are inclined to visit your site, if nothing else to look for more articles, or sign up for your list. If you can get them to your site, and treat them well, then you are already halfway to having a loyal customer.

If you are already a member of several mailing lists, you could also send an email to the list owner, and try to work out a deal with them. Offer to place their affiliate link or banner on your site, in return for them posting one article a month written by you, with resource box included in their mailing. This is a great way to build your own list, and to get word out about your site.

There are many ways to get targeted traffic to your site, but you will likely find no better than using good, well-written content. Don't be tempted to outsource your articles, unless you are sure you are getting a writer that can write in perfect English, and can give you good quality work. Remember, that no content on your site is better than having badly written content!

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## **Reaching Targeted Traffic**

Getting people to your site is important, but reaching targeted traffic is an especially important thing that you will have to work for. Every site has its own group that is more likely to be attracted to your site, so you will need to know how to get to the targeted traffic that you need in order to be able to have a successful website.

First, when working on reaching targeted traffic you should consider what the targeted traffic is looking for in a site. You should consider what they would prefer to see and what types of offers they would be more likely to go for if you are selling anything. You should be making the site with what the targeted audience has in mind and not with only your personal thoughts. This is especially useful for reaching targeted traffic because when you work with the potential visitors in mind you will be more likely to have visitors who will be loyal for long periods of time.

Also, by using search engine optimization can help you with reaching targeted traffic. Most potential website visitors will use search engines to find out what sites are out there. You should work to create keywords for your site and an attractive tagline to help with reaching targeted traffic so that groups that you are looking for will be more interested in seeing what you have to offer. Remember, if the keyword density is great then you will be more likely to gain the targeted traffic you need than if you did not have any keywords to use.

Making good content is important for reaching targeted traffic. Your website content should feature plenty of keywords, but it should also consist of interesting articles that will attract the attention of the reader and make visitors more likely to stay with the site. By attracting targeted traffic you will be more likely to have success and longtime readers, and this starts with your content.

While it can help to use traditional advertising methods for reaching targeted traffic like print ads, you will need to use online marketing strategies for reaching targeted traffic. Pay-per-click advertising has become one of the most popular forms of reaching targeted traffic. This is where you pay a search engine for each click a person uses to your site in order to get your

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site to be more relevant on the search engine. However, you will need to bid the most to have certain keywords associate with your site. When you do win the bidding the keyword that you bid on will be used for your site and will then lead to you reaching targeted traffic at a greater rate.

Overall, there are several different ways how you can get the targeted traffic that you need. This includes search engine optimization, pay-per-click advertising and keyword usage. Also, you should think about what potential visitors would want. By reaching targeted traffic with these methods your site will work to your advantage.

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## **How to Get Free Targeted Traffic for Your Site**

Targeted traffic is important for your website, but you don't have to spend a lot of money to get it. This is especially important if you are not getting any revenue off of your site. There are six important ways how you can get free targeted traffic to your site. These methods include using article directories, exchanging links with other sites and using forums on topics related to yours. When you use these methods you can receive free targeted traffic that you can use.

The first part of gaining free targeted traffic is to work with article directories. When you write an article about something you are interested in and what your site is about you can submit your article to these directories and give out information about what you do and where people can go to see what you are doing. You can also offer free things to visitors in order to get them to your site, such as a free e-book. This can all be placed in the resource box that is found at the end of your articles on the article directories. The next part of getting free targeted traffic involves creating a report on a subject you are interested in and sending it out to websites that are about that topic. When you send out the report to other people you can offer links to your site and be able to collect email addresses of people you send the report to. When you give your report to other people for free you can encourage them to visit your site, and you can also allow the report to be distributed to anyone for free in order to help get you free targeted traffic.

Next, you should work to post on forums that are related to what you write about. You should work to create interested posts that people will be more likely to read and post a link to your site in the signature of your post. Also, you can feel free to start topics and ask questions on the forums. Either way, with the free exposure to your link you can get free targeted traffic through forum usage.

Using link exchange programs is another good way to find free targeted traffic that you can use. When you find link partners you can exchange links and therefore help improve your search engine relevancy because your site will be linked by other sites with interests similar to yours.

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The fifth part of getting free targeted traffic is to send your blog URL to various RSS sites if you have a blog on your site. When you update your blog often your RSS data will be updated and therefore will be more relevant on search engines that specialize in blogs. This helps to get free targeted traffic because more people will be able to recognize you as someone who updated a blog frequently.

The last thing to do to get free targeted traffic is to submit your website info to various social book marking sites. These include sites like del.icio.us and Squidoo. You can get free targeted traffic when you send you info to these sites because your site will be listed in these directories, thus adding to exposure.

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## **How to Generate Traffic Using Only Free Methods**

Putting up a company would of course require a lot of things, to get straight to the point, you need capital. To make money requires money as well. But of course, with the versatility the internet offers, there are many ways you could find that may help optimize the potential of your site or business in generating traffic.

While there are ways to jumpstart your traffic flows, many sites don't have the resources that others have to generate more traffic for your site. Well, you don't have to spend a cent; all you need is the proper mindset and a lot of eagerness. You also must have the drive and perseverance to do hard work and research to generate more traffic for your site.

How sweet it is to have more traffic for your site without spending a single cent. Now it's a sure thing that many sites have articles that offer tips and guidelines in how to generate traffic using only free methods. Because it is possible, you don't need to spend a single cent, it may take time, to say honestly, I'm not going to beat around the bush with you. You get better chances by paying for your advertisements, but at least you get a fighting chance with some of these free methods I'm about to tell you.

Take advantage of online forums and online communities. The great thing about forums and online communities is that you can target a certain group that fits the certain demographic that you are looking for. You can discuss about lots of things about the niche that you represent. Another great advantage is that you know what you are getting into and you will be prepared.

With online communities and forums you can build a reputation for your company. Show them what you are made of and wow them with your range of expertise about the subject, with that you can build a reputation and build trust with the people in your expertise and knowledge. The more you post about relevant items or topics the more traffic you will get.

You can also make use of newsletters. Provide people with a catalog of your products and interesting and entertaining articles. If you make it really interesting and entertaining, more people will sign up for your newsletter

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and recommend it to other people. The more people who signs up for your newsletter, the more people there will be that will go to your site increasing your traffic.

Another great idea is trading links with other sites. You don't have to spend a cent. All you have to do is reach an agreement with another webmaster. With exchanging links, the efforts both sites do will benefit both sites. Every traffic that goes to the site could potentially click on the link of your site and visit your site as well. This works well especially when both sites feature the same niche.

Write articles that could pique the attention of people that have interest in your product. Try writing articles that will provide tips and guides to other people in your market. Writing articles that provide good service and knowledge to other people would provide the necessary mileage your traffic flow needs.

Many sites offer free submission and posting of your articles. When people find interest in your articles they have a good chance of following the track by finding out where the article originated. Include a link or a brief description of your company with the article and there's a great probability that they will go to your site.

Write good content for your site. Many search engines track down the keywords and keyword phrases your site uses and how they are used. It is not a requirement that content should be done by a professional content writer. You could do your on but you have to make content for your site that is entertaining as well as informational. It should provide certain requirements as well as great quality. Generally, internet users use search engines to find what they are looking for. Search engines in return use keyword searching in aiding their search results. With the right keywords, you could get high rankings in search engine results without the costs.

Probably the newest way of advertising your website for free would be to market it on MySpace. Create an account on myspace and seek out friends who share similar interests. Blog about your interests and ideas on your own MySpace Blog and provide links to your website/s. The more friends that share similar interests with you the more traffic you will get. And when you

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have something important or a new product to share you can send a bulletin to your friends.

