Traffic Overdrive

Send Your Web Stats Into Overdrive!

Table of Contents

Generating Traffic To Your Website

It's the critical ingredient in every successful online business marketing strategy, and the one component that will make or break your ability to build a profitable business and make money online.

TRAFFIC!

But not just any traffic will do.

It's easy to go out and purchase "hits" from various traffic sources, in fact, within a few minutes you could chew up your website's bandwidth limit with these random visitors, but it will do very little for your bottom line.

What you really need are heavily targeted prospects, not visitors. You need to reach deep into your market and funnel in the hungriest crowds of buyer's possible, so that you are able to maximize not only your outreach, but also the overall profitability of your online business.

After all, it makes absolutely no sense if you are able to generate 50,000 visitors if none of these people are genuinely interested in the types of products or services you are offering.

We need to flood our websites with targeted traffic that are genuinely interested in our offers, and who will become part of our customer base.

Relevant, targeted – and active traffic that will power our business and fuel our marketing campaigns!

So, the question is; how do you get your share?

There are hundreds of different ways to generate traffic to your website. From search engine optimization, to feeder site resources, to pay per click marketing and sponsorship opportunities, there is no shortage of opportunities available to you.

Setting up your traffic system and finally being able to claim your share of unlimited traffic from free online resources requires a bit of time and effort on your part, but once you've completed the process and set the wheels into motion, you'll benefit from a system that is designed to work quickly and efficiently, and over the long haul.

Are you ready to get started? Let's begin!

Optimizing Your Site For The Search Engines

It all beings with a highly optimized website…

Setting your website up for success all begins at home, and before you work to develop off-site marketing campaigns, you need to first focus on optimizing every square inch of your website so that you are able to generate organic traffic from the major search engines.

Organic traffic is the crème de la crème of traffic, as it's natural, targeted and organic – coming directly to your site after a user enters in relevant keyword phrases that the search engine has identified as being associated with your site.

Once your website is securely positioned within the search engines, you'll be able to generate unstoppable traffic, absolutely free – and with no further effort required.

Optimizing your website is relatively simple but it does involve editing different areas of your HTML pages. To start, you need to include a title for every page of your site, each one including relevant keyword strings based on what your website is about.

With Search Engine Optimization, there are two main components that work together to help you rank within the search engines, and maintain a top position.

These two elements are called *'on site SEO'* and *'off site SEO'.*

On-Site SEO involves manually optimizing every page on your website, from its title tag, keywords used within content to the way that your site map or overall structure is created. All of the work of on-site Seo takes place directly on your website, and is in your full control.

With off-site SEO, you are focusing on building solid back links to your website, as the more incoming links to your site from quality, relevant websites, the more authority your website is given in the search engines.

Building quality backlinks campaigns isn't difficult, but it can take some time. Still, it's a critical part of the SEO puzzle and a vital component in boosting your website ranking and maintaining your position.

When it comes to on-site SEO, there are very important factors regarding the actual structure and anatomy of your website that you need to pay special attention to in order to effectively optimize your website for top search engine rankings.

Page Title Tags:

Search engines rely on spiders to crawl websites and index pages appropriately.

When a spider (otherwise referred to as a crawler) lands on your website, the first thing they take notice of is your domain name and your website's title tag.

A title tag should include a description of what your website is about, rather than just including your website's URL, you should always incorporate your primary keyword phrase into the title tags of each webpage you own.

Example: Instead of just calling your index page "Your Domain Name", include your primary keyword.

The title tag can be found in the head area of your HTML document, so you'll need to look in the source code of your HTML file to edit this area.

You want to make sure that you use different title tags on every single web page, that way you are able to rank for different terms rather than just one.

You want each page title to carry a different keyword phrase, so that you are able to rank for various phrases within the search engines.

Header Tags

Header Tags also play an important part in search engine optimization, because by using head tags within your website's content, you are able to highlight important text on your website, ensuring that search engine spiders pay special attention to the text contained within these head tags.

And because you also want to be able to showcase specific text to your website visitors, such as headlines, or bullet points, using head tags helps you emphasize important information found on your website.

Another very important element to SEO is including a site map on your website. What a site map does is helps both visitors and search engine spiders navigate their way throughout your pages and categories, by outlining all of the different areas of your site.

Next, you will want to include a meta description that includes important information regarding your website. Meta descriptions provide a summary to those visiting your website from the search engines but also help spiders identify what your website is about.

You should also use the <h1> tag throughout your pages. H1 instructs

search engine spiders to pay particular attention to text located within the tags, and also helps visitors identify important areas of your site.

