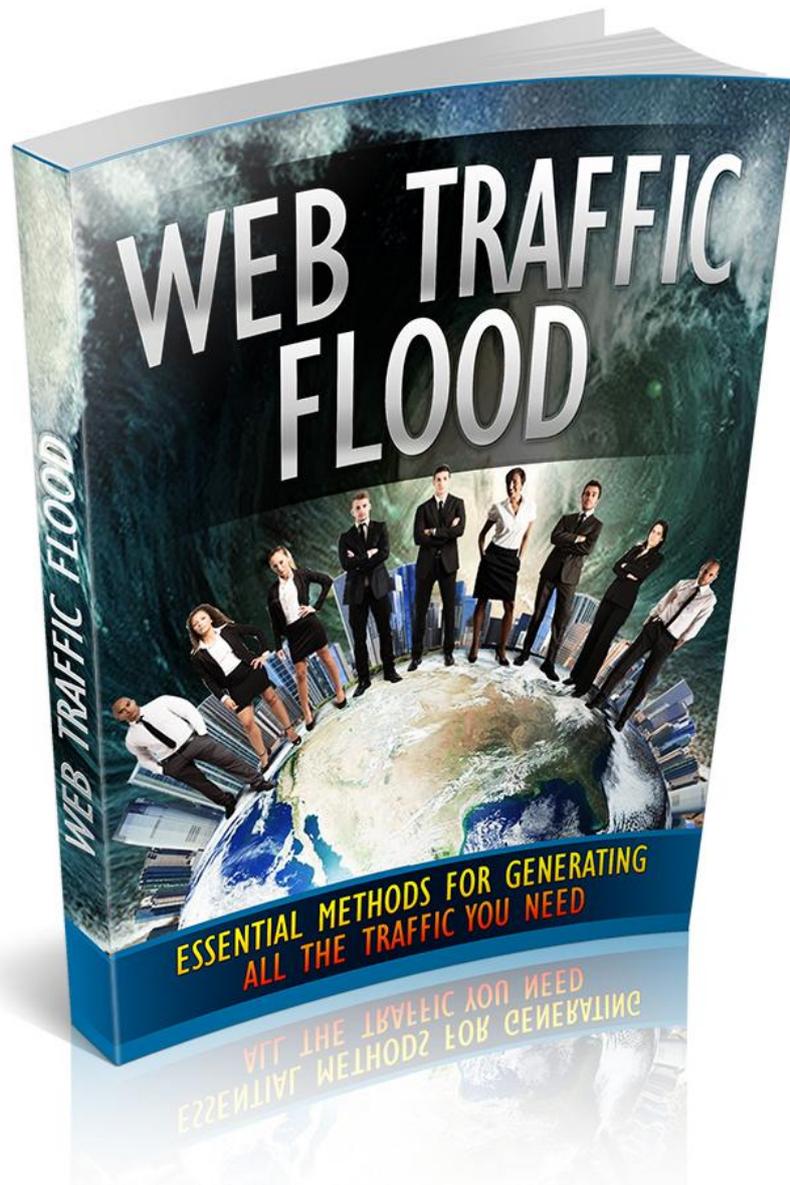


# Web Traffic Flood

Essential Methods For Generating All The Traffic You Need



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# 1

## INTRODUCTION

In the world of Internet Marketing, the old adage, "If you build it, they will come" is *not* true, even though it would be a lot easier on all of us if it was! Traffic generation is the lifeblood of any Internet business, and this eBook will cover some basic low-cost methods to help get you started.

The tactics are not intended to provide a complete list of step-by-step directions, but as a guideline to help you develop the strategies that will work best for you in your business.

Much has already been written on this subject. To provide detailed instructions on each of these tactics in a single book would be nearly impossible, and require a great deal of time – so we're going to cut to the chase so you can start generating the traffic you need to dominate your niche.

Are you ready to take charge and build explosive traffic to your website?  
Let's get started!

## 2

# SEARCH ENGINE OPTIMIZATION (SEO)

If you want your content to be easily found in the search engines, you need to build it first and foremost to provide value to the readers, but you also want to make it easy for the search engine bots to crawl and index. SEO is a complex subject, so we won't be going into a great deal of depth here, but you'll have enough to get started.