All of these methods and more will drive more traffic to your site for free. All it takes is a bit of effort and extended man hours. Learn all you can about the methods depicted here and you will soon have a site with a great traffic flow without the usual costs that come with it.

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## **Free Website Traffic Methods**

There are several different free website traffic methods that you should consider using for your site. If you cannot get people to come to your site then you will not be as likely to make a profit off of it. However, with these free website traffic methods you can get people to see what you are offering without losing a great amount of money in the process.

It is important to know that it can take time for free website traffic methods to work. This is because they do not produce immediate results but rather results over time. Besides, your profit margin will increase as a result of free website traffic methods.

The first method to consider is of online forums. You should find a forum or community that has interests similar to what your site features and offers to others. Be sure to make interesting posts and intelligent conversation in your posts, and remember to put a link to your site in your signature.

By using online forums you will be able to have a better idea of what types of people would be especially interested in what you are offering. This helps in that you can tailor your site around who is more interested in your work. Also, you can improve your reputation with forums by showing how knowledgeable you are about your particular interests.

The newsletter is one of the fastest growing free website traffic methods in use today. A newsletter can be sent to subscribers to your site to help explain to them what new features and things are being offered on your site. Also, you can use the newsletter to give them articles relating to your interests. This is one of the better free website traffic methods to use because of its personal touch. Readers will see you as a more credible source for your interests. Also, readers can recommend your work to others.

Link exchanges are good free website traffic methods. If you reach a deal with the webmaster of another site with similar interests you can have a link to your site appear on the other site and that site you traded with will have a link on yours. This not only helps to increase traffic to your site but it also improves your search engine relevancy because there will be added sites that link to yours.

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Writing articles is another one of many good free website traffic methods to use. There are databases out there that will host articles about different topics, and by writing about your interests you can get people to see you as a more knowledgeable person in your field. Also, it allows for your site to have a link at the end of the article.

The last of the free website traffic methods to consider goes back to the initial website you are working on. This is where the content of your site comes into play. It is important that you write good content for your site in order for it to be more successful. Your content should be based around keywords that people can search for and find your site under with search engines. With a better search engine relevancy you can get more people to see what you have.

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## **Boost Traffic to Your Website**

The own sure way to become a successful Internet marketer is to get tons of targeted traffic to your incredible website. You can do this in many ways, but the three most commonly used are targeted traffic sources, conversion rate, and quality content.

If you aren't familiar with targeted website traffic, let me take a moment and explain it to you. If you get visitors or traffic to your site, that isn't targeted, it is basically the same as having a window shopper looking at your wares, but never deciding to come inside and shop. Traffic is great, but you want traffic to come to your site who is actually interested in what you have to offer, not just surfers seeing what they can find. Targeted traffic will lead to many more sales and higher profits, which is what you are working so hard to earn.

One way to get targeted traffic to your site is to raise your search engine ranking. The higher your search engine ranking is, the more likely you are to lure traffic to your site. For example, if you have a website that you are using to promote and sell baby shower products, and someone is looking for plates that they can use for their baby shower and enters that keyword on Google, if you have a high search engine ranking, your sites will be one of the first displayed on the results page, meaning that person is much more likely to visit your site, and make a purchase, if you have what she is looking for.

There are many ways to get targeted traffic to your site, you can fill your site with high quality informative content, which will help improve your search engine ranking, you can join traffic exchange programs, where you surf other peoples adds to earn credits that can be used for advertising your own site, or you could join a reciprocal linking program offered by other internet marketers you meet along the way. No matter what you do, it will take some time to drive high numbers of targeted traffic to your site, but if you work at it everyday, and provide your customers with good service when they do come to your site, it will all payoff in the end.

It all kind of works together, the better the content you have posted on your side, the more targeted traffic you will get, and the more targeted traffic you

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get, the higher your sites conversion rate will be. You cannot have one without the other.

Quality content is one of the most crucial elements that every website should have. If you can't provide searchers with what they are looking for when they visit your site, and if they have a hard time navigating your site, then why should they waste their time looking at what you are offering on the site? That is how most people feel. You have to fill your site with unique and useful content so that it stands out from the millions of other sites just like it probably floating around the internet already.

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## **Boost Your Page Rank for More Targeted Website Traffic**

If you are an experienced Internet marketer, you probably already understand how important a good page rank can be to your business, but if not, let me explain it to you. No matter how great your website is, if you don't have a good search engine or page rank, very few people will ever see it, and you probably won't see much in the way of profits either. When someone goes to an internet search engine, such as Google or Yahoo, they enter keyword/keywords that they are looking for, and the engine pulls up all of the related pages it can find with those words. If you have a good page rank, then you will be listed at the top of the results page, meaning that your website will be one of the first ones that will be shown. The closer to the top of the list you are, the more likely you are to get a targeted website visitor.

Depending on the browser you use, and the add-ons you have installed, you may have a tool on browser that shows you the page rank for each site you look at. This is a good way to know how your own websites ranking is. Page ranking is what search engines use to decide how important your page is.

There are many things you can do to improve your search engine ranking. To get a good search page ranking, you need to fill your pages with high quality keyword content that users will find beneficial. It is important to have articles that go along with the general theme of your website, and they should be based off one main keyword, so that when someone searches for that keyword, your articles will be pulled.

It is not always easy or quick to develop a good page rank; it takes a lot of work on your part. You can pay someone to write articles for you, but again, your focus should be on quality and keyword usage, not just how many articles you can put on your site. Then you have to get those high quality articles submitted to search engines and other webmasters sites, so that you can get your website out there.

The more traffic you get to your site, the higher your page rank will be, and the higher your page rank is, the more traffic you will get. So, traffic and page rank really develop each other in a lot of ways. Other ways to get more targeted traffic to your website is by joining pay per click traffic exchange sites, most of these are free to join, as long as you surf other people's sites

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for credits, you can purchase an expired domain name, so you can get someone else's traffic they have already established to your site, publish your own e-zine with links to your site at the end, and even pay for website advertising.

Just don't make the mistake that many new marketers make, don't develop a website, and think that is all you have to do, that visitors will just mysteriously come to it, because it really doesn't work that way. If you purchase an expired domain name you may get a few visitors, but nothing to brag about, and not enough to solely boost your page rank.

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## **Boost Your Profits with Targeted Website Traffic**

More and more people are getting in on the internet marketing wave, making websites, and trying to get customers to their sites, so that can earn money from home. The thing is, you can't make money from your website if no one ever sees it, and you don't want just anyone to see it, you want people who are actually looking for what you are offering to see your site, as they are much more likely to spend money while they are there. You want your site to be one of the first ones seen when someone enters a keyword into a search engine, since we all know that the average person will only look at the first few pages pulled by the search. There are many ways to boost your search engine ranking so that you can get that targeted traffic to your site, you just have to do some research and see what works the best for you.

There are many other methods of getting that targeted traffic to your website that have been tried and proven effective by internet gurus all over the internet. One way that seems to help you get a lot of targeted website traffic is forum posting. What you do is join a forum that you are interested in, or that covers subject matter that you are familiar with. For example, if you are a work at home mom, you might want to join a forum designed for work at home moms. When someone posts a question or comment, you post your answer or reply, which will show on the forum for everyone else to read. The key here is that when you signup for the forum, you create your signature file, including some information about yourself, as well as a link to your own website. Different forums have different rules regarding this, and while most won't allow you to blatantly advertise, they will allow you to have a link or links in your signature file. You don't want to post just to make posts, or you will be banned from the forum. What you post has to be on topic, and beneficial to the other forum users. Think about what you are posting, because you want to maintain a professional image and make a good impression, so that other members are tempted to look at your site to learn more about you and what you have to offer.