Another very important element to SEO is including a site map on your website. What a site map does is helps both visitors and search engine spiders navigate their way throughout your pages and categories, by outlining all of the different areas of your site.

You can create a sitemap very easily by using free services such as:

http://www.XML-Sitemaps.com

When it comes to developing your content so that you are optimizing your website for the search engines, you should pay attention to keyword proximity, prominence as well as the order of your content itself.

The prominence of your keyword is based on the first instance of where it appears within your content. A keyword phrase that is used at the end of your content will be considered less relevant than a keyword phrase that appears in the first portion of your content or article.

This means that you need to ensure that you implement your primary keyword phrases into the first half of your content, so that it is given more weight when search engine spiders index your website.

Keyword proximity is also very important in terms of search engine rankings because it indicates to the search engines that these keywords are related to one another.

For example, if you search for the keyword phrase 'dog training tips' in www.Google.com you will pull up listings of websites that include the keyword phrase 'dog training tips'.

Without quotations, all websites that feature the keyword dog, training and tips seperately will also appear in your search results.

Since you want to rank for specific phrases, rather than just individual keywords, you need to do your best to focus on close keyword proximity, so that search engine spiders crawling your website index entire phrases rather than singular keywords.

Anchor Text & Tags

Anchor text is also exceptionally important in search engine optimization.

With anchor text, you are describing a link, whether it is internal (one page linking to another) or external (where you link to an outside website).

Example: A regular link would look like this: www.your-website-url.com but an anchor text based link would look like this: Your Keyword Phrase

Anchor text is important because it allows you to rank for specific keywords, rather than just for your main website's URL.

When creating internal and external links, you always want to do your best to focus on including your primary keyword phrases, and that you vary the text used so that you are able to rank for different keyword phrases, rather than just one.

This is exceptionally important with off-site SEO when creating back links for your website as well.

Traffic Strategy #1: Article Marketing

There are a few important ingredients to creating high performance Article Marketing campaigns that maximize the overall effectiveness of your marketing efforts, while ensuring that you receive the most exposure possible from each article that you submit into the online directories.

First, writing an article on just any topic isn't going to yield the results you're looking for, if you haven't first conducted keyword research to identify what your target audience is actively looking for, and the exact keywords and phrases they are using to be able to locate content on your topic.

This is fundamentally one of most **critical elements** of a successful article marketing campaign.

The closer you are able to target your prospective customer base with well written articles that incorporate primary keywords, the more traffic and exposure you will be able to generate.

Think about the possibilities if you carefully evaluated a niche market, creating keyword swipe files of highly relevant terms and phrases and

incorporated them into your content. Not only will this help you position yourself within the search engines, but your visitors and readers will be exceptionally targeted!

When writing your articles, keep them slimmed down to only 300-400 words in length. We want to keep them short and on track, remembering our objective is to entice them to read the entire article and then click on the links featured within our author's resource box leading either to a landing page, squeeze page or direct to the merchant's website after being tagged with our affiliate link.

If you struggle to come up with topic ideas for your articles, one easy strategy is to use the 'number technique', which incorporates a bullet list into your document.

Example: ' Ten Tips To Saving Money At The Pump', or 'Top Five Methods Of Minimizing Acne'.

When writing your ads, keep in mind that there are 3 main parts to every article. Let's take a look at what these are, and how you can make sure yours are written in the best possible way.

Article Title

The first thing your reader will see is your article title, so it's an

exceptionally important part of your article and serves as a headline does on a salespage.

Your title needs to captivate them, get their attention and prompt them to read further. You want your article title to be irresistible so they can't help but click on the link and read the entire page.

Article Description

When article directories submit your content into their database, typically your title shows and possibly your description, or the first paragraph within your article content.

This is one of a few reasons why that first paragraph is so important. It not only works to describe what your article is about, but just like the title or header, it also needs to work to motivate your reader to continue reading.

Article Body Content

The remainder of your article should carry the reader right to the end.

Don't think that if your title and initial paragraph is good that they will simply continue reading, you still need to bring them along with you by weaving your article content so that it directly addresses the topic of your article.

Keep it interesting and on topic. Use short paragraphs rather than lengthy ones and limit your article body content to 400 characters in total.

With your article, you need to:

- ✓ Use a clear and direct title that captures attention instantly.

- ✓ Follow it up with the first paragraph clearly describing the topic of your article.

- ✓ Continue with the body weaving a story, and doing its job by keeping the visitor reading through to the end.

- ✓ The closing paragraph or statement satisfying the reader with an ending to the story if you choose that style and prompting them to read the resource box below.

- ✓ The resource box then compels the reader to click on a link by offering free information in the form of a free report, ebook, video, tutorial, ecourse or something else, relevant to the topic of your article.