## **PRODUCE THE KIND OF CONTENT GOOGLE IS LOOKING FOR**

The most important thing to remember is that Google is a business with customers to keep happy as well. They want searchers to be able to find what they are looking for, without having to spend too much time looking for it, so they are constantly changing the way they rank things – and giving highest priority to quality. The days of being able to stuff keywords in to your page and get a high ranking are long gone, and we will not see them again. Adjust your strategy like this:

- Craft content that establishes your expertise. You want and need to become a valuable, trustworthy, credible resource for your audience.
- Create content that separates you from your peers. You can't be just like everyone else – or your audience will stop paying attention. Focus on creating value, offering a different point of view, etc. Whatever you do, make sure you know how you are different from the competition, and make sure you communicate that to your readers.
- Create content that leaves your readers asking (and coming back) for more.

Great content takes time to develop. The more time you spend working on a piece to ensure it is high quality and fits the requirements above, the higher return on investment (ROI), you can expect to see in terms of traffic and links.

Content doesn't have to be lengthy, but it has to be a big concept, or else the content won't work. Focus on your concepts, and let the content follow as determined by the concept.

Let's look at an example:

One marketer spent 30 to 40 hours crafting a single page 25-point usability checklist PDF file. That content produced massive amounts of traffic, and even three years after the original publication still brings nearly 50,000 unique page views a month. Other marketers out there could easily produce similar content in a couple of hours, but the difference in time and focus can be what turns you into a “thought leader” and separates you from the competition.

## **PRODUCE THE CONTENT ON A REGULAR BASIS**

Google, and the other search engine giants give points to a website that is updated regularly. Why rank a website high if it hasn’t been touched in months, or even years?

Content needs to come out regularly – whether it’s multiple times a day, a week, or month. It gives readers an expectation, gives you more SEO opportunity, and gives search engines more content to rank, which increases the chances of a high ranking of at least one page on your site.

## **ANSWER SPECIFIC QUESTIONS**

The more specific you make your content – the more likely you will rank for searches related to the topic.

## **TARGET YOUR CONTENT WITH KEYWORDS**

While keyword stuffing is a definite thing of the past – it doesn’t mean you need to neglect keywords completely. Since search engines are using semantic search – focusing on user intent rather than the words themselves – to improve accuracy of results – it means you need to adjust your keyword strategy to do the same thing.

It’s not just keywords anymore. Google “understands” the query and adjusts results accordingly. Don’t write your posts around specific keywords. Write them around specific concepts. This way, you have the potential to rank for hundreds – possibly even thousands – of keywords at a time.

Most of the traffic you earn for any page on your website will come from keywords you weren’t trying to optimize for. You don’t *have* to rank number one to get traffic. Even the best keyword tools won’t show you all the potential keywords you can rank for.

Go for the more specific keywords because people aren’t searching for broad terms anymore. Consider things like: Time and Date, Price and

Quality, Intent, and Location. Look at related Google searches, and work those terms naturally into your content.

For example:

If you were writing a piece about SEO tools, there's a lot of competition, and it's going to be hard to rank for the broad term. Instead, focus on something like:

- Free SEO Tools/Fastest SEO Tools
- Top SEO Tools 2014
- Buy SEO Tools/Find SEO Tools
- SEO Tools Online/Canadian SEO Tools

Then, when you do Google search for SEO Tools, scroll to the bottom and look at related searches to find things like:

- Best SEO Tools
- Google SEO Tools
- SEO Tools Plagiarism

When you write content for your audience instead of for the search engine, these keyword concepts/phrases will more than likely end up naturally in your content.

## **GO BEYOND THE CONTENT ON THE PAGE**

On-page SEO matters, too. You need to tell the search engine what the page is about – and doing so will also improve content readability and user-friendliness.

On-page SEO covers things like:

- Static URLs
- Proper title length: <75 characters
- Robots.txt file that doesn't block bot crawlers
- Fast page loading time
- Responsive design
- Etc.

## **3**

# **FACEBOOK MARKETING**

Facebook marketing is becoming increasingly more difficult as Facebook continues to change the rules – but because more than half a billion people using it – your business needs to be there.

### **CREATE YOUR PRESENCE**

Create your Facebook fan page at Facebook.com/page. The terms of service say you cannot use a personal profile as a business. Simply walk through the steps on the screen to create the basic page you need to get started.

### **CHOOSE A PROFILE PICTURE AND TIMELINE COVER**

Your profile picture should be your logo if you're promoting a company - a professional headshot if you yourself are the brand. Whatever photo you choose here, make sure it is the same photo you use on all other social media outlets. This is critical to help you establish brand recognition.

