



20 Ways to Build Traffic to Your Site



If you want your site to succeed, you **NEED** traffic. The best part is, you really don't have to spend a lot of money to generate a good amount of visitors.

Just be prepared to invest some time, and remember the traffic flow doesn't come in overnight.

In this book, I will show you some of the top ways to build long-term traffic to your website. Also note that I have used almost every strategy discussed here so I can assure you they work.

Please feel free to pass this book on to your friends and family. You can attach it to an email or offer it as a free download from your website if you wish. **If you're interested in reselling this book for profit, [click here](#).**

Okay, let's get started! Click the link below to start with the first traffic tip.

[Traffic Tip #1](#)

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Traffic Tip #1: Proper HTML Structure

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This may sound very basic to many of you, but I'm amazed at how many people still do not ensure their pages have the basic HTML components and tagging.

If this info is elementary to you, skip to the latter tips by using the navigation above. I promise they get more advanced. ;)

If you want the engines to know what your pages are about, the following tags are very important and should **not** be left out.

There are three HTML tags that every page should have at the top of the page, right below the opening <HEAD> tag and they are:

- 1) Title Tag
- 2) Meta Description Tag
- 3) Meta Keywords Tag

If you need help with learning how to add this code to your pages then, see my [HTML tutorial](#).

In each of these attributes, you should mention your main keyword at least once and not more than twice. If you get too repetitive, the search engines may ignore the page.

Let's say you are trying to optimize a page for the phrase "skin care". Your opening HTML code may look something like this:

```
<html>
<head>
<title>Skin Care Tips For People of All Ages</title>
<meta name="description" content="How to develop a healthy skin care regimen">
<meta name="keywords" content="skin care, healthy skin, looking young">
</head>
```

H1, H2, and H3 Tags are Important Too

Many search engines also pay special attention to what you have inside your header tags. For example, the most important headline on your page should be inside the <H1> tag, the second most important under the <H2>, and so on.

So if you are trying to optimize your page for the phrase "skin care" then you'll want to ensure your

<H1> headline has that keyword inside it.

Here's an example...

<H1>Skin Care Tips for Women</H1>

The <H1> tag should appear as close to your opening <body> tag as possible, then <H2> and so on.

Important Message About Meta Tags

Years ago meta tags played a **HUGE** role in how your pages ranked in the major search engines. These days, not so much. It's all about the content on your pages and the number of quality backlinks (related sites linking to you).

So while you should use meta tags as descriptors (the search engines use that info to describe your site when it appears in the results), don't expect ranking miracles because of them.

[Traffic Tip #2](#)

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Traffic Tip #2: Satisfy The Search Spiders

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My first two tips center around "search engine strategies" because this kind of traffic is not only targeted but it's **FREE!**

Sites like Google, Yahoo, Live, AOL, etc. can bring in tons of traffic to your site, so it's important the search engine spiders and bots can read your pages.

A spider is a script the search engines send out to your site that collects information about your code, content, site popularity (how many sites link to you), etc. Based on the information it collects, it will determine your page rank for various keyword phrases.

HTML Works Best

Flash, javascript and all those other fancy languages that make your site look "cool" may hinder the search engines from reading your content.

Even though engines like Google are getting better at reading javascript code, it's still best to just use good ole' clean HTML.

If you want to validate your HTML code, [go to W3C's site](#).

Get Rid of Frames

Search engine spiders cannot read content that sits inside frames. So if you use them, you are jeopardizing your search engine rankings.

Use Keywords in Hyperlinks

When you are linking to internal pages within your site, it's a good idea to use the keywords that describe that page. This may help that page rank higher for that phrase.

So for example, if you are linking to a page about golf tips, instead of saying "[Click here to view that page](#)", it would be more useful to say, "[View my article on golf tips](#)." Notice the important phrase "golf tips" is inside the hyperlink.

Use Keywords for Your Filenames

When naming your pages, it's also important that you include your important keywords in the

filenames. Some search engines use these to help determine page rank.

Using the golf tips example again, you could name one of your HTML pages, [golf-tips.html](#) instead of [page1.html](#). It's also beneficial to separate multiple words with a hyphen instead of running them together ([golftips.html](#)).