To solve the problem of how to write an article that doesn't give away too much or not enough, there is a very simple system that works every single

time.

It looks like this:

1) Topic Introduction

2) Examples Of Subject Matter

3) Solution / More Information On Subject Matter

With the topic introduction you are clearly explaining exactly what the article is about. If you were writing about how to quit smoking, you would explain the benefits of quitting, the available aids and so on.

Then, you would provide examples that directly relate to your topic, for example with smoking, you could provide examples of some of the remedies or aids that don't work.

And finally, you would provide information on a possible solution, and show them exactly how to get started.

You also want to try to stay within a 400-word guideline. Articles that are too lengthy will only distract your reader.

Your author's resource box is the ONLY element of your article that allows for promotion, so it's vital that you create a compelling resource box that invokes a call to action and entices every reader to follow through by

clicking on your links.

With sites like Ezine Articles, you are able to create multiple resource boxes, choosing one that compliments each article that you write. You can also create multiple authors' accounts so that you can cover a large number of topics, all within one account.

Use your resource boxes wisely, and make sure that you offer your reader with an incentive to click through.

One way of doing this is by offering a free giveaway in your author's resource box that is relevant to the topic or market that your article is focused on.

If you are not sure what you can offer within your resource box, here are a few things I have used successfully for over a year now:

- ❖ **Free Report**
- ❖ **Newsletter or Ezine subscription**
- ❖ **Free ebook**
- ❖ **Free sample of a paid product**
- ❖ **Free Trial Membership**

When creating your author's resource box, make sure to use anchor text whenever possible. This will help you rank for specific keyword phrases

---

within the search engines.

While not every article directory permits anchor text within author resource boxes, whenever possible include various keyword phrases pertaining to your market.

You also want to incorporate a strong call to action, directing your reader to click your link and explore your website.

You should also limit the number of links contained within your resource box to only one, so that your reader is given a clear message, to click on your link and visit your site, rather than being confused with multiple options.

Your overall article should always be direct, relevant and tie in with the website or product that is featured within your author's resource box. If you plan to promote multiple websites, always create a new authors' resource box for each article campaign!

Top Article Sites:
http://www.ArticlesBase.com
http://www.EzineArticles.com
http://www.GoArticles.com
http://www.SearchWarp.com

Traffic Strategy #2: Press Releases

A Press Release is a news story that either announces an event, an award, discounts, sales and even newsworthy items relating to your company.

With Press Releases, you are able to reach out to a larger market than many other forms of advertising, and in most cases, word will begin to spread within hours of your press release being approved and distributed.

Before your Press Release can be circulated to your target market, it needs to pass the approval of editors, which means that your press release should be structured so it appears to be newsworthy, rather than a blatant advertisement.

Traditionally, a well-structured press release should not consist of more than a single page.

A Press Release that addresses the fundamental aspect of what people are looking for (how it benefits them) will outperform any other kind, so keep it trimmed, comprehensive and highly targeted so that it communicates directly with your customer base.

Here is the basic anatomy of a successful press release:

The introductory of your press release typically includes the words: "For immediate release" and should include a specific date as to when publication is expected.

You could use the "For Release Before…" date or "For Release After…" date. Most people use the "For immediate release" option.

Headline:

This will be the most important part of the press release, so plan to spend a great deal of time on it. You want to grab the reader **instantly** with it, so they'll be interested in reading the rest of the release.

Try to focus on incorporating power, action driven words within your headline, such as:

- Announcing!
- Secret
- Free
- Discover
- Strategies
- Success
- Shocking

Summary:

The summary simply offers a snippet of what your Press Release is about. It's like taking your entire press release and describing it in four sentences or less. It should work in a similar way that your title does, in terms of catching their attention and luring them in, so keep it direct and strong.

Content/Body:

The body content of your press release serves as the information lifeline that provides all of the information needed for your reader to clearly understand your message.

The thing to remember is that your press release should be designed in a similar format as a journalistic style news story, so that the most important element is featured first.

The reason for this is that you've pulled in your readers with the headline, and now you need to keep them there, so they'll read through the rest of it or read the most important facts before moving on. The last couple of paragraphs within the body of your press release should tie everything together. It reminds your readers about the point of the press release.