The over photo is an image that shows behind your profile photo. This is a great way to make an impression and get creative. Do not post any sort of promotional content, or anything that may infringe on someone else's copyright in this space. Facebook wants you to use their ad platform, not your cover photo, for promotions.

### **INVITE CONTACTS TO "LIKE" YOUR PAGE**

Without fans, your page doesn't get any exposure. When you're first starting out, reach out to people you're already connected with – both on and off Facebook to ask them to like your page. You'll get a head start on your page numbers, and may create a viral effect because friends of friends will like the page and so on.

You can also gain fans by:

- Embedding your Facebook widget on your website
- Tell your email subscribers
- Add the Facebook URL to your email signature

- Encourage your fans to tag photos
- Load videos on your Facebook and embed them to your website
- Run a contest
- Link to your Twitter account
- Add your Facebook URL to print media such as business cards
- Add a link to your Facebook page on your Facebook profile

## **CREATE COMPELLING CONTENT**

With the number of brands out there vying for customer attention, it can be incredibly easy to get lost in the shuffle. That's why in order to be one step ahead of the rest of the game; your content needs to be compelling. Here are some tips to consider as you craft your posts:

Create value. Why would a fan want to read what you just published? Would you share what you posted in conversations with friends? If so, would it be shared the same way you just wrote it?

Make sure you're human. It's okay to, and is expected, to sound like a person. You can write here the way you speak. If your posts come off sounding too much like a sales pitch or a press release, people will ignore you.

Create an editorial calendar. Take time every week to list the post topics you want to cover can help you. Define your goals. Come up with post ideas that will help you reach those goals, either create your own content, or find the content already out there, create or find images to accompany the posts, and write them.

Keep your posts short, so they can be easily scanned as a user scrolls through their news feed. If it's not short, no one will stop and read it. Think in terms of crafting a headline.

## **ADVERTISE**

Running a Facebook ad campaign is much like running an AdWords campaign, but you do not have to be an AdWords expert to succeed at Facebook advertising.

Setup your Facebook ad at Facebook.com/ads. Here you can choose the type of ad you want to run, and you can super target your audience using a variety of demographic data. For instance, you can target women over the age of 18, who live in the United States, who are also mothers, who are interested in makeup and beauty.

With Facebook, you can set a daily budget, starting at a minimum of \$5 per day, or two times your minimum cost per click. Pricing will vary based on targeting options – but it is a good idea to start with at least \$250. If

you go with less than that, you likely won't be able to get the actionable data you need to learn more about how you can optimize your campaign for a better ROI.

## **MEASURE AND ADJUST AS NECESSARY**

Use both the Facebook Insights tool and Google Analytics to take a closer look at the interactions on your Facebook page and see how any ads are performing. If you see a certain ad is not doing well, re-work it. If you see a certain type of post, or posting at a certain time of day is working better for you, remember that as you move forward. Make it a point to look at these numbers every week, or every month, and make adjustments. Once you find something that works – don't assume it will continue to work that way for you forever. Continually make adjustments to fine tune your Facebook marketing strategy.

## **AVOID MAKING THESE MISTAKES**

### **POSTING TOO MUCH**

People like your page for a reason – but posting too often will annoy them. They will either unlike your page, or quite paying attention to your page when they see it in their timeline.

### **NOT POSTING ENOUGH**

If you don't post at least a couple times a day – scheduled to reach people across multiple time zones – people will forget to pay attention to you all together. When they see *if, if* they see you in their timeline, they may not realize who you are or why they liked your page in the first place.

### **NOT KEEPING UP WITH CHANGES ON FACEBOOK**

Facebook constantly changes things, and it is important to keep up with what's going on with the terms of service. If you're doing something wrong, you're risking trouble with Facebook, and your fans may notice. When you're building a community on Facebook – these people are not on *your* website – so it's important to be careful when building business on rented land. Your website is your property – and you have more control. Make sure you play by the rules wherever you are.

## **NOT FILLING OUT THE PAGE COMPLETELY**

Fill out your brand page completely with your business hours, address and other contact information, photos, etc. This way your users can access the information they need when they need it. Make use of that space to the fullest of its potential!

## **FOCUSING TOO MUCH ON LIKES**

The number of likes on your page doesn't matter as much as *who* it is that likes your page. If you have 25 targeted people who are loyal to your brand and listening to you – that's much better than having 100 fans who are not interested in what it is you have to say. That's why even though it is tempting to buy fans to get those numbers up, it's not a wise investment. What good is 500 fans if none of them will talk to you, listen to you, or buy from you?

