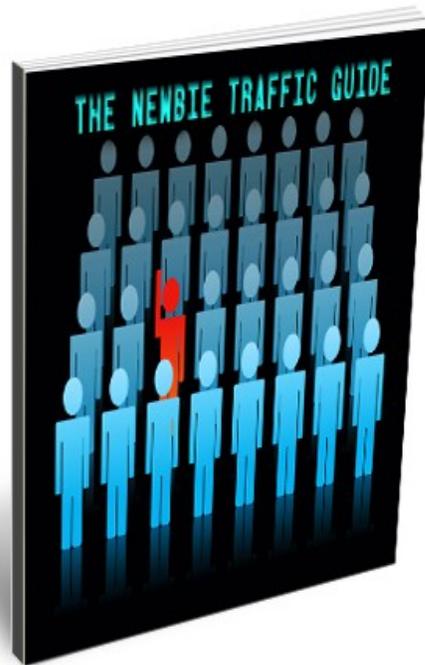


The Newbie Traffic Guide



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Introduction

In this report I am going to cover the ways that I have always used and still use to generate highly targeted traffic. Note the word TARGETED. It is so important. A bunch of people visiting your site that have no interest in what you are saying or selling is worth nothing to you.

Yet many people still waste their time and money on traffic exchanges. The only reason that these people click on your site is because they have been given an incentive. The worst case scenario is that it is not even human visits. Just robot software.

You do not need to worry about that though, this report will show you the correct ways to get steady traffic to your site. I want you to succeed.

If you think of your site as a shop front, it will help you visualize the image. No matter what your shop sells - and it could even be the best products at the best prices. You will sell nothing if nobody walks through your door. So if your shop is hidden down some back alley, well it's just not going to make you a living is it?

It is exactly the same for your website. No visitors equals no sales.

You may have tried one or two ways to generate traffic already, but I have to treat this report as if everyone is a complete beginner. So bear with me if you have already come across some of this stuff. I am sure that there will be some golden nuggets of information to be had. Even if you have some experience already.

There are so many ways to start driving traffic and we will concentrate on the methods that I think will work for you best. This report is not about paid traffic. Every system

that I talk about will be completely free. Not often you hear that is it?

So if you are new to online marketing and want to find ways of getting more visitors to your blog or site, then this report is for you.

The Reason You Need To Attract Traffic

It sounds obvious but it pays to give it some thought. You spend money and time, creating a blog or website and you want to get your message out to the world.

Then you suddenly realize that after all of your hard work, nobody comes to visit it. People will very rarely just stumble upon your site. You need to be pro-active and learn how to pull in visitors.

This is an on-going task that you will need to schedule into your weekly plan. I cannot stress that enough. To get a steady stream of traffic in the early days you will have to put in a constant effort. Especially if you're trying to do it for free.

Lack of traffic is the main reason why so many sites fail to live up to their potential. You do not have to let this happen to yours. We have the solution.

Remember this report is about targeted traffic, the only kind that is of any worth to you. You will come across many sites or offers that promise traffic to your site. I have yet to

see one that is worth a dime. They may exist, but I have never found one.

If you come across an advert that promises x amount of visitors for a fee, you can bet your bottom dollar that the visits will come from some kind of traffic exchange. People may visit your site, but they will have no interest in what you are promoting. They arrive at your site because they have been given an incentive to do so. Often more traffic to their own sites.

Usually this works by them having to stay on your site for a set time period, often 20 or 30 seconds, and that is exactly the amount of time that they will stay.

This kind of traffic is of no use to you what so ever. It might look good in your analytics account, but you will very rarely make a sale to this kind of visitor.

So instead, let's get started on some powerful traffic methods that really do work.

Article Marketing

Writing articles frightens some people. It did me when I first started out. It really does not need to though. Most articles have around 250 to 500 words. That is not a lot to write if you follow some rules. In fact it can be a challenge to get everything you want to say written in such a short format.

You can start seeing traffic from day one, but in fairness you usually need a fair few articles out there. It's not so much quantity, but how keyword rich they are. The one thing that is certain is that the articles must be original.

There is nothing wrong with looking at other articles or content and rewriting it. Nothing is really new on the Internet. If you buy a book on any subject it will be pretty much covered elsewhere. It's just important that you make it your own.

You need to make your article interesting enough for the reader to read all of it, because the only place that you can leave a link normally is in the resource box at the end of the article. That is the whole point of course.

So focus on the title. Make it stand out and grab your reader's attention. Make sure you include your chosen keywords in the title. The first paragraph should lead the reader into the topic. It does depend on the subject of course, but in the second paragraph, I tend to outline problems and causes. Then move onto benefits next.

The last few lines should point the reader to another source of information if they want to know more about the subject. This of course is your resource box and this is where you will leave a link back to your site.

To kind of kill two birds in one stone. I often write a post for my blog and then submit it to the article directories. This way I have updated my own site and spread the word.