Other website owners get targeted traffic by exchanging links with other website owners. You put their banner or link on your site, and they do the same for you, and when someone comes to their site, they will see your banner, and hopefully visit your site as well.

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Join some e-zines or mailing lists, and then talk to the owners to see if you can purchase advertising from them. Usually, you will be allowed to write an article, and then include a resource box with a link to your site, that will be sent out to all of their subscribers, or they may choose to just place a short ad in their next mailing, talking about you and your site, suggesting that their readers check out what you have to offer. Either way, this can be a good way to get targeted traffic to your site, however, it can become quite expensive, so you may want to shop around for the best deal, so you can get the most for your advertising money.

Offer a link where visitors to your site can sign up for a weekly newsletter, and in each mailing include useful subject related information that they can use, give away some small freebie, and include the links to your site at the bottom. You may also use this list to advertise any changes or updates that you make to the site, just be careful not to do a lot of advertising, because members will think that you are just offering them junk in hopes for site visitors, and will unsubscribe from your list.

Some other ways to get targeted website traffic is by participating in a joint venture with another business owner, joining traffic exchange sites, writing and submitting articles, etc. It may take you some time to determine which method works the best for you, but keep trying until you find it. The more targeted website traffic you get, the faster your business will grow and the profits will roll in!

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## **Cheap and Effective Ways to Get More Visitors to Your Website**

Traffic is the life's blood of your website. If you're not getting any visitors to your site, you are certainly not going to make any sales, and that means your site is a hobby instead of a money making business. If your site is indeed a hobby then the amount of traffic you get doesn't matter, but if it is a business, then it's an entirely different story.

If you are just starting out, you may be low on cash to throw at your new website. Being a little strapped for cash doesn't mean that you can't get the traffic you need to start making sales. There are several low cost ways to start the traffic ball rolling in your direction, and they are things which you can do yourself with relative ease.

Writing and submitting articles to article directories is a highly effective way to establish both a link back to your site and to gain the attention of the people who would be interested in what you have to offer. Articles are good for establishing a long term pathway to your website. You can even find niche article sites that cater to specific niches, so make sure you search for those when finding directories to submit to.

Using Search Engine Optimization will also increase your chances of showing up in web searches for your site's topic. Some people think SEO is really difficult to understand and implement, but it's really not hard at all. Having your keyword in your domain name, title tag, image alt tags and on the first paragraph is the type of things which SEO encompasses. See, it's not that bad at all is it?

To get a little quick exposure for your site, you can create a blog account at Blogger.com and then link back to your site. The posts made at a Blogger.com blog are easily picked up by the search engines. To make the most of your new blog, be sure to post three or four times daily with short posts which contain your keyword. Your site will be frequently updated if you link to it in your Blogger.com account. Blogging is easy and using Blogger.com is free.

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Remember that forums can be one of your site's best friends. By frequenting related forums and participating by making well informed useful posts, you can increase traffic to you're your site. Most forums allow signature files, and you can put your site URL in your signature file for the forum visitors to see and search engines to find. Never set up a new account for any forum just to go post one liners or non informative posts. This not only makes you a forum spammer, it ruins any chances you had to develop any networking relationships within the forum community.

So there you have some simple, very effective and cheap ways to get visitors to your new or existing website. By implementing the techniques discussed, you should be guaranteed a steady stream of targeted traffic.

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## **Cheap Ways to Increase Your Website Traffic**

One of the first things that you will find out when trying to grow and profit from your online business is that you have to have lots of traffic to your website in order to be successful. Every person that visits your site means potential money in your pocket, so you want as many people to come see your site as possible. Unfortunately, you can't expect to be an internet marketing success without investing some money into your business, which mostly will be used for increasing your website traffic.

The good news is that you don't have to take out a bank loan to get traffic to your site, it can be done, even on a minimal budget, if you know how to play your cards right.

It can be hard to keep up with those big powerhouse websites in your niche, as they spend tons of money just for getting traffic to their site, which is one of the reasons that they so quickly make money. But, you don't have to do this to be successful.

Just like gambling, you should never invest money out of your pocket in a business endeavor you can't afford to lose. When building website traffic, you don't have to risk everything that you have to get the money you need to get traffic to your site. You may have to be a little craftier with your tactics, but there is no reason why you can't be successful.

One of the easiest and least expensive ways to get more website traffic is by exchanging links with other website owners. It isn't difficult to find website owners that will exchange links with you, as they know this is increased advertising and web traffic for their own site as well. You will have better chances on getting someone to change links with you if you choose someone who has similar content and products on their site as you do on yours. By staying with the same basic type of website, you will both get more targeted traffic, which means that you are much more likely to make a sale to that person.

When you exchange links with other website owners, not only do you get the great benefit of free traffic to your site, but you also increase your overall

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search engine raking, which helps get even more traffic to your site via the search engines, giving you the opportunity to make even more money.

Operating on the same premise as exchanging links, you can also get more website traffic by joining traffic exchanges, many of which are free for you. You basically surf other people's ads, usually about one every twenty seconds, and you earn credits based on the number of ads you surf. The credits you earn can then be cashed in and used to get free traffic back to your own website.

There are many other great, low-cost ways to get more and more traffic to your site. You can write and submit high-quality articles, containing links back to your site to free article submission sites, publish your own mailing list or e-zines, and post new topics and answer questions in topics related forums, including your link in your signature file. You can choose what works best for you, or do them all. With a little research, you may find other ways that you can also increase your website traffic; these are just some of the more common, less expensive ones.

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## **Cheap Website Traffic Tips**

You don't have to spend a good amount of money to help get people to visit your website. There are many cheap website traffic tips that you can follow in order to make your website busier and more successful. These cheap website traffic tips include working with article directories, using search engine optimization, creating a blog and posting in forums.

One of the best cheap website traffic tips you can use is to send your articles on your site to different article directories. When you send in articles to a directory that links directly to your site you can look to get additional traffic from people who read your article and are interested in reading more of what you have out there. There are various websites that you can send your articles to for access to people, including [articlesfactory.com](http://articlesfactory.com) and [goarticles.com](http://goarticles.com). This is one of the better cheap website traffic tips that you can follow as long as you keep your articles in the directories.

Another one of the cheap website traffic tips you should use is to use search engine optimization tools. This is one of the best cheap website traffic tips you can use, as it allows your articles to be more relevant to search engines. You can do this by having your key word in the article site's domain name, having the main keyword in the first paragraph of the page and putting your keyword in the title of the page. These methods will help you to increase the likelihood that your article will appear at a higher spot on a search engine. The third of four cheap website traffic tips you can use is to create a blog on your page and link your main webpage to it. Because blogs are becoming popular it makes sense to use one, making this one of the best cheap website traffic tips out there. Whenever you update your blog it will become more relevant on search engines, which in return will help you to get more traffic to your site. This is especially true if you use the right keywords in your articles and postings. You can create a blog for free at many sites, including [blogger.com](http://blogger.com) and [wordpress.com](http://wordpress.com).

The fourth of the cheap website traffic tips for you to consider is to post in forums. If you can find a forum relating to what your articles are about you can help get people with the same interests to your site. By making posts that are interesting to forum visitors and posting a link to your blog in your

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signature or profile you can get traffic because people will feel that you may have more to say on a certain topic.