At the end of your press release, you want to signify that's there no more. It would look like this:

###

Resources:

Press Release Creation Services:

http://www.pressequalizer.com

http://www.pressedge.com/

Press Release Writers:

http://www.custompressrelease.com

http://www.prnine.com

http://www.Press-Release-Writing.com

http://www.contentdone.com
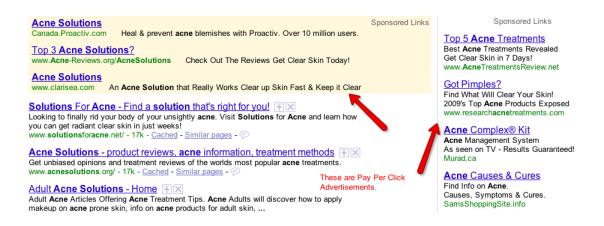
http://www.contentcustoms.com

Press Release Distribution Channels:

http://www.PRWeb.com

http://www.URLWire.com

Traffic Strategy #3: Pay Per Click Marketing

Pay Per Click (PPC) is a short-cut to blasting traffic onto your website, as you can begin to generate traffic within minutes of your advertisement going live.

You will need a budget of at least $50 to begin advertising your website within PPC marketplaces like Google Adwords, but as long as you closely monitor your campaigns, and split test your ads, you will be able to create high performance campaigns that drive in fresh, quality traffic 24 hours a day – all on complete autopilot!

When it comes to Adwords, the higher your maximum bid, the higher your advertisement placement within the marketplace. Your daily budget will also reflect how frequent your advertisement appears and based on your

overall quality score, you can end up paying less per click for a higher placement within the listings.

Your quality score is determined based on your overall campaigns preformance, so the higher your CTR (click through rate), the lower your cost per click will be.

This means that you need to ensure that you are using highly relevant, targeted keywords within your PPC advertisements.

Your CTR is determined based on the number of clicks that your advertisement receives based on the number of times your ad appeared within the marketplace.

For example, if your advertisement appeared 100 times and only 10 people viewing your ad clicked on your link, your CTR would be determined as 10%.

When it comes to creating your advertisement itself, each ad consists of four main elements:

Advertisement Title, body, Display URL and Destination URL.

You want to focus on action driven titles, so that you are able to capture attention and motivate potential customers to click on your link and explore

your website. Make sure that your titles are relevant and include your primary keywords.

Your ad copy's body needs to speak directly to your target customer, and since you have limited space, you need to use powerful «action words», while limiting uncessary characters.

Include words like 'Exclusive', 'Revealed', 'Review', 'Caution', 'Powerful', 'Advanced' or 'Special' and eliminate words like 'the, and or it'.

When it comes to PPC, there are a few terms that you should be familiar with, including:

- **CTR which stands for Click Through Rate**

- **CPC which stands for Cost Per Click**

In order to create an effective PPC marketing campaign, you need to focus on building campaigns that include targeted keywords for your niche, as well as action driven ad copy, titles and body text assigned to each ad block.

With Adwords, you are able to create an unlimitednumber of campaigns that target different keywords, or groups.

This is an easy way to set up multiple advertisements and split test campaigns to determine what will produce the best results, just be sure to keep an eye on your overall preformance and consistently monitor your progress, so that you can eliminate ineffective advertisements and minimize your costs.

When it comes to developing the highest converting PPC campaigns, your keyword research is an important part in ensuring that you are effectively targeting the right keywords based on your niche market.

These keywords should be highly relevant and speak directly to your potential customer.

Furthermore, because you are paying for each click to your advertisement, you want to minimize freebie seekers, by focusing on pre-approving visitors based on your keywords. Avoid using terms like 'free' so that only genuine buyers will click on your ads and visit your website.

When it comes to Adwords, the higher your maximum bid, the higher your advertisement placement within the marketplace. Your daily budget will also reflect how frequent your advertisement appears and based on your overall quality score, you can end up paying less per click for a higher placement within the listings.

Your quality score is determined based on your overall campaigns

preformance, so the higher your CTR (click through rate), the lower your cost per click will be.

This means that you need to ensure that you are using highly relevant, targeted keywords within your PPC advertisements.

Your CTR is determined based on the number of clicks that your advertisement receives based on the number of times your ad appeared within the marketplace.

For example, if your advertisement appeared 100 times and only 10 people viewing your ad clicked on your link, your CTR would be determined as 10%.

(CTR is defined by the number of clicks divided by the number of impressions).

In order to create your first campaign, log into your Adwords account and click on 'Campaign Management'.

Campaign Management	Reports	Analytics	My Account

Open up the 'Active Campaign' section of your account and create your first online campaign. You will be able to choose whether to create a keyword-targeted campaign or a placement targeted campaign.

Placement targeted campaigns are based on specific websites featured within Google's content network, whereas keyword targeted campaigns are what you'll ultimately want to focus on, which involved targeting specific keyword groups.

In order to maximize overall preformance of your PPC ads, you need to pay attention to the entire structure of your ad block, including title, body and even the URL you use to direct people to your website.