Do not listen to those that tell you that you cannot do this. An article directory will allow you to post on your own blog first. Their only stipulation is that the work has to be your own. The only time that you may find some problems is if you used a pen name.

I think it would be a good point to mention just how article directories work. There are two ways that they are used and it does make a difference on how you write your articles.

Some people are simply searching for content for their own sites.

They will probably be looking for longer more informative articles. If they like something that you have written, then they copy and paste the whole article including your links to their own site. By placing your article on a directory, you are agreeing to this.

Others may be just looking for information and shorter articles that have a link to additional, relevant information in the resource box works well for this kind of visitor. For traffic purposes and that is what this product is about, then both methods work well. You either have your content being used all over the Internet by other websites with links pointing back to your site or you have people reading your work because of the information in it and by them clicking on the link in your resource box and heading over to your website or chosen offer. The first option which provides links back to your site, are very important in Google's eyes.

More about back linking later.

Article writing is a powerful tool in your traffic program. It may not make a huge difference overnight, but the work you do today will stay out there for a long time. It's quite possible to see current traffic generated from an article written several years ago.

Blog commenting.

This is one method that I really enjoy. Basically you find blogs in your niche and read the last post. Then you leave a comment behind. If it is what we call a 'do follow' blog, then there will be a place for you to leave your name and URL.

Now there is a right way and a wrong way to do this. I have seen so many people outsource their work and employ people with poor English skills. If the comment does not make sense then the owner of the site will just trash it.

It should go without saying that you must read the post first. Think about how you want your own blog to be treated. Add value wherever you go, that is my motto. If others have already left a comment and it has been accepted, then this gives you a guide to the type of comment that the owner of the blog will accept.

What I should mention before we go any further is that this is the best way to find suitable blogs to comment on:

Type into Google, ('Do follow and then type in details of your niche i.e. Internet Marketing). You should find plenty of

blog posts depending on your niche. The 'do follow' bit means that they allow comments.

Blog commenting is powerful and builds up over time. People read your posts and check your link. It also works in another way. Google see all these links and rank your site higher because of it.

You will often see page rank being mentioned. Basically this is Google's way of ranking the importance of a site. The more visitors and links that a site has, then the higher the PR. When you are building back links it pays to vary the links to different PR sites. Obviously a link to a PR8 is a lot more powerful than PR1. However to look natural you must vary this. To find the higher ranking sites just do your search by including the term 'top hundred do follow blogs your niche'.

Never spam the blog. Always join in the conversation flow.

Another good tip is when you leave your name, do just that. Do not leave traffic tips or something like that. People do not want to talk to traffic tips, they will however visit and happily chat to someone they can relate to. By using your name you give people a chance to get to know you.

Facebook.

Facebook is massive these days. Its growth rate is almost alarming. You can have up to 5000 friends on your account and of course you can pretty much contact who you want, but the power does not lie in the home page.

The real strength in Facebook is the ability to create separate pages on any topic you like. This can be huge. There are people out there with pages that have gone viral and are being followed by millions, but let us not get ahead of ourselves just yet.

That is all you need to get the ball rolling because it tends to grow slowly by its self when you have that kind of following. It currently has about three thousand seven hundred fans.

Think about this for a moment. Every one of those fans sees your message on their main page when you update. Anything you want to say is advertised right in front of their noses. How powerful is that?

Even better you can put an opt-in box right there on the page and build a highly targeted list. I do try to direct people onto my blog and that is what this report is about, driving traffic to your own site. I think it makes sense to do both. Direct them to your site with messages like 'Check out this amazing....' but also have an opt-in box on the page as well.

If you couple this with the fact that you can have pages on

many different niches, then this becomes one of the best traffic methods out there.

I did say all the methods in this report are free, and they are. You can definitely build your Facebook page for free by messaging your friends, but I boosted mine by going to a site called Fiverr. This site allows people to advertise different tasks that they are prepared to do for \$5. I found a guy who put my link in front of thirty thousand of his fans. That got my page really going. I only did this once, and to be honest \$5 will not break the bank will it?

Do not lose sight of the fact that you want to drive this fan base to your blog though. Facebook still owns your page and you never know when the rules may change and your page is closed down. Not saying that is likely, but you never know.

Keep promoting your site to the page with 'read more here' type lines.

Guest Blog Posting

This is another method that is growing in popularity every week.

Everyone wants fresh original content for their blogs. Offering to write a post that fits into their blog niche can be a win, win situation.

Obviously as you're not being paid you would expect to be able to leave a link back to your own site. Sometimes even

a photograph. This is a great way to build authority in your subject, but equally important, it will drive traffic back to your blog. This kind of traffic is highly targeted.

It is well worth spending some time finding suitable sites. There are plenty out there. In fact I am always willing to let someone guest post on my blogs. So contact me if you're interested.