Focus instead on engagement – getting the small number of fans you have talking to you and about you.

## **LENGTHY POST UPDATES**

If it's long – people will skip over it. You may have a small number of people who will read the whole thing – the main idea is that by keeping it short – you will grab and keep attention.

## 4 TWITTER MARKETING

### **CREATE YOUR PRESENCE**

Go to [Twitter.com/Signup](https://twitter.com/signup), where you will enter your name, email address, and create your username and password. Before you enter the information, consider about how you want to present yourself. If you have other social media profiles online, make sure your Twitter profile matches the presence you've already setup. This promotes brand consistency and helps with people learning your identity and recognizing it wherever they see it.

### **PERSONALIZE YOUR PROFILE**

Fill out your bio. Be concise, direct, and clear. You only have 160 characters to work with. Put your best foot forward. Personality will help you build more followers. Include your website's URL. Add your location – some Twitter users will find you based on your specific location. Do not opt to "protect tweets" if your primary goal is connecting with customers and other people – this keeps your profile private and does not allow Google to crawl your profile for indexing purposes.

Add a background image to your profile. You can use a custom graphic you've created to promote your brand or match with your business color scheme, or one of the options already available on Twitter.

Choose your profile image – your face is a good one to use here, unless you're trying to establish a corporate account separate from your personal brand. If you're going to have many people updating it, opt for the logo.

### **INVITE CONTACTS TO "FOLLOW" YOUR BRAND**

Part of the setup process will entail suggesting people to follow. Some of the people may follow you back – but to get the ball rolling, invite everyone you already know to connect with you there. You have the option to import email contacts, so even people you know but haven't connected with on Twitter yet, can be followed.

You can also get followers by:

- Embedding your Twitter widget on your website
- Telling your email subscribers
- Adding the Twitter handle to your email signature
- Linking to your Facebook account
- Adding your Twitter URL to print media such as business cards

## **DON'T OVER PROMOTE**

Today, Twitter seems to be one large advertisement for thousands of businesses. While promotion is okay, the key to this social network is to talk to people. Interact with customers.

Create content that helps position you as an expert and trusted source of information in your niche. It's okay to promote yourself – but you should be sharing content from others that will be helpful for your audience, and communicating directly with your audience more than you're promoting anything that originates with you.

You can include links in your tweets, and use a URL shortener like bit.ly to reduce the amount of characters it takes up in your tweet. Plus, with tools like Bit.ly, you can track how many people click the link, as well.

## **ADVERTISE**

Consider running an ad on the Twitter platform to help you gain followers and exposure for your products/services. It works much the same way Facebook ads and Google AdWords work.

## **MEASURE AND ADJUST AS NECESSARY**

Use both the Twitter Analytics tool and Google Analytics to take a closer look at the interactions and see how any ads are performing. Look at the re-tweets and other metrics to see how far your message is reaching, and to determine your influence on the network. If you see a ad is not doing well, re-work it. If you see a certain type of post, or posting at a certain time of day is working better for you, remember that as you move forward. Make it a point to look at these numbers every week, or every month, and make adjustments. Once you find something that works – don't assume it will continue to work that way for you forever. Continually make adjustments to fine-tune your Twitter marketing strategy.

## **AVOID MAKING THESE MISTAKES**

### **NOT LEARNING THE LINGO**

A "tweet" is a message to everyone who follows you.

An @ message/@ reply is a message to a specific person, but everyone can see it.

A "direct message" or "DM" is a private message between people on Twitter. People must follow each other to DM.

A "retweet" or "RT" is a tweet that's being passed on. This is a great way to build relationships and connections on Twitter.

### **IGNORING ETIQUETTE**

Don't use abbreviated language like you see in texting. Thank people for re-tweeting you. Thank people when they recommend you as someone to follow. Stay up on etiquette practices, because they evolve constantly.

### **TWEETING TOO MUCH**

Tweeting every move you make is annoying. Leverage the power of the network by communicating openly and personally. Respond to comments, both negative and positive, publicly. Tweet often so people know you're there and listening, but don't constantly push out tweets just to tweet.

## 5

# SOCIAL BOOKMARKING

Social bookmarking, though not as popular as it once was a few years ago, is still a viable traffic building method. Using websites such as: Pinterest, Stumble Upon, Digg, and Reddit is a popular way to build links to your website and drive traffic.