[Traffic Tip #3](#)

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Traffic Tip #3: Submit to the Main Search Engines

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There are hundreds or perhaps even thousands of search engines out there on the web, but the reality is 90 to 95% of web surfers only use a handful of them.

Google, Live, Yahoo, AOL and Ask (formerly Ask Jeeves) are the most popular right now, and they are all you really need to be concerned with at the moment.

Once you get listed with the main ones, you'll eventually show up in some of the other "less important" engines since many of them are just **portals** of the more popular ones.

For example, Netscape.com has a search engine, but they pull their results in from Google. So if you're ranked #1 in Google for "blue widgets" then you'll have the same ranking in Netscape for that keyword phrase.

There are many engines that feed from the popular ones so there is no need to go and submit to these portal engines since you're covered under the main ones.

Where to Submit

Once your site has at least 15 pages, submit your URL to the big three:

Google: <http://www.google.com/addurl/?continue=/addurl>

Yahoo: <http://submit.search.yahoo.com/free/request>

Live (Formerly MSN): <http://search.msn.co.in/docs/submit.aspx>

Please be patient. It may take weeks, or even months for your site to appear, especially with Google. Live usually adds your site pretty quickly.

To check to see if your site has been indexed, simply type your full URL into the search box.

Don't Keep Submitting

Many people get anxious while waiting for the search engines to add their site, and they keep submitting. You run the risk of getting your site banned if you do this.

I know it's tempting, but rest assured that your site was received the first time.

The Engines Love Content

If you find that your site is not showing up in the major engines, it may be time to take a look at your content. How many pages are on your site, for example? You should have at least 15 to 20 pages, as the engines love meaty sites -- especially Google. The more content, the better.

What About The Other Engines?

You may be wondering about Ask, AOL, etc. As, I mentioned earlier, a lot of those other engines are just portals. So once you show up in the big three, you'll eventually begin seeing traffic from the other engines. Just be patient.

[Traffic Tip #4](#)

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Traffic Tip #4: Comment on Related Blogs

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Blogging is becoming more and more popular. At first, people used blogs for online journaling, now they have emerged into money-making machines just like regular websites.

Most blogs allow you to leave comments, and with your comment, you are usually allowed to leave your website address.

The point is not to comment on any and every blog. It's more effective to find blogs that relate to the theme of your site because their audience is similar to yours.

And when you comment, make it useful. Don't just spam the blog and say "Hey, visit my site." Not only will that prevent your comment from getting approved, but there's no value in that comment.

Your goal is to build credibility to make people want to visit your site. So make your comment relevant to the blog post and add some useful information that will catch the eye of other commentors and even the blog owner.

Let's say you have a site about iPods and you find an iPod blog that allows comments. The author has just written about the iPod Touch product, but left out some key information you felt would have added to the piece.

You could comment on how great the article was and briefly mention some key points you felt the author left out.

Other commentors will see your comment, respect the fact you offered some useful information they might not have known, and it increases the chances that they'll visit your site.

Many webmasters generate a ton of traffic from blog commenting, but it's important you do it right or it's a waste of time.

[Traffic Tip #5](#)