Forum Posting

The amount of traffic that you can get from forums can vary greatly. Some busy forums will be well worth the effort. Always look for those that have a high turnover of comments. If nobody has left a post for several weeks then ignore it. You will just be talking to thin air.

It should go without saying that you need to find a forum that covers your niche. Hardly worth going on a betting forum if your site is about curry recipes, although I am sure that some gamblers do like a curry, but you get the point.

Another really important point is not to just wade in and pimp your site. You will be ignored at best and the worst case scenario is that you will be seen as a spammer and get banned from the forum.

The best course of action I find is to get a feel for the site before you post and have a read of the favourite topics. Then when you're ready to join in, do so with helpful comments. Eventually you will become a trusted member

of that community and people will naturally be curious about what you do and check you out.

Never overlook a well used forum for advice, we are all learning as our businesses evolve and I have made some really useful contacts in this way. So remember a forum in your particular niche will be full of valuable information. Some search engines index highly active forums, so it is possible to get a trickle of traffic this way too.

I think the most important thing I have learned is to be yourself, in other words don't try to sound like a guru if you're not. I think people see through this pretty quickly and all you do is lose trust. Talk about the things you do know about and when you learn about new topics pass that on. You can easily establish yourself as an expert in your own field in this way. I have achieved plenty of success in this way with traffic so it does work.

Twitter

Twitter was originally designed for individual communication but now big businesses have recognized just how easy it is to keep in touch with their customers.

It can be a very powerful platform for us as well. Twitter traffic can be targeted. It depends on how you set up your account really. In the beginning, start following those that already have an interest in your niche.

I tend to follow anyone back who follows me. I no longer add people myself. My account has about 6800 followers and it grows by itself once you get to that point. That is the power behind this really. When you send a message out, it can easily go viral.

For the best traffic results it pays to treat your followers in much the same way as you would treat subscribers on any mailing lists that you own. In other words do not constantly spam out promotional messages all day long. Give out value, be interesting. People will then want to interact with you.

Send out a tweet with a message when you have updated your blog. You will be amazed at how much traffic you can generate using this method correctly.

Broadcast to your mailing list

If you have a subscriber list then do not overlook this tip. It sounds obvious but a lot of people do not do this. Every time you update your blog, remember to send out a message to your subscribers.

It works to keep reminding people that you're there. It is all about interaction really. It sounds simple because it is, but it works.

More Social Media Sites

Join as many of these sites as possible and link them back to your blog. You will be creating a large footprint on the Internet therefore making it harder for people not to notice you.

Here is a list of sites.

Reddit
Digg
StumbleUpon
Technorati
Ning
Squidoo
Hubpages
Tubbearoo
Wikipedia
LinkedIn
Ecademy
Focus
Xing
Gather
Ziggs
Plaxo
Bebo
My Space
43things
Google+

There are many, many more, but I hope you get the picture. Joining these and other similar social networking sites can and will increase your presence on the Internet. More and more people will find you and your blog traffic will increase because of it.

There is work involved in this though, because all these sites have to be updated every now and again. There

are ways round this, but that will have to be for another day.

Yahoo Answers

I have only just started using Yahoo answers as a means of traffic generation, and I think I have been missing out on what appears to be a very good source.

If you trawl through Yahoo answers, you will find the answer to just about every question under the sun. You have the option to answer or ask questions.

The power behind this method is not just the interaction with a person who asks a question that you have answered, but the fact that your answer stays on the page for others to see in the future.

Now there is a resource box in which to leave a link. This is meant to show the reader where you got your information from- just to be helpful really. If you're answering questions on the niche that you are working in, then the link can be your own site.

I do not recommend that you leave links that are not relevant to the question. Yahoo will ban accounts that spam. So play the game correctly and you will start to see some results traffic wise.

Viral Reports

Short straight to the point reports are not that difficult to write. A bit like article writing, if you stare at a blank page then nothing much is going to happen.

All you need to do is to break each section down into small segments. This is like putting several articles together. Make sure you pack value into it. Good content and not quantity is the order of the day. Make sure that you leave a link back to your site.

Now give your report away. Build an opt-in list with it and let each new subscriber give it to their list. Give it away on the forums and offer the same deal. Build a Facebook page and do the same. Find as many places as possible within your niche to give the report away to. Basically share it with everyone.

Once a few people start doing the same, it can really take off.

As long as your links remain in this report, your footprint just gets bigger and bigger. This method not only drives traffic, but gives you a lot of credibility in your niche.

All of the 10 traffic generation methods in this report work. I use them myself. It takes time for some to work and some of the tips work quicker than others, but the one thing all the methods have in common is that they rely on continuity. Give yourself a weekly to-do list. Set aside time for traffic generation and nothing else.

If you do this, over the coming months you will see a massive difference in the number of visitors to your site. The best thing about this is that your traffic will be targeted.

Imagine your blog being viewed constantly by readers who are actually interested in what you have to say or promote.

What are you waiting for? Good luck with your efforts.

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