Social bookmarking websites allow users to search, add bookmarks, organize, read, and even rate, any content they see on the Internet. When someone sees the content, they have a chance to vote for it. When a piece of content consistently gets voted up, it will be exposed to even more readers. When popular, a piece of content can become a viral source of traffic for days – and you can reap search engine benefit for weeks, if not months.

Readers do not have to vote on your article. There's always a chance the reader will visit your website to see if there is anything else there of interest to them.

When you use social bookmarking, it is important not to vote for your own content. If you are voting for your own content – it's seen as gaming the system, and can in fact decrease your ranking, and therefore your visibility. When you produce a piece of content, use social bookmarking to distribute it, but don't try to rate it. Be smart about how you submit.

When you're submitting content to social bookmarking sites, make sure you submit content from other sites as well. Limit posting your own content to no more than two posts per day. If the social bookmarking site thinks you're spamming, then your account will be banned and deleted.

Social bookmarking websites attract hundreds of thousands of visitors every day. If your content gets ranked highly on just *one* of these sites, you can experience a massive flood of traffic.

Sign up for a few social bookmarking accounts and actively participate in those few. Don't try to go for them all, or you will be spread too thin. Make sure your website includes easy "share" buttons either above or below (or even in both places) the content, so users who like it can share it with one click. If you have to make them work for it, they won't do it.

## 6

# BLOGGING FOR TRAFFIC

Blogging for traffic is one of the slowest methods, but it works. To make your blog posts go viral, people first have to know your blog exists. Since there are already so many quality blogs out there, it's going to take time for your blog to get the recognition it needs to become a great source of traffic. That said, don't let this discourage you from using it as a method.

The keys to blogging for traffic are: persistence and consistency. Make sure you have time to post at least three times, if not up to five times a week. Your posts don't have to be long, but they need to provide value to your target audience. As such, they must provide one or more of the following elements:

- A unique point of view
- Information
- Breaking news
- Instruction
- Entertaining

Create an editorial calendar. Do keyword research and work in SEO. For example, if you're in the food niche, sample blog topics could be:

- How to Roast a Turkey
- X Knife Cuts You Need to Know
- X Time Savers in the Kitchen

After you write the content, market the blog. Start by:

- Finding other blogs in your niche to comment on. Leave relevant, thoughtful comments. Each comment will include a link back to your website.
- Write a blog post about something you read on another blog. Link back to the original blog. The original blog poster will be notified and may come join the conversation or promote for you.

When you craft great content – your readership will grow naturally. If you're not the best writer in the world, consider outsourcing your blog content to a freelance writer, if you have the budget to do so.

There are a number of blogging platforms out there you can use, such as WordPress or Blogger. You can add AdSense widgets to generate income

from advertisements on the blog, as well. Both WordPress and Blogger are free and easy to setup. You can self-host on your own domain with WordPress.org for more customization options.

## 7 FORUM MARKETING

### **FIND RELEVANT FORUMS**

Do a quick Internet search for forums in your niche. Simply search “niche + forum” and you’ll find some options. Explore the options to see that there are plenty of active members still using the forum regularly before you invest time there.

A great one for Internet marketing is WarriorForum.com.

### **CREATE YOUR ACCOUNT**

Follow the forum’s instructions about how to create the account. On-screen instructions are sufficient. Before creating your username, think about how you want to present yourself.

### **PAY ATTENTION TO THE USER AGREEMENT AND POSTING GUIDELINES**

Make sure you follow the rules of the forum. They vary from community to community, so if you have any questions, ask for clarification.

### **BUILD A COMPELLING PROFILE**

Your profile is what tells the rest of the community who you are. If it’s empty, barely contains any information, and doesn’t have a photo – people are going to think you’re a spammer, even if you’re not.

Take time to write a profile that will make people see the value you can bring, and want to connect with you.

### **LURK FOR AWHILE**

Read the threads in the various sections of the forum. Find out what kinds of information people are sharing, the questions they are asking, etc.

Watch for the power players in the threads and prepare to connect with them

## **INTRODUCE YOURSELF**

People won't know to talk to you and what value you bring to the community if they don't know you're there. Jump in when you're ready. Say who you are, and what you bring to the table. Also mention what you'd like to get from the community. (No, the answer isn't sales.)

## **CONTRIBUTE VALUE**

Don't promote yourself all the time. Offer useful information. Help people who have questions you can answer. That's the best way you can establish yourself as credible and trustworthy.