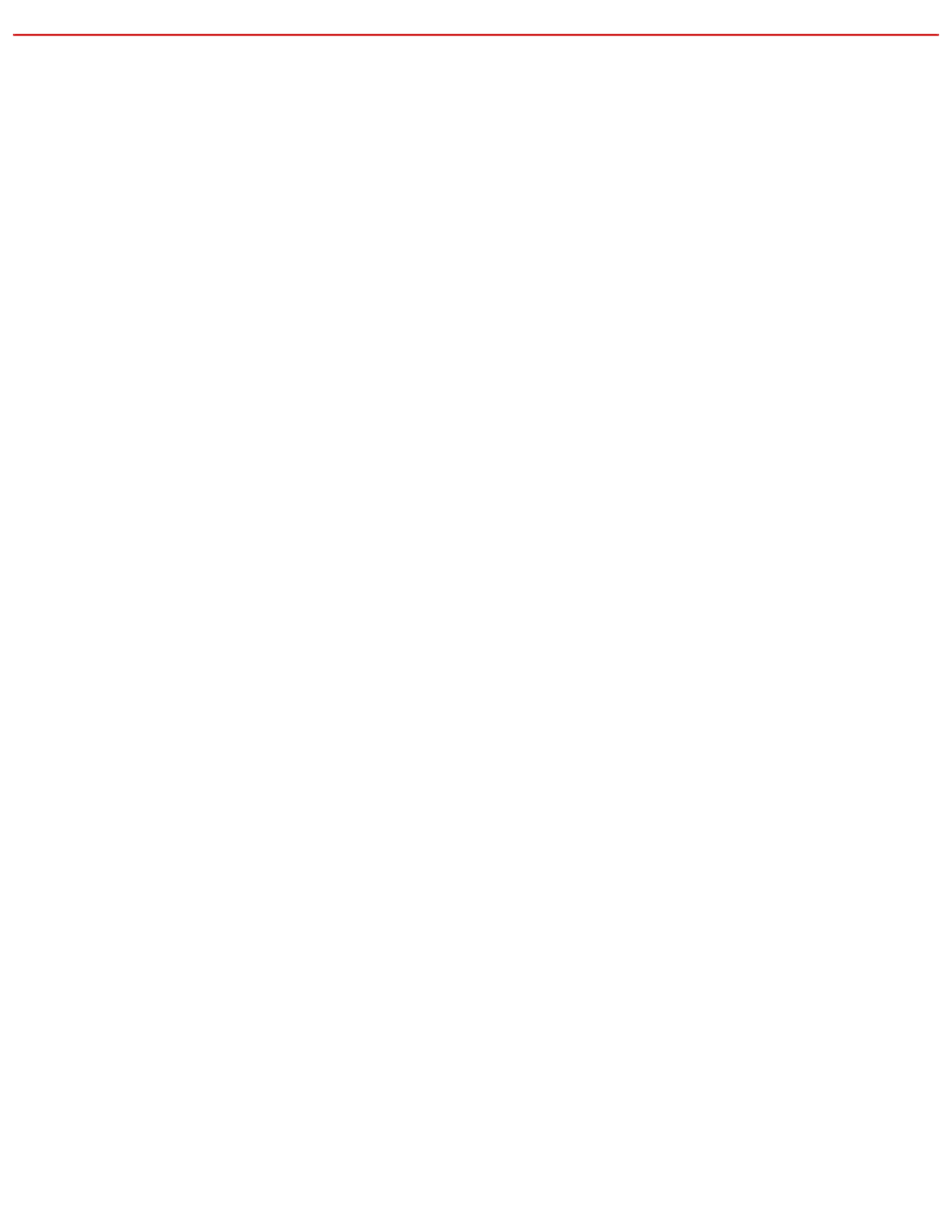
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Traffic Tip #5: Participate in *Valuable* Link Exchanges

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Link popularity is probably the most important criteria engines use for ranking your site (especially Google). They want to see how many different websites are pointing back to you.

However, it's not just about the **number** of links anymore. What's more important is the **quality** of links. The search engines don't care if you have 10,000 different websites linking to you if 9900 of them are irrelevant to your site's theme.

Here's an example...

Let's say your site is about investing stocks. You scour the net looking for anyone that will exchange links with you, no matter the topic of their site.

After about 2 months you have successfully found 60 link partners that agree to put a link back to your site in exchange for a link to theirs. There's one problem though. Fifty of those 60 partners' sites have nothing to do with stocks.

The search engines see this when they go and spider the net and they check your backlinks (sites that link to you). So they discount many of those links pointing to your site that are not related to your theme. In a nutshell, they are viewed as irrelevant from a search engine's point of view.

That's why it's very important for you to seek out link partnerships with sites that are related to your website's theme. If your site is about stocks, you want to find websites related to investing and other money related topics. It will help your search engine presence in the long run.

Not to mention, it's pretty worthless for your site's traffic when you partner with sites not related to your theme. A gardening website, for example, probably wouldn't generate much interest for a stock related site anyway.

Contextual Links are Best

Contextual links are links that appear within the context of an article. So let's say you have a site on plants and you're writing an article about plant food.

You know of an excellent site that gives great advice about feeding plants so you decide to mention that site within the article.

This does the website owner a huge favor because that link is surrounded by content that relates to their site. The engines pick up on this and will give them "points" for having a link amidst relevant

information.

So when you exchange links with someone, don't just slap their link on a "Links" or "Partners" page. Not only do search engines ignore these pages, but so do Web surfers.