These four cheap website traffic tips are useful and will help you with getting traffic to your site without spending a lot of money. These cheap website traffic tips, such as creating keywords and using them effectively, using blogs and forums and working with article directories, will be very useful.

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## **How to Use A “Tell-A-Friend Script” to Drive Traffic**

If you own a website then one of your biggest needs is to drive a never ending stream of visitors to that site.

More and more webmasters face the recurring dilemma of how to increase the flow of traffic to their websites.

Over the past few years there have been numerous ideas coming from many sources on this very subject, some of which have been good, some bad, and some downright ugly.

One of the methods that have spawned many success stories in driving traffic into websites is viral marketing. Viral marketing makes use of the natural tendency of a person to want to share something with others which they have found themselves to be informative, entertaining or amazing.

Many companies bank on this behavior to spread their products and increase the popularity of their company or their website. Viral marketing makes use of many mediums in enticing this behavior. It might be in the form of an interesting story, an addicting flash game, an amusing video and many others that may catch a person’s fancy.

This ingenious form of marketing is typically low cost and is a wonderful tool for any company to utilize. The benefit greatly overshadows the cost or efforts to initialize this marketing scheme. Any website would greatly benefit from viral marketing.

### **Tell A Friend Script**

One of the easiest methods in viral marketing is using a tell a friend script. This is a simple programming script that you can attach to the programming of your website. Generally, tell a friend scripts are installed in pages where a media is placed so that a person can easily send the media to any of his friends or his family members.

The basic concept of a tell a friend script is a script wherein a person may input his name, email address, the recipients email address, and send the

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media to the intended recipient much like an email with an attachment. As the recipient receives the email he would never think of the mail as being spam mail because he would see the senders name as someone he or she knows and trusts.

Tell a friend scripts eliminate greatly the chances of being blocked because they use the information inputted by the sender. This allows for wider spreading of this marketing method. It can be quite sneaky but it is very effective.

With the email sent and opened the sent media will either be read, viewed or played. Also along with the mail would be a brief description of the company or site that sponsors the media sent. This allows for the introduction of either the site, company name or its products. Then along with it is another tell a friend script.

Then the process begins again. As more people use the tell a friend script, more and more people will know of the existence of the sponsoring company or site.

People who read the ads inside the mail and who like what they see would go and click on the link and visit the site. This drives more traffic into the site resulting to great number of potential customers.

### **Tell A Friend Script Availability**

A tell a friend script is very simple and does not require a complicated method of programming. In fact, you can copy paste a script and simply put it on an intended page. Finding one is even simpler. All you have to do is go to a search engine and type in the search box: “tell a friend script” then press enter or click go.

In the search results page you will see many links that will direct you to a site where you can get a tell a friend script. It would just be a simple matter of looking and searching for the script and copying it to your intended web page.

With a tell a friend script viral marketing strategy you can drive traffic into your site which could potentially spell profits. This is a simple harmless

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script that offers great benefits for low cost, and compiled with great creativity and foresight.

It is imperative that you have patience in using a tell a friend script. If your chosen media does not get the mileage that is expected of it, it may take some time before it gets spread or shared. But surely many people will see your ads and there is great probability that they will visit your site increasing your traffic flow.

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## **Using Targeted Online Advertising to Your Advantage**

Even if you have the best website assembled out there it will not be very successful if you don't have people visiting it. There are many different ways of getting people to visit your website, but you will need to use different strategies to get them to come to you. One way how you can get visitors is by using targeted online advertising. Through this method of promotion you can get people who are more likely to find your site to visit your page and use your products or services.

The first part of using targeted online advertising involves having good copy to use for promotion. By hiring a qualified copywriter you can help create targeted online advertising that can be more effective. A copywriter will help to incorporate important and effective keywords into your articles and help you with the writing process for your targeted online advertising pieces. However, in the case that you cannot get a copywriting for your targeted online advertising work you should talk with your web design group about possibly getting metatags for your site to help attract people.

Working with a "pay-per-click" search engine is another example of targeted online advertising. However, you will need to find the right keywords for your site and pages in order for this form of targeted online advertising to work. For example, if you can find the right keywords to use then you can get an ad to go with the text that links to your site. This will allow for your site to receive more exposure. However, you will have to pay the search engine you are using a small fee for each click that the visitor uses on your site through the search engine. Regardless, this can still help to get visitors to your site and possibly more business as a result.

Sending articles to e-zine sites is another type of targeted online advertising that you can use. With this method you can write an article related to your interests to an e-zine that has the same interests as what you have. At the bottom of the article that you write you can then post a link to your site in order to get people to visit. If you create an article that is of great interest to visitors then you can get more people to visit your site, thus making this a great form of targeted online advertising. Also, you can write the articles yourself or you can hire a copywriter to help you out with it.

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When looking for a good method of targeted online advertising is sure to consider those three tips for targeted online advertising. You can work to make good copy and hire a copywriter if needed, you can send out information for free on e-zines in order to attract customers and you can work with a “pay-per-click” search engine to get people to see your work. No matter what you use targeted online advertising will help to reach the people who will be more interested in your work and make your site successful.

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## **Using Google Adwords for Targeted Traffic**

Google Adwords is a great service that you can use to gain targeted traffic to your website. When using Google Adwords you will be increasing the relevancy of your site on the popular search engine and having your information appear in easy to load advertisements that can be easily read by Internet users when searching for something that is related to what you have to offer.

The importance of using Google Adwords is great because this service helps you with getting the word out on your services. When you have more targeted traffic to your site you will be more likely to make a sale on your site than what you would without the traffic, and using Google Adwords is a valuable way to get that traffic to your site. This is especially useful because online retailers like yours can target specific groups who search for certain keywords, and using Google Adwords will help you to take advantage of the keywords that fit your site.

Using Google Adwords is easy. First, you will pay Google a fee for using keywords depending on how many you plan on using. After this, the keywords that the person enters on a Google search will be used to generate an advertisement on the side of the search results that can be easily read and can promote your business. This helps to make your site get more exposure, as yours will show up when you get the right keywords used for your site. Using Google Adwords will help to make your site more relevant on searches. This is because when someone enters in a keyword that your site is associated with you will be more likely to have people coming to your site to visit it. This is from your site being on the first page of the search results on the side as a business that is offering products and services relating to the keyword the user is looking up. This allows for targeted traffic that can come as a result of using Google Adwords.

Laser targeting is a way of getting traffic to your site, and using Google Adwords can help you with that. The keywords that you use for Google Adwords will be important for you to determine when looking for a good amount of targeted hits. This includes creating keywords that relate to the products or services that you sell. Therefore, the keywords that you use when using Google Adwords should be ones that are especially relating to

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what you sell so that you are more likely to make a sale and get more targeted traffic to your site.

Overall, using Google Adwords is a great option to consider. For a fee you can associate keywords for you site to an advertisement that will appear on Google when someone searches for one of those keywords. This is a great and profitable way to bring in business and targeted traffic to your site, especially when you use keywords that relate to your products and services.

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## **Getting Laser Targeted Visitors by Using Google Adwords**

One of the most widely known secrets in generating an income on the Internet is getting lots of traffic to your site. It's not like it's a big secret, even though there are plenty of ebooks available for purchase which will try and convince you that it is in fact a big secret. To be successful every site must have traffic. No matter how pretty you're side is it won't make you a dime if no one ever sees it or takes the time to purchase your product. Neither of those two events can occur unless someone actually arrives at your site. This is where traffic becomes your number one priority after your site has been uploaded to the Internet.