## **ADD YOUR WEBSITE ADDRESS TO YOUR FORUM SIGNATURE**

Your URL will be at the bottom of every forum post you make – but that's no excuse to spam the forum. You'll get banned and won't make any friends in the process.

## **8**

# **SOLO ADS**

You've no doubt visited a website that offers a free report for joining an email list. Once the website owner grows the email list to a sizeable number of subscribers, say around 5,000 or 10,000, they may opt to sell solo ads.

When you buy a solo ad, you're getting an advertisement in the email blast that goes out to all those subscribers with a link to your website. Each person who clicks on that link in the email is a "click." Solo ads are sold with a guaranteed minimum number of clicks. Prices typically range from \$.30 to \$.50 a click, meaning 100 clicks will cost anywhere from \$30 to \$50.

### **WHY INVEST IN SOLO ADS?**

Solo ads let you leverage the power of people on another person's list – a list that has likely taken years to build. This means the list subscribers are used to getting email from the seller – and increases the chance they will respond to the email.

Solo ads are considerably more affordable than other forms of advertising, like Google's PPC program. This makes them an effective way to build traffic to your website.

Solo ads are completely measurable and scalable. You can continuously test and tweak your ads to ensure you are getting the best possible conversion rates. If you don't have a lot of startup capital to work with, you can invest a small amount in solo ads and get quite a good ROI, and repeat. Once you've found the right ad you know works, scale up and spend more on advertising it to maximize your traffic generation.

### **WRITING YOUR SOLO ADS**

Make your headline grab attention. Keep the subject line short. Use keywords near the beginning of the ad. Ask the publisher to not personalize the subject line, as this takes away valuable character space from you. Don't make any big earning claims – this detracts from reader trust. Scan your content for spam filter triggers, and remove them. Remember, don't sell in the ad – the goal is to drive traffic. Once the traffic arrives – that's when the sale begins.

A few SPAM triggers include:

- Buy direct
- Meet singles
- Additional income
- Work from home
- While you sleep
- Cents on the dollar
- Fast cash
- Hidden charges
- For just \$XXX
- Increase sales
- Marketing
- Month trial offer

See a more comprehensive list at [HubSpot](#).

Write several subject lines – and test them to see which ones work the best. Ditch the ones that don't produce the best results. Reinvest in the ones that make the most money.

## **FINDING THE RIGHT PLACES TO ADVERTISE WITH SOLO ADS**

Look for solo ads in your niche. Don't advertise to a list about Internet marketing if your target audience is not Internet marketers. Ask people in your niche about their experiences with certain solo ad providers.

Subscribe to an email list before you advertise with it, to help you learn more about the list. You'll also be able to tell when your ad goes out.

Don't be afraid to ask questions before making the purchase. Talk to the list owner and find out how they build the list, the percentage of clicks you can expect, whether or not they can provide testimonials from previous ad buyers, etc. With this information, you can make an informed decision about which place(s) to run your ads.

Buy a small amount of clicks to test the water. If it works, buy a bigger package. This will save you money and help you avoid scammers.

Some good solo ad markets to start with include:

- Warrior Forum
- Solo Ad Marketplace
- SoloAdsX

## 9

# CONCLUSION

The key to high traffic volume is getting your name and website address out there. You want it noticed by as many people as possible, in as many places as possible.

Some, but not all of these methods may be right for your business. Some of these methods may have limited use. Do not limit yourself only to what you see in this book. If you have an idea about how to generate traffic to your website, give it a try and see what happens. You may just strike gold in a place you otherwise would not have expected.

Make sure you take a good look at your website. There's no point in driving traffic to it if you are not completely clear about what you want visitors to once they get there.

As you evaluate your website, look at the following:

- Is your design eye-catching, but not to the point where it is distracting?
- Is the website easily navigable?
- Do all links work?
- Is your copy tailored to your target audience? Will it convince them to do what you want them to do?

Do not rely on a single method or a combination of any of these methods listed here as your only marketing efforts. Use these tactics as part of your overall marketing strategy and campaign. Do everything you can to spread the word, and you'll see traffic grow.

Of course while we all want to go viral, there is never a guarantee that *anything* you produce will achieve it. Sure, going viral will help you reach your goals a lot faster, but it is consistent marketing efforts that will get you to where you need to be. Optimize your website. Systematically build links with these methods. You'll get there!

Good luck!