When creating your advertisement within your PPC administration panel, you will need to assign specific keywords to each ad block.

Start off with 5-10 keywords and gradually add in additional keywords as you begin to see progress with your PPC marketing.

When it comes to creating your advertisement itself, each ad consists of four main elements:

Advertisement Title, body, Display URL and Destination URL.

```
Headline:              Your Great Title                      Max 25 characters
Description line 1:    List of benefits, highlighting        Max 35 characters
Description line 2:    why someone should click...           Max 35 characters
Display URL:     ?   http:// www.YourSite.com               Max 35 characters
Destination URL: ?   http:// ▼  www.yoursite.com            Max 1024 characters
  Save Ad    Cancel
```

You want to focus on action driven titles, so that you are able to capture attention and motivate potential customers to click on your link and explore your website. Make sure that your titles are relevant and include your primary keywords.

If you aren't sure where to begin, spend some time evaluating what your competitor's are using and model your advertisements in a similar way.

Just make sure that you are using exceptionally targeted keywords within your title as well as your actual advertisement content (body) as well.

Highlight the benefits of your product or service, and trim down any unnecessary words as you are restricted to a very small amount of space in which to get your message across.

One final note on the importance of monitoring your overall performance is that in order to ensure that your campaigns are worthwhile, based on the costs involved versus the earnings generated from your exposure, it's

important that you keep on top of your overall conversion rates, rather than just your CTR.

Google Adwords offers several tools and resources that will help you evaluate your campaigns and track your progress, so do your best to use these effectively, and get into the habit of consistently testing and tracking your results.

Make sure to split test your campaigns, so that you are able to obtain a higher quality score, which will reduce your advertising costs.

Setting up successful PPC campaigns take practice, but if you take your time, paying careful attention to your ads performance and you learn as much as possible about how Adwords works, and how best to structure and improve your ads, you will quickly see results.

Sign up: http://www.Google.com/Adwords

Traffic Strategy #4: Building Backlink Campaigns

Google measures your websites overall relevancy based on who is linking to you. It's a way for them to quickly evaluate your website and to connect it with a specific niche market.

Backlinks also count as votes for your website, and the more votes you have, the higher ranking you'll receive – plus, developing a solid backlink campaign can help you rank for some remarkably competitive keywords that you otherwise might not be able to secure. Plus, when you work towards developing a targeted backlink campaign, your website will not only gain higher positioning, but it will appear more frequently.

Search engines determine how relevant your website is not just by the **NUMBER** of back-links pointing to your website but by **WHO** is linking to you.

This means that not only do you want to focus on building a high number of back-links but that you also want to focus on quality back-links that are housed on authority sites.

This means that you want to do your best to develop back-links on established websites in your niche. These are sites that have been around for quite some time, have developed a following, established a community

and of course, receive a significant amount of traffic each day.

There are many different ways to begin your link building campaign and while many of the traditional strategies can be time consuming, once you have developed a solid back-link structure and begin to increase your search engine positioning, you will be able to easily maintain it.

Search engines love blogs, and back-links posted on authority blog spaces will give you instant search engine "juice", with very little work involved.

When it comes to generating back-links with blogs, you need to:

1) Find blogs that provide a 'do follow' (the only kind of blogs where a link back to your site will count as a "vote".)

2) You explore and read the blog and then you make an insightful, useful or relevant comment to the post that is likely to be approved by the blog's administrator.

3) Include your back-link with relevant anchor text on the blog.

4) Rinse & Repeat

You can also generate a valid backlink by creating your own remotely hosted blog as well.

These sites often have substantial authority with search engines, so they have the potential to provide some of that authority to your own sites.

You also have fewer rules to deal with that you would at a site like Squidoo or an article directory, so you can link to your own site in every post if you wish. You could even link to it multiple times in a single post as long as you don't go overboard and you provide quality content.

The main requirement most blog hosts have is that you post quality content. They don't want their sites to turn into massive link farms, and they don't want to host a bunch of untouched PLR or stolen content.

There are two main blog hosts:

http://www.blogger.com

http://www.wordpress.com

The main difference between Blogger.com and WordPress.com is the fact that Blogger allows affiliate links and WordPress doesn't. If you host a blog on WordPress.com instead of your own domain, you won't be able to make any "commercial" posts. You could link to your own blog, but if you aren't careful, it could be seen as commercial and be taken down.

Blogger does allow commercial posts, as long as you are careful to post quality content. You want to make sure your blog doesn't look like a "splog" (spam blog) or it could be taken down.

I advise making a new blog for every main keyword phrase you wish to rank for, and making at least 5-10 posts of at least 200 words on each blog. This way it looks like you are actually contributing real content. If you create dozens of blogs each with one post, you will probably be flagged.