With a steady and decent amount of traffic there will be a percentage of your visitors which we'll decide to buy your product or service. So it is logical to assume that the more visitors you have the larger percentage of people who will be clicking on your buy button, which of course in turn means more money in your pocket. A web site does not have to be huge to be successful. There are plenty of one-page web sites which make the owners a lot of money each and every year. There are of course plenty of large web sites with many pages which get a little or no traffic and make little or no money.

It is for this reason that it is best to target your traffic so that you will get individuals who are actually interested in what you have to offer. Untargeted traffic may result in sporadic sales, but for maximum profits you must have targeted traffic coming to your site on a regular basis.

Sometimes it's possible to make money by spending money. As a matter of fact, sometimes the more money you spend the more money you will make. This may not make sense that first but bear with me for just a moment and I'll explain this to you. Advertising is one way to reach more people and bring them to your site. Sure there are ways to advertise which are free, but if you want really targeted traffic then it is best to use paid advertising.

Currently one of the best bangs for your buck in paid advertising has to be Google Adwords. Many businesses are now using Google Adwords to send targeted and pre-qualified visitors to their site. By using targeted traffic generation and prequalification, you can increase your profits considerably

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because you know the visitors you get are interested in what you have to offer.

Google Adwords works because the advertiser uses keywords in their ad which is relevant to their offerings. When someone searches for goods or services which contain an advertiser's keyword then the ad is displayed along the right side of the page of the Google search results.

When a search engine user clicks on one of the ads then the advertiser is charged a set amount which was determined by how much the advertiser was willing to bid for that keyword. So if you're looking for laser targeted traffic to boost your profits and your visitors, then you should give Google Adwords a try.

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## **Are You Interested in Expired Domain Opportunities?**

If you're like everyone else who has a website, you want traffic, and lots of it at that! You know that there are millions of web surfers out there each and every day, and that there must be at least a few thousand daily that would be interested in what you have to offer. The only question that remains is how do you actually get those people who you know would be interested to come to your site?

If you've had your site up for any amount of time at all, and have been actively marketing it, then you have also probably submitted your site to every search engine you could find, placed a few ezine ads and maybe even flung up a few banners. If you have tried everything that you have heard and read about, and are still not satisfied with the traffic you are receiving, then maybe it is time to try something else entirely.

What if I told there was a legal, ethical and quite effective way to get traffic to your site that more than ninety-nine percent of the web population overlooks? Would you be interested in knowing what this technique is, and how it could help you get the traffic you need? Sure you would, let's talk about it a bit further.

Right now is a great time for you to consider using expired domains to garner traffic for your site. Expired domains can be a terrific source for traffic that is otherwise going to waste. You may even find a related domain name which is also already listed in Yahoo, which would give an instant savings of the \$200 Yahoo listing charge.

Think of it this way, for just the cost of a domain name, you could be the recipient of tons of traffic. Look at it this way, registering a domain name is now under \$10, can you bring in hundreds of visitors daily for any better deal than that? I don't think so! Did you know that every day a little over three million targeted visitors are hitting an expired domain? Wouldn't you like to have a piece of that traffic? Then maybe you might want to consider putting expired traffic to work for you.

There are several reasons why webmasters let their site expire. Some simply get tired of the work involved while others just get too busy with their

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everyday life to maintain the site. There are a few who just get careless and let the domain expire, or are low on cash and just quit altogether. The thing about that though, is that even though the site is no longer active, the traffic just keeps on coming. This makes for some very desirable virtual real estate. When you register an expired domain, you do need to research it to make sure it doesn't have it's traffic coming from sites you'd rather not be associated with, such as adult porn sites. If you've done your research and the traffic is acceptable, there are a couple things you can do with the new domain.

First, you could simply put up a redirect to send the traffic straight to your site. Or, you could sell the domain name for profit. Domains with heavy traffic coming in will make you a decent profit if you decide to sell instead of redirect.

Hopefully you've gained enough information from this article to satisfy yourself on whether expired domain name traffic is a tactic you'd like to use to get traffic to your site.

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## **Using Expired Domains to Get More Traffic**

Even if you spend a great amount of time getting your website content read by search engines and using blogs and forums to help bring attention to your work it can still be difficult to get people to your site. However, there are millions of traffic hits that are lost each day as a result of expired domains. It can be difficult, but by using expired domain properly you can recover those hits. Using expired domain includes methods like purchasing a domain name that was originally used by another group. Using expired domain can help you save money and help your work to gain attention.

The importance of using expired domains is that some web domains that have been abandoned are still popular. About three million hits each day online are used on expired domains. These domains are also around because the original webmaster has abandoned the site. This could be for various reasons, including not being able to afford the site and forgetting to renew the domain. In some cases the user just abandoned the site because it had not developed properly. One person's loss can become your gain with using expired domain.

Using expired domains will help you out in order to increase link popularity for your site. Link popularity is determined by reading how many other websites link to yours. By picking up and using expired domain you can pick up and use the link popularity that was already existing with the site.

Using expired domains is also affordable and can be cheaper to register than with a completely new domain. You can even get a profit by using expired domain for sale. You can register a domain that was used by another group originally for affordable prices, and in some cases it can cost less than ten dollars. However, you can always resell these domain names to other groups via websites like eBay. You can get a good return on the initial cost of the expired domain if you do this properly, and in some cases you can get a larger return if you promote the domain name to groups that may be more interested in using it based on what connotation the name has.

Before using expired domains you should check the history of that domain to make sure it is safe. For example, if the expired domain was an adult site

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originally it may still be blocked by some computers, thus restricting the level of business you may make. Before using expired domain you can check on the past of the domain with the Internet Archive Wayback Machine. By visiting the program's site at [web.archive.org](http://web.archive.org) you can get information what the domain was originally about and what was featured on it. This tool is free, so it is a good thing to use before using expired domain so that you can be sure the domain is safe and reputable.

Using expired domains can be a great way to attract business to your site. It helps to increase link popularity and gain hits that may have been lost otherwise. Also, using expired domain is affordable and even profitable over time.

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## **Expired Domains for Traffic**

If you have ever typed in the name of a website and all that came up was some search results and other advertising, you have seen an expired domain portal page. These are all over the internet for a number of reasons, mainly because whoever once owned the domain simply did not renew it or it has not been purchased yet.

Depending on the name, especially if it is similar enough to a popular, up to date, website domain, these expired domains can be very lucrative traffic-wise. If you have spent considerable amounts of money in the way of advertising at search engines and other internet advertising venues, particularly if those other advertising methods have not been very effective, you may want to explore the expired domain option.

The idea here is to find the expired domains that have been linked to by other websites, or was once a popular website when it was up and running. You may not think that people would continue to visit a website that has been dead and gone for 6 months or a year, but they do.

All you have to spend is the handful of dollars that it costs to register a domain name, and you already have a built-in traffic generator that you can either use as the domain for your new website, or to generate traffic for a different domain. This happens when you re-direct. All you have to do is set it up so that anytime someone types in the expired domain name to visit it, they end up on whatever website you specify.

Alternatively, you would not necessarily have to use the traffic from the expired domain to create an advantage for your website. You could snatch up the expired domains and re-sell them for several times what you registered them for. Ebay and other online auction websites are a great place to sell domains - they already have loads of traffic, and it costs very little to make considerably more than you paid in the first place.

If you plan to harness the power of expired domain names, there are some that are more desirable than others. Most importantly, they will need to be .com domains, that is, they will end with the .com extension (as opposed to .biz). You can also go with .net extensions, though those are usually less desirable than .com.

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Another thing to consider when purchasing expired domain names is rememberability. If the domain name is very long or has several number/letter combinations, avoid it. These types of domains are not likely to be ones that visitors will remember, and therefore are not likely to be getting a lot of residual traffic.