Review their site and suggest a place for your link and allow them to do the same. Explain to them you'll both receive greater benefits if you engage in a **contextual** exchange, where the link appears within a relevant body of content.

Join Value Exchange

Value Exchange is a free program that puts you in contact with people in your niche that are willing to exchange links. It's great because it takes the hassle out of going out and searching for potential partners. [Join today](#).

[Traffic Tip #6](#)

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Traffic Tip #6: Appear As a Guest Author

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There's no better way to gain credibility than write useful articles in front of your target audience. But what if you're site is brand new and you have no audience?

Find someone who does!

Many blogs and websites increase their content and gain popularity by finding 3rd party contributors. Think about it. It's a win-win. The owner of the site gets a break from writing, and the authors who are featured get some added exposure.

Search for sites and blogs within your niche and contact the Webmasters to see if they allow guest contributors. Have a few sample articles ready to display in case they ask.

[Traffic Tip #7](#)

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Traffic Tip #7: Publish a Newsletter

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It amazes me how many people don't capture email addresses on their site. Email marketing can be one of the most effective ways of creating loyalty and trust with your visitors.

Newsletters can keep your visitors informed with what's new at your site, and it also provides you with the opportunity to market additional products and services to them.

What's great about a newsletter subscriber is that they've already told you they like what you have to offer. They wouldn't have given you their email address if they didn't right? So it's important you keep their interest so they don't unsubscribe.

Don't Go For The Sale Every Time

Many people make the mistake of trying to throw in too many sales pitches in their newsletters. If you appear as though you're just trying to get your visitors to buy something every time you send out an email, they'll catch on quickly and unsubscribe.

Now, there is the exception. If you own a shopping website then this rule doesn't apply as much. Your visitors expect you to send information on new products in your store.

For example, when you sign up with Target.com's newsletter, you expect them to send you deals and information on products you can purchase on Target.com. What else would you do at Target.com but shop?

However, if you have an information website on how to play tennis, and in your newsletter you're constantly trying to get people to buy from different sports stores you're affiliated with, that's a different story.

Eventually your subscribers will start to feel like they're being pitched to over and over again. Pretty soon they'll get the idea that you're just trying to earn a commission and sell products.

Mix Relevant Information With Product Recommendations

It's important that you find a nice mix of providing quality information and soft selling. In other words, every email you send out should not be promoting something. Sometimes you should just send out helpful information that your audience can use.

Then once and a while you can throw in a recommendation for a product you believe your subscribers will be interested in. This is where you plug the company you're affiliated with.

Let's say you send out a newsletter on how to perfect your tennis swing. You can go through the techniques in your email and at the end you can recommend your favorite tennis video from Amazon.com. This is where you send them to buy the video and Amazon.com's affiliate program pays you.

So even though you are promoting a product, you still began the email by offering them valuable information about the topic of tennis. What's great is if you do this effectively, it doesn't come off as "selling". It just appears that you're making a recommendation for a product you love.

I Use Aweber

I tried running a newsletter script on my own server, but it was not very robust. Unless you are really into programming, I'd recommend using a third party site to manage your newsletter.

With [Aweber](#), you can collect demographic information from your website visitors when they subscribe, and you can send targeted messages based upon the information you collect.

So for example, let's say when people subscribe to your newsletter you ask them for their age and their sex. With Aweber, you can send a targeted email out to females under the age of 30 if you wish.

Aweber also tracks click-thru rates for links inside your emails and they provide excellent reporting. You can try them out for free [here](#).

[Traffic Tip #8](#)

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Traffic Tip #8: Use An Autoresponder

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This is a great follow up to [tip #7](#) (sending newsletters) because they are somewhat related.

An autoresponder is an automated message that is sent to your subscriber's email address at intervals you specify. It's another great way to stay in touch with your visitors and create loyalty by sending a series of follow up messages.

If you sell goods on your site, you can use an autoresponder to contact the customer a few days after the purchase to ask them how they like the product.

This is an opportune time to solicit testimonials and use them on your site. In addition, you can use the autoresponder to inform your customers about other products you have to offer.

Autoresponders also work great for sites that teach people how to perform certain tasks, and they work well for sites that offer any kind of follow-up information.