When generating backlinks from established blogs and authority communities, you can include your back-link within the website URL attached to your post as well as within your actual comment box (if permitted).

When creating your back-link, make sure that you use anchor text to describe the website where you are directing people to.

To do this, you need to include a bit of HTML code to create your back-link with anchor text:

```
<a href=http://yoururlhere.com>your keywords here</a>
```

You want to make sure that you include relevant keywords within your actual anchor text so that you can rank for specific keywords.

One thing to keep in mind as well is that you should never use keywords that are already a part of your website title or domain name but instead, focus on including keywords that you hope to rank for but are not already optimized or included on your own site.

<u>Action Plan:</u>

Step #1: Download the free Firefox plugin available from SEO Quake and use it to locate blogs that allow back-links (dofollow):

https://addons.mozilla.org/en-US/firefox/collection/seo-tools

Step #2: Create a keyword swipe file of relevant keywords and phrases relating to your niche market that you can use within your blog comments.

Step #3: Create individual pages on your website that feature high quality content and articles that are likely to attract attention from visitors to the blogs that you post your comments on.

Step #4: Use the free Comment Hut software to pinpoint blogs based on keyword and customized search terms to quickly locate relevant blogs in your niche market (all of which offer do follow back-links)

Build Backlinks From Online Directory Sites:

Directory submissions are probably the most popular method of generating back-links in a short amount of time, however you want the search engines to see a natural pattern of increased back-links to your website rather than an instant flood of irrelevant links pointing to your website.

The best approach to take when building back-links with directory submissions is to gradually increase the number of back-links that are featured within each directly.

In addition, you also want to choose relevant categories to place your website listing in, using targeted keywords in both your listing title and description.

Posting your website to directories can be a time consuming, tedious process, so to save time you could consider using a software program that will submit your website into the major directories while allowing you to customize the description, titles, keywords and anchor text used within your listings.

My favorite product on the marketplace right now is Directory Submitter available at http://directorysubmitter.imwishlist.com/

While Directory Submitter will not automate the entire process of submitting your website into the directories, it will reduce the amount of time it takes to create individual submissions.

This is important because with automated software programs that will mass-submit your website into hundreds, if not thousands of directories, you risk having your website flagged for review by the search engines who see an influx of links pointing to your website in a short amount of time.

Tips:

1) Focus on one-way back-links when submitting to directories. It's important to have more links coming into your site than going out from your site (internal links should ALWAYS be greater than external links)

2) Make sure that your post is related to the thread you are responding to and that the blog owner will not remove your post, believing it's spam.

3) When submitting your website into online directories ALWAYS choose the category or sub category that is closest to the main directory.

4) When submitting your website into online directories, I recommend focusing only on 75-100 directories, rather than mass-submitting your

website into hundreds of directories. You want to build a large number of quality back links however you don't want to end up setting off any red flags from the major search engines who discover that your brand new website is suddenly receiving thousands of generic back links.

5) If you choose to manually submit your websites into online directories, consider purchasing a copy of www.RoboForm.com to speed up the process. (There is a free version that will work on a trial basis).

6) Make sure that you include a relevant description with each submission, including your primary keywords that are focused on your target market.

7) Avoid keyword stuffing when creating your website's description.

Directory Resources:
http://info.vilesilencer.com/top

Niche Directories:
http://web-directories.ws/Niche/

Traffic Strategy #5: Social Marketing Campaigns

With social marketing, you are able to take a personal approach to connecting with your target audience, and in doing so, you can gain a better feel for what your audience is genuinely interested in and what motivates them into taking action.

The downside to social marketing is that it can be time consuming, as you have to update your profile accounts, status updates and send out messages and broadcasts in order to keep your accounts fresh.

One way of automating your account updates is by subscribing to the free services at http://www.Ping.fm

Ping will automatically update multiple social profiles at once, and provides you with the opportunity to schedule future updates, so your accounts can stay active and fresh even when you aren't around!

If you are interested in using Twitter as part of your marketing campaign, you'll be able to automate your updates as well. The service that I personally use is found at http://www.SocialOomph.com and it not only auto-posts updates to your Twitter feed, but it also enables you to send automatic tweets to those who follow you.

You could send a welcome message thanking the user for following you, and offering them a free product by directing them to your squeeze page, or you could simply use this automated feature to establish a relationship with those on your following list, the choice is yours!

Facebook Marketing

http://www.Facebook.com

Facebook is the leading social community online. With over 300 million users, there has never been a better way to maximize your exposure, and get your message seen by a massive customer base.

The greatest thing about advertising with Facebook, is the flexibility of your advertisements.