A good, free resource to keep close at hand when buying expired domains is the website [web.archive.org](http://web.archive.org). If you come across an expired domain that you are thinking about registering, check it with the archive to find out what it used to be. You will also be able to get an idea about how popular it used to be.

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## **Attracting Website Traffic**

If you can get people to your website then you will be more likely to make a profit off of it. But attracting website traffic can be difficult with all of the sites out there. Here are some great suggestions for you to consider when working on attracting website traffic.

The first tip for attracting website traffic is to use forums. You should post in forums that have interests that are similar to what you are offering. By posting messages in the forum relating to a topic you are interested in you can enter in detailed and interesting messages that showcase your knowledge and interest about what your site is about. By inserting a link to your page in the signature of your posts visitors can then visit your site if they are interested in what else you have to say. However, you should not blatantly advertise your site, as you can get banned from forums if you do that.

Another method for attracting website traffic is to write content for other sites. By writing articles relating to the interests that your site endorses and submitting them to databases you can make people see how knowledgeable you are about your interests. You can also put in a note about your site and who you are at the end of your articles. This is a good way to promote your site and work on attracting website traffic without using money. It also gives visitors a more personal knowing of who you are, which will make them trust you even more.

Exchanging links also helps for attracting website traffic. By exchanging a link to your site with one from another site with similar interests you will be able to get more people to know about the site and therefore it will help you with attracting website traffic. Also, it helps to improve your relevancy on search engines. But while this can be a useful thing to do it is important that the site you are going to exchange links with is one that relates to yours in some way.

Having a newsletter helps with attracting website traffic. By sending a newsletter through email to subscribers on a regular basis you can give them information about the interests your site is about and be able to announce new services or products and special offers to them. When this is done successfully readers will possibly spread the word to others about your site.

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The fifth part of attracting website traffic that you should consider is that of traffic exchange programs. With one of these programs you can gain points or credits from other sites when you visit their web pages and receive names of people who may be interested in your site through squeeze pages.

When you use one of these methods of attracting website traffic you will be able to get people to see what your site is all about. These methods are also great for when you are on a difficult budget, as they are all inexpensive.

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## **How to Increase Blog Traffic**

Today Internet blogs are becoming a popular way of getting the word out about services and products or whatever you want to say. You can increase blog exposure by following these several steps.

The first step to increase blog traffic is to make sure you have enough keywords in your posts so that people can see them when searching for something. You will increase blog exposure if your posts are all about something in a consistent pattern and are frequently referenced. Tagging is a similar method you can use to increase blog exposure in that it involves creating keywords that your articles will be read under. By using this websites like Technorati that search blogs will help to increase blog exposure for you.

Next, you should submit your blog to RSS readers. This helps to increase blog exposure because when you send your RSS to a website like Google or Yahoo your blog will be indexed by that site and will be notified when it is updated. Also, you can send your blog to individual search engines like AltaVista. Ping sites help to increase blog exposure. Whenever you add a post to your blog you should ping it so that a ping site like Ping-O-Matic will be able to recognize it as updated.

There are ways how you can make it easier to send your blog to RSS readers in order to increase blog traffic. For example, a general directory can help you to increase blog exposure. A directory like DMOZ can help you to make your blog more relevant in searches on Google and other online search engines. However, the best way to increase blog exposure in terms of your RSS feed is to send that feed to as many RSS search engines as you possibly can. You can use software programs like RSS Submit to help you in the process.

Link trading is a good way to increase blog traffic. By using a program like Zeus you can increase traffic by creating a link directory for your blog. If you trade links with other users you will be more likely to increase blog exposure as a result. This makes link trading a good option. Also, if you reference another blog in your post use a track back so that the blog you referred to can be accessed from your post. This helps to increase blog

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exposure because the blog you link to will recognize you and promote your blog as a result.

You can also communicate with other blogs so that you can increase blog exposure for yourself. By leaving good, well-dictated responses to other blog posts visitors will feel that you may be an interesting blogger, and this will help to get them to your site and increase blog traffic as a result.

Advertising can be a good way to increase blog traffic. For example, if your emails can allow for signatures remember to put a link to your blog on the signature of your emails. You can also sign up for newspaper ads or promotional materials that can be sent to people on the street to promote your blog. Using forums to help post responses to topics or even creating your own topics can help, as you can advertise your blog on your signature. A group on a server like Usenet can be used for you to increase blog traffic when you talk with others.

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## **Can Blogging Help Your Website Traffic?**

Blogging has become the self-expression outlet that has taken the internet by storm in recent years - it almost seems like everyone is doing it nowadays. Whether you are keeping a private diary blog, sharing your creative writing with the public, or just want a place to store your thoughts, the blog has become very popular.

An interesting question is, can a person create a blog that will actually help to improve their website's visibility and traffic rating? Sure, a blog is great for sharing your views on things you are interested in, but can it really benefit your business as well?

The answer to this question is a resounding - YES! Blogging can do your website worlds of good, depending on how you use it. There is a method that has worked well for other website owners that can be applied to any blog. All it takes is a little bit of time and some creativity to pull it all together.

Most blog sites on the internet have a real community feel. Yes, the blog you create is your own, but it is connected to other blogs on the main site. This automatically ensures that someone at some point will end up on your blog and be able to read what you have to say. In other words, you are receiving free advertising with blog communities. Surely you can see how this could be used to your advantage when it comes to driving interested visitors to your website.

The thing to remember, however, is that you do not want to simply make blog entries that plug your business. That really is not what the blog is for. In case you have not noticed, the internet is already inundated with advertisements for countless products and services. Give your readers a reason to keep coming back to your blog and simply link to your website.

No, what you will want to do is provide your readers with expertise, knowledge, and insight into your line of work. That is, whatever you are trying to sell on your website, talk about it. For example, if you built a website to sell tools, you could write reviews on the tools you sell. This way, you are giving your potential customers insight into the products you are trying to sell them, thus providing them with confidence in those products.

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The other benefit to using a blog in this manner is that it makes you, the seller, accessible. Most blog sites give bloggers the option to allow readers to leave comments on each entry. So let's say that you have just written a review on the new Dremel drill. If someone comes along and has a question about it, they can leave a comment on the review that you can then answer.

Once you have done this, you are no longer just the person behind the very unpersonal website you built. You have the ability to connect with other internet-goers on a much more personal level. Additionally, the readers of your blog will be able to subscribe to the blog in order to receive notifications either to their email address or directly to their desktops, thus letting them know each time you make a new public entry. In no time, you will have many interested visitors waiting for your next installment, and will also have many interested visitors to your website.

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## **It Is Not What You Say, But How You Say It**

It's true. It does not make any difference what you are saying, no matter how boring you might think the subject is, no matter how controversial, there will always be someone who is interested in the material. The idea is to say it in a way in which people can relate. If you have ever heard the old saying "you can catch more flies with honey than you can with vinegar", rest assured that the saying could not be more accurate. It is all in the presentation.

If you are dabbling in website building and think you have it all figured out because you have some catchy graphics and some text on the page, think again. The two need to work in harmony together, visuals and words, to tell a story that potential readers will want to revisit time and time again. After all, the whole point is to have people seeing what you created.

So really, you want to focus considerably on the content of your pages. This would be the bulk of your website, no matter what kind of website you have - the content. If you want more than a small trickle of traffic, you have to appeal to both internet users and search engines alike.

Once again, this all comes down to categorizing your website in order to figure out what its main focus is. If you created a website to share recipes, your focus is food. Make a list of all applicable keywords that relate well to your website as a whole.