Let's say you built a site called jokes4you.com and you want to send out a new joke every week to your subscribers. You can set them up on your autoresponder and schedule them to send every 7 days.

This tool can be used in so many different ways, and you can get as creative with them as you'd like. The point is, they allow you to stay in touch with your visitors and continue to promote your website with every email that is sent.

How I Use My Autoresponder

I have another website called www.flat-stomach-exercises.com. It offers tips for people who want to tone up their middle section.

I use [Aweber's](#) autoresponder to send weekly tips on diet and exercise. It's so convenient because I set them all up in advance and the tips are automatically sent out every seven days.

Not only am I providing my visitors with useful information, but I'm putting that little bug in their ear reminding them to visit my site.

[Traffic Tip #9](#)

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Traffic Tip #9: Publish a Blog

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Blogs (short for web logs) are not only free and easy to create, but they can help you generate traffic if you produce good content and actively promote them.

The key to building free search engine traffic is to get as many quality, related sites to link back to yours. Google, Yahoo, Live and others take this into great consideration when ranking your website for keywords you seem to be targeting.

Your blog can act as that high-quality, "related website" to point to your own, and in the long run it can attract its own traffic.

My Blog Example

I used to use [Blogger.com](#) but switched to [WordPress](#) because it offers more flexibility. So now my blog is hosted on my own domain at <http://blog.2createawebsite.com>.

It looks more professional to have your blog on your domain than hosted at a 3rd party and WordPress has a ton of plug-ins you can use to enhance and customize your blog's look and functionality.

If you do decide to use [WordPress](#), I would highly suggest you use [HostGator](#) as your host. They have a program called Fantastico that allows you to install WordPress in seconds right on your domain.

[Traffic Tip #10](#)

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Traffic Tip #10: Create RSS Feeds

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RSS stands for "really simple syndication" and it's a new way to allow people to access your site's content through other channels.

Here's an example...

Let's say you love reading the entertainment headlines from USA Today.com and CNN.com every morning.

Instead of going to the individual sites, you can subscribe to these feeds with your own RSS reader and receive this content all at once through your reader. You can subscribe to any site that offers feeds and manage them all in one place.

Mozilla Firefox also has a built in RSS reader. So when you subscribe to a site that has feeds available, the content appears in your Mozilla bookmarks.

As a webmaster, you can create your own content feeds so your visitors can subscribe to them. Anytime someone opens up their reader, your updated content feeds will be listed.

Great For Blogs

If you have a blog with [WordPress](#) or [Blogger](#) then your RSS feed is automatically created for you. Once your feed has been created, you can sign up with a service like [Feedburner](#) and they will help promote your feed.

To learn more about setting up RSS for your site or blog, [go here](#).

[Traffic Tip #11](#)

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Traffic Tip #11: Utilize Online Forums/Message Boards

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People often estimate the power of message forums, and as a webmaster, you can benefit from them in two different ways:

- 1) Posting to forums in your niche
- 2) Creating a forum for your site

Posting to Message Forums

One of the keys to having a successful site is to become the "expert" in your field or topic. You gain credibility by offering advice and finding solutions to problems people may have.

The great thing about posting on message forums is that most of them allow you to add a signature file to your profile so every time you post, a link to your website appears.

Find a forum in your site's niche and become a regular member. Visit frequently with sound advice and helpful hints. Over time you build credibility and people are more likely to visit your website, take your advice and buy products you recommend.

Another bonus about posting on message boards is that many of them are spidered by the search engines. The more posts you have on a forum, the more places your link will appear. That's another reason why it's so important to have a signature on every post.

Finding Forums

The best way to find forums in your niche is to simply use a search engine and type your keywords followed by "forums" or "message boards."

So if your site is about acne and you're looking for forums on this topic, just type in "acne forums" or "acne message boards".

Create Your Own Message Forum

Having an active forum on a website provides so many benefits to a webmaster:

- 1) Another venue to post ads
- 2) Build credibility by posting helpful information
- 3) Creates more traffic because people will return to read and respond to posts

4) Many forums allow you to email your forum members (more promotion opportunities)

[See my forum here.](#)

A Bit of Advice...

DO NOT open a forum on your site until you're getting good amounts of traffic. Often times people start one without enough visitors, and it just sits there collecting dust. An empty forum makes your site look uninhabited and unpopular.