You can customize your advertisements so they appear only to specific groups or segments of people based on the information contained within their profile or based on gender, location or personal preferences.

For example, if your product is tailored towards single mothers, you could develop your advertisements so that they are triggered to appear only for those who have indicated that they are single mothers in their profiles, or who have demonstrated interest in similar products or services based on their personal profile, communities or groups they've joined, or other advertisements they've responded to.

Create Targeted Advertisements

In order to create the most compelling, responsive and profitable advertisements, you need to utilize Facebooks option to heavily target and tailor your advertisements based on your target market.

With facebook, you can set your ads up so that they appear only to specific people, based on age, location, gender, interests, hobbies or even based on the groups they have joined within the Facebook community.

You will want to conduct market research so that you can accurately define your target market and develop advertisements that target specific segments of your market.

Facebook implores a quality control system to ensure that the advertisements that run throughout their community stay within their guidelines and do not offend or disrupt member activity or overall experience.

Use their quality control system to develop compelling advertisements that stand out in the marketplace, and capture the attention of potential buyers.

Also keep in mind that Facebook advertising is based on display, rather than search. This means that your ads will be automatically triggered to appear based on your settings, rather than when a user conducts an on-site

search.

Users can also choose to rate advertisements, helping to retain quality throughout the community.

Improve your Click Through Rate

Your advertisements click through rate plays an integral role in saving you money while boosting exposure and reaching out to your target market.

It's important to keep a pulse on your click through rate so that you can correct any problems with your advertisement, or make adjustments to improve your overall CTR.

If your advertisements CTR drops too low, it could be automatically paused or removed by Facebook, so you really want to pay attention to how well it's converting.

Typically, your ads should never fall below a 2% conversion rate.

One of the easiest ways of increasing your CTR is by creating a highly targeted advertisement.

You want your ad to appear only to those who are within your target demographic, while making sure that your advertisements text or any

images used speak directly to your customer base.

Consider split testing various advertisements within the Facebook community to determine what works best, based on your industry or niche market.

You should also pay attention to the times of day that your ads appear. You can choose to either run your ads consistently throughout the day, or have them only appear at specific times (or even specific dates).

Keep in mind the time zone of your target market, so that your ads are running based on the most active time of day or night.

Stay Within Facebook Guidelines

It's important to understand how Facebook advertising channels work, and what is permitted as well as what is not allowed within the marketplace.

Facebook is very flexible with the types of advertisements that are allowed to be displayed within their community, however they do not allow images or text that may be considered offensive.

Setting Your Maximum Daily Bid

One of the most important aspects of setting up an effective Facebook advertisement is in the maximum daily bid that you are willing to pay. The higher your daily bid, the more exposure your ad will receive.

You want to start off with a lower bid if you are just getting used to advertising with Facebook, and increase your maximum daily bid as you fine-tune your advertisements for maximum results.

It's important to always keep a pulse on how well your advertisement is converting, so that you can improve click through rates and overall response.

When you create an advertisement with Facebook, they will suggest a maximum bid based on your advertisements focus and target market (based on your personal configuration and preferences).

You can start off by setting your maximum daily bid slightly lower than what's suggested and increase it as you improve your advertisements conversion rates so that you are getting the most bang for your buck!

CPC Versus Impression Based Ads

With Facebook, you can develop advertisements where you either pay for impressions or based on the number of clicks your ad receives.

If you are just getting started with Facebook advertising, I recommend choosing cost per click (CPC), so that you can accurately test your advertisements, while paying only for responses rather than just views.

You can always change your advertisement format to 'impression based' later on in the event you wish to test out alternative options.

Twitter Marketing
http://www.Twitter.com

Social media platforms, like *Twitter*, have changed the way people communicate and interact. This micro-blogging platform that has had a never-before-seen growth, at an over 1,000 percent increase in its user base year-on-year, is the equivalent of a virtual social club where people can meet, get to know each other, socialize, make new friends and maintain existing friendships.

Twitter is a highly effective platform where you can begin to learn about your target market. You are no longer in the situation of other businesses that two decades ago had to pay market research companies a fortune to find out who their ideal customer is and they would receive a profile after the company had done extensive research.

However, even this would still be a generalized profile, whereas *Twitter*

---

allows you to come into contact directly with your prospects, not simply an ideal based on a generalized profile.

This allows you to learn about your prospects directly, without having the information filtered and categorized by someone else. Additionally, it is a much more affordable solution, since it's practically free, and you can even design your own survey and ask your customers and prospects to offer you feedback on your service or product.

This information will prove invaluable because you can basically ask your prospects what they want in a product and you can offer it to them. If you offer people what they want, then the product or service will sell itself and your customers will also sell it for you.