These keywords are going to be the main building blocks of the content you create. You will want to write articles, short stories, product reviews, and testimonials that contain a good saturation of the keywords you came up with. This will ensure that if someone does a search for one of the keywords associated with your website, your website will come up in the search results. Remember, it's all about the traffic, so let people find your website by including keywords often in your writing.

Another content component that will make your website more personal and interactive is a mailing list. There are both free and low cost alternatives when it comes to mailing list maintenance software that you can integrate into your website. This will allow your visitors to subscribe to updates and information about your website. If you do decide to maintain a mailing list, first compose a series of articles or newsletters, unique from those already

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published on your website, that will automatically be sent to your subscribers once per week or so. Set up the software to send one mailing per week, each mailing different from the others, to keep your visitors interested.

This is not a process that builds massive traffic overnight, but if you keep with it, and do not abuse your mailing list, you will eventually have a loyal group of interested people that will come to your website time and time again for whatever products or services you offer.

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## **Website Content for Better Traffic to Your Site**

While it is important to get people to visit your website it can be difficult to keep people interested in it if you do not have enough website content. By using these tips for creating website content you can get people to be more interested in what you are doing and therefore be more effective in getting traffic. These tips include creating website content that features keywords, offering free materials and creating a good relationship with your visitors.

The first tip for website content is to work on creating articles for your site that feature a great amount of keywords. Your articles should feature keywords that are used frequently in your website content and are also related closely to what you are working on. If you do this properly not only will your search engine relevancy increase for your website content but people who are searching for topics that you refer to will be more interested in what you are talking about.

The next tip for website content involves giving out free things to visitors. By offering as much website content for free as you can you will be able to increase readership and help make visitors more likely to return to your site. These free materials include things like reports and special programs that visitors can sign up for. If you use these materials to your advantage you can get more people to visit your site, as you will be providing a great level of access to your work.

Next, you can make your website content profitable for you with email training courses. By working with affiliates or other websites that are related to yours in terms of website content you can give special offers to visitors of your site. This can help you to increase the number of people who will sign up for your newsletter, mailing list or other form of communication you may have with visitors of your site. Also, an autoresponder service can help to make delivery of training course information automatic.

While having a mailing list can be a great way to increase traffic to your website content you will need to have a good relationship with your subscribers. You can achieve this by working to send additional website content of your own to your subscribers on a frequent basis. This will help to

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get your subscribers to recognize you as a good expert in the field you are writing about and be more willing to buy your products or services.

The last tip to use for your website content involves sending information to various newsletter publishing groups with your general information, or “resource box,” attached to your website content. This paragraph of information you can create will give readers information about your website and what you do. You can also give a link to your site on the individual articles so that people will read your website content, thus increasing your traffic as a result.

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## **Writing Articles for Website Traffic**

One of the ways how you can get more traffic to your website is through writing articles for databases. By writing articles for website traffic you can get people to see that you are a knowledgeable person in the field that interests you and allows for people to find a link to your site so that they can see what you are offering. Writing articles for website traffic also helps to improve your search engine ranking. There are many benefits to writing articles for website traffic.

The first benefit of writing articles for website traffic is that it helps you to get in touch with others. With a good informative article your work can be shared with other article databases. Also, since the resource box at the end of the article features a link to your site it will help even more with getting people to see your site. This is especially good if you are with a new business because articles for website traffic will give readers a better idea of who you are, what you are interested in and most importantly what your site has.

Another benefit of writing articles for website traffic is that it does not cost anything to do. If the article has a good amount of information then it can be a great investment, especially since you can leave a good first impression on others with a good article. While you can hire professional copywriters to take care of articles for you, it can cost you some money to hire them. Also, they may not know your site in as much of a level as how you know it. Articles for website traffic can help you status on search engines also. When your new articles are published on a database with a link to your site on them search engines will find the new links easily and therefore make your site more relevant on searches.

Links can become more popular with articles in databases. When you submit an article to a site that group you send the article to will receive a popularity link that helps to promote that database to go with your own site. This helps to improve search engine relevancy also.

The last advantage of writing articles for website traffic is that it helps to make your site more optimized in searches on search engines. With the right keywords your site and your articles can become more relevant. However, it

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is important to focus on writing articles for website traffic that have a good amount of knowledge and not try to overdo the keywords that you are looking to use. Be sure that the articles are well written out. Remember, when you are writing articles for website traffic it is important to make sure that your articles are intelligent and are in good standing. An article that you write can make a first impression of yourself on others, so be sure that you know what you are doing before writing.

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## **Internet Marketing - Drive Traffic to Your Site with Content**

Content is the most important factor in driving traffic to your web site. Internet marketing requires more than just developing a web site and hoping for the best. Providing useful content is imperative to the success of your internet marketing endeavors. There are several ways content can boost your sales, bring visitors to your web site, and increase your profits.

To err is human, to forgive is divine. So we would indeed deem you to be divine if you forgive us for any misunderstandings that may arise in this article on internet marketing.

Internet marketers must place the appropriate keywords on their web sites if they expect a high ranking in the search engines. Depending on the nature of your business, finding the most searched for terms on a particular topic will bring visitors to your site. You must provide fresh content on a regular basis if you expect the search engines to find you. You can also increase your subscriptions and your clientele by regularly updating the content on your web site. By offering free reports or informational publications you will increase your customer base. People love to receive free bonuses, and by offering them to new subscribers or clients you will surely attract new business.

Do not judge a book by its cover; so don't just scan through this matter on internet marketing. Read it thoroughly to judge its value and importance.

You can create additional cash flow by using an auto responder to send out multi-part newsletters containing links to affiliate programs or web sites. Your subscribers will love the constant information and they will be drawn to the links you provide. Training courses and multi-part newsletters serve as excellent freebies for prospective clients.

Simply having a mailing list is not enough to find success in the internet marketing industry. You must build a relationship with your subscribers and actively seek out new subscribers.

As an internet marketer, sending out new content in the form of informational articles will establish your expertise in your particular area of

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business and will allow you to gain the trust of your subscribers. The result will be that your subscribers will be anxious to pay for the services or products you offer. Make sure to not take advantage of this trust by offering low quality products. You will quickly lose the trust you have gained if you do not offer the best your business has to offer.

As you progress deeper and deeper into this composition on internet marketing, you are sure to unearth more information on internet marketing. The information becomes more interesting as the deeper you venture into the composition.

Internet marketing has one constant rule. A list of subscribers is money in the bank. Cultivate your list with new content and special offers. Affiliate programs and link sharing are excellent money making tools for internet marketers. By providing new content on a regular basis, you can keep the interest of your subscribers and gain their trust as an expert in your field. Keep your mailing list up to date and offer special promotions and freebies to your subscribers. Success in internet marketing consists of more than developing web sites and waiting for the traffic to flow. You must offer unique content and attractive incentives if you want your business to profit. Many internet marketing businesses have failed due to lack of updated content. Your web sites must be constantly updated with new content in order to draw the attention of the major search engines. Keep this in mind when cultivating your mailing list. You can keep the interest of your subscribers by offering free information and offers of free training courses. Your subscribers will love the attention and the expertise you share with them. Internet marketing is a great way to put money in the bank. Just be certain you are providing valuable, new information to keep your subscribers interested.

It was our decision to write so much on internet marketing after finding out that there is still so much to learn on internet marketing.

Internet marketing plays a prominent part in this composition. It is with this prominence that we hope people get to know more about internet marketing.

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## **Common Misconceptions about Website Traffic**

Some people mistakenly believe that if they create a web site and post it on the Internet that it will automatically receive tons of traffic. It would be nice if this were true however it simply is not the case. The purpose of a web site is to place information or products and services on the web for others to take advantage of. This is especially true if the web site offers products or services to individuals or other businesses.

With millions of web sites on the Internet and more pages being created and uploaded daily, the chances all of you having a unique web site are slim. If your site offers products and services then you can bet that you have competition already on the web, and if they are actively promoting their site then you are at a complete disadvantage if you are not doing the same. If you do not have any traffic coming to your site then it is as if your site is not even there. No traffic and visitors equal no sales from your site.

Web traffic is the life's blood of your web site. It is the driving force in generating profits and determines whether your site is successful or a complete flop. Web traffic also determines the ranking for web sites. The more traffic to your site the higher your search engine ranking will be. The higher your site search ranking is the higher up your site will show when someone does a search on the search engine for the terms which relate to your web site. Search engines are considered organic web traffic.

One big advantage that Internet marketers have over brick and mortar stores is that the costs of advertising can be much lower. Businesses which have web sites can generate free advertising with several methods which can maximize profits. For brick and mortar stores the options are limited as far as free advertising goes. It is also much quicker to publish works on the web than it is to publish them off line. With digital goods there can be instantaneous transfer and delivery to the customer so that there is no real inventory to take up physical space nor is there any time lost in delivery. The purchase to delivery time is literally seconds.

The delivery of search engine traffic can be maximized simply by using search engine optimization throughout the site. This will also insure that wants the site has been indexed by the search engines it will show up in

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relevant searches for the product or services which are advertised on the web site.

Having a nice-looking web site should always be second to the consideration of how it is optimized for the search engines. You could have a really good-looking site and have absolutely no traffic which means absolutely no sales will be made on your really nice-looking site. On the other hand you could have a mediocre looking site which is well optimized for the search engines, and receive tons of traffic which will translate into profits for the web site owner.

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## **Do Not Make These Search Engine Mistakes!**

It is an essential part of getting your new website seen by the masses on the internet to have it included in search engine results. There are many different variables to consider when submitting your website to the major search engines in order to have successful results, but there are also many pitfalls that need to be avoided at all costs as well.

Since search engines are the driving force behind the traffic (both quality and quantity) that most popular websites receive, one would do well to learn as much as they possibly can about search engines, how they work, and what a webmaster can do to optimize their website to work with search engines, as opposed to against them.

One large mistake that people routinely make when designing their websites has to do with keywords. Keywords would be the words that people search for on the search engines in order to find websites that are relevant to their interests. Before you even add any text to the pages of your website, make a list of all keywords and short phrases (two or three words at most), and make sure to include those in the text.

But don't overdo it. That is another common problem - that people think that if they take that list of keywords and slap it onto every single page of their website, they will end up with a higher ranking in search engine results. Often times, the opposite occurs, so take the time to write some good quality content for your website, using the appropriate amount of keyword saturation for best results.

If you think that it is too difficult to come up with your own content and graphics to build a website and that it is acceptable to use the work of someone else to fill your pages, think again. Copyright infringement is against the law even on the internet, not to mention the fact that search engines will crack down on you. It simply is not worth it. Be unique.

Have you ever conducted a search on your favorite engine, just to find that some of the results shown have absolutely nothing to do with what you searched for? This happens when people insert unrelated keywords into their page code in order to achieve higher rankings and more traffic from search engines. Do not do this either.

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You may be asking whether you can hide keywords on your pages by making the text color the same as the background color. Well, technically you can, it is your website after all, but if the search engines find out (and they will), your site will likely never see the results page of a search engine, thereby making it counterproductive to what you are trying to achieve.

Another big problem is when people forget or simply do not bother to take the time to review the rules and policies of each search engine they wish to receive traffic from. All of the major search engines spell out in great detail what they find acceptable, and what they do not. Yes, it will likely be a long read, and yes, you will have to read this material at each individual search engine to make sure you are compliant. But once you consider the benefits, you will surely see that they far outweigh the hassles and soon you will start to see your diligence pay off.

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## **Common Search Engine Mistakes That Internet Marketers Should Avoid**

Learning about things is what we are living here for now. So try to get to know as much about everything, including internet marketing whenever possible.

Traffic to your web site is what will make you a successful internet marketer. If you cannot draw traffic, you will not make money. Normally the creator of a web site does so with the intention of generating traffic. You can accomplish this through various forms of advertising, but the least expensive way is through the search engines. A successful internet marketer will design their web sites to be attractive to search engines. No matter how impressive the design of your web site, you will not profit from it if the site is not noticed by the major search engines.

It was with great optimism that we started out on writing this composition on internet marketing. Please don't let us lose this optimism.

The effective use of keywords is probably the most important factor in search engine placement. If you pay little attention to keywords or use the wrong keywords, your web site will receive little or no traffic. The overuse of keywords is just as bad as having no appropriate keywords. If you repeat the same phrases over and over the search engines will downgrade your web site or skip it completely. Be careful to provide unique content on your web pages. Search engines will detect duplicate content and may refuse to index your site at all.

If you want to succeed as an internet marketer you must use only the keywords that are directly related to your business. The excessive use of unrelated keywords is an unethical practice that can cause your site to be classified as spam by the search engines and possibly removed from search engine listings. Make certain to use only the keywords that pertain to your particular business.

People always think that they know everything about everything; however, it should be known that no one is perfect in everything. There is never a limit to learning; even learning about internet marketing.

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Including keywords that are simply there to generate traffic is not a recipe for success in the world of internet marketing. In addition, do not use hidden text as a means of attracting visitors to your site. Occasionally internet marketers will place hidden keywords on their site, usually by making the keywords the same color as the web page so that the words are not visible. This is also unethical and search engines are smart enough to notice.

Do not make the mistake of thinking all search engine are the same. Each search engine has its own rules that are subject to change at any time. Make a point to learn the particulars of each of the major search engines. Free web hosting is also a bad idea. Search engines will often rid themselves of content that is provided by a free host. If you are serious about succeeding as an internet marketer, you must be willing to build quality web sites with valuable content. You should also be vigilant in making certain your web site is complete. Missing graphics and links will not help you to generate traffic to your site.

Ignorance is bliss, is it? Isn't it better to learn more than not to know about something like internet marketing. So we have produced this article so that you can learn more about it!

These are just a few of the things an internet marketer can do to generate traffic and be recognized by the search engines. If you want to profit from internet marketing you must be willing to put forth your best effort in building your site and making it attractive to the search engines. You will waste your time and effort by attempting to build sites that contain spam or offer no real information. Internet marketing is a highly competitive business. Your success or failure depends on how much you are willing to put into your web site.

Remember that it is very important to have a disciplined mode of writing when writing. This is because it is difficult to complete something started if there is no discipline in writing especially when writing on internet marketing

Accept the way things are in life. Only then will you be able to accept these points on traffic. Internet marketing can be considered to be part and parcel of life.

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## What Next?

Sign up for my FREE 7 day mini-course where I will show you exactly how to generate an unstoppable flood of targeted traffic to your website:  
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I hope you have learnt a lot from this report. Remember to subscribe to my free mini-course for more information, where I'll personally guide you to generating more traffic.

For those who want to brand this report, sign up for my course, and email me saying you want a branded version of this report. I'll help you brand this report with your name and website on it.

To your success,

*Stanley Tang*

Stanley Tang

<http://www.stanleytang.com>

<http://www.increasetargetedwebsitetraffic.com>

<http://www.targetedtrafficformula.com>

<http://www.devzone.info>

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