Never underestimate the power of understanding what your prospects and target market want. The more you know and the more you understand about them, the easier it will be to create a product they need and want which will lead to higher and easier sales. Not only will your revenues increase, but so too will your profit because you won't be spending as much on new customer acquisition.

Identifying Your Target Market

Your first order of business is to find highly targeted and qualified leads for your business. If you are selling baby strollers then tweeting to male

golfers all day isn't going to get you a single sale. However, tweeting to pregnant women and young mothers with newborns will be much more effective.

Finding your target market on *Twitter* is not quite as hard as you may think it is. As is to be expected with such a popular service, many third party applications and websites have popped up that make our lives easier when it comes to working with *Twitter*. One such site is *Twellow.com*, which is the *Yellow Pages* of *Twitter*.

Other effective tools you can use include:

- *www.TwitterSearch.com* – this is Twitter's built in search engine which can be quite helpful in locating prospects;

- *www.Twitterfall.com* allows you to search by keywords and hash tags;

- *www.SocialMention.com* is especially useful since you can search a wide range of social media sites, regular websites, news and almost all the Internet for certain keywords. It is a system that can be used to identify prospective clients as well as to stay up-to-date with what people are saying about your products and business.

- *www.Twitterment.com* and *www.TweepSearch.com* are also two highly effective search tools that are slightly more useful than the Twitter search engine because they can also search the bios of people. Bios are effectively where people list their interests, hobbies,

profession and so on and so forth. This is basically most of the demographic information on people which will help you find your target audience.

- *www.NearbyTweets.co* m allows you to search for users according to location and you can then narrow down your results even further by searching according to keyword;

- *www.Twellohood.com* and www.*Twwtmondo.com* are similar services that allow you to identify prospects by location.

Understanding your audience is a key step in creating and guaranteeing the success of your marketing strategy.

The more you know the people you are trying to sell to, the more you understand what they value, what they dream of and what their fears are, the easier it will be for you to find and create offers that appeal to them as well as products and content that will be useful and provide value.

Additionally, understanding your target market will allow you to stand out from the competition.

Remember that people receive vast amounts of information on *Twitter* and if you want to succeed you need to make sure people notice what you are saying. The best way to do this is by tweeting about things that interest your audience and by learning about them, you will discover what will get their attention.

Here are the top social media networks that you should consider including in your marketing campaigns:

http://www.Facebook.com

http://www.Ning.com

http://www.Linkedin.com

http://www.Xanga.com

http://www.Orkut.com

http://www.Fubar.com

http://www.bebo.com

http://www.Zorpia.com

Traffic Strategy #6: Marketing via Forums

One of the easiest ways of generating traffic to your website while building backlinks campaigns that will send unlimited traffic and boost your search engine ranking is through forum marketing.

Not only will you be able to claim your share of traffic but forums provide you with the opportunity to quickly build brand awareness, so that you are recognized as an authority in your market.

You will need to spend time providing quality information to the community, as well as helping members by addressing questions, offering guidance, and doing your best to contribute to the network, but it's one of the easiest ways to jumpstart your website, absolutely free.

Allocate 1 hour a day to marketing your business via community forums, but make sure to promote INDIRECTLY! You want your website to be seen within your forum's signature box, rather than in spamming your link within discussion threads or posts, otherwise you'll lose your account and likely end up banned from the community.

You also want to focus only on active, established forums, keeping in mind that your posts will be quickly indexed, sending additional traffic to your

website from the search engines directly.

Make sure to optimize your forum profile as well! This is a great way to generate authority backlinks to your website, so include information about you, and a direct link to your website!

Finding Niche Based Forums:

You can locate relevant forums by visiting http://www.Big-Boards.com and searching for available community boards by entering in keywords relating to your market or by browsing through available categories.

Using Search Engines To Locate Forums:

When you've compiled a decent list of forums, you'll put that list aside temporarily and then start using the search engines to find more. When using the search engines like www.Google.com , you want to search for two particular types of phrases:

- "keyword or keyword phrase" forum
- "keyword or keyword phrase" message board

Put some of the more popular keywords for your particular niche inside the quotes and remember to search with quotes since you want an exact match for your search.

You don't have to get too extensive since you want the easiest to find forums instead of those that have used SEO extensively to get themselves listed higher in the rankings.

When you're satisfied with your preliminary list of forums that you want to try, go to Alexa.com and do a search for each. You'll be able to get their current traffic statistics as well as their rank on the web.

If the site was listed as a popular site on big-boards.com and is still popular on Alexa.com, then it's probably a forum you should put at the top of your list.