For more information on creating your own forum, [go here.](#)

[Traffic Tip #12](#)

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Traffic Tip #12: Use A Tell-A-Friend Script

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A tell-a-friend (TAF) script is like online word-of-mouth advertising. It's a free way to get other people to tell their friends and family about your site. That's why it's important to make your website as useful and unique as possible.

I was floored at the number of people that used my tell-a-friend-script on www.2createawebsite.com. When I launched it I didn't really expect it to get that much activity. To my surprise, I received about 75 to 100 referrals per month.

Setting Up a TAF Script

There are two ways to get a TAF script on your site:

- 1) Install it on your own server
- 2) Use a 3rd party

Installing a Script On Your Server

If you do this, you have to have your own domain name or at least a web host that allows you to install scripts. Most free providers do not allow this because of security reasons.

Installing it yourself will require you to know a bit about uploading and configuring files on your web server, but I'm sure your web host can help you.

The [CGI Resource Index](#) has a ton of different TAF scripts and many of them are free. Another benefit of hosting the script yourself is that most of them offer an option to send a customized "thank you" email to the referrer. This is yet another opportunity to promote your website.

Using a 3rd Party (Remotely Hosted TAF Scripts)

This is the easiest way to setup a TAF function, but the downside to this method is you don't have complete control over the look and feel.

Since you're using a 3rd party site, the person using the script will be taken away from your site to fill out the form. This is somewhat of a risk because the 3rd party site will have the opportunity to advertise to your visitors.

Although if you do not want to bother with script installation, this is the best option to use.

The [CGI Resource Index](#) also has a list of remotely hosted TAF programs.

Update & Warning About TAF Scripts

If you decide to use these scripts, make sure you find one that is **secure** and uses something like CAPTCHA to protect it from spam.

A CAPTCHA script forces the user to enter a letter and/or number combination before they submit your TAF form. This prevents spambots from compromising the form and sending out spam through your TAF script.

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Traffic Tip #13: Create a Custom Screensaver

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This is viral marketing at its best! Imagine if thousands of people had your website address scrolling across their monitors.

While this option may not be the most direct way to get traffic, it's a great way to ingrain your brand inside your visitor's heads.

I used this method on a website I had about the soap opera Days of Our Lives. I created a screensaver that displayed the pictures of the cast and offered it as a free download from my site. It was a hit!

To promote my site, I added in a picture that displayed the address of my website. So while the images of the cast were rotating on the screen, every so often the users would see the URL of my website.

Get Creative

To make this work, you have to be a little innovative. Just because my example was for an entertainment site, I'm sure there are ways you can get this to work for other topics.

It's important that you create a screensaver that appeals to your audience. Obviously no one wants to download a screensaver that displays nothing but your website address. How boring! You have to add something that will interest your visitors.

Let's say your site is about health and fitness. You can create a screensaver that rotates different eating tips and inspirational messages. Each tip could have your website address at the bottom.

Brainstorm and think of ways you can apply this kind of marketing to your own site.

Make Sure It's Legal

If you are planning to use pictures from the web for your screensaver, make sure you get permission to use them. You don't want to get in trouble for using copyrighted materials.

Finding a Screensaver Creation Program

The program I used for my screensaver no longer exists, but I did find some others you can try out...

[Screen Saver Builder](#)

Build custom, slide-show style screensavers. Free demo offered.

[Screen Saver Studio](#)

Create custom screensavers with sound. Includes a free trial.

Traffic Tip #14

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Traffic Tip #14: Create an eBook

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An eBook is what you're reading now. It's an electronic version of a text document that can be easily downloaded or sent via email.

If you have helpful information that you can present to your audience, why not put it in an eBook form? You can sell it for profit or offer it for free like I'm doing. My hope is that people will pass this on to their friends and family and it will create that viral effect. (Of course you'll pass it on, right? :)

Choose a Topic

I have had much success with drawing traffic to my websites so I figured why not create an eBook to educate others.

Choose a topic within your site's theme that you can write about. If your website is about home improvement, you can create a guide on how to wallpaper a house. Almost any topic on home improvement would be suitable for an eBook if you develop it as an instructional guide.

Think about a topic that aligns with your website's theme and how you can create a tutorial or guide that your visitors will value. Offer it for free or sell it for a profit.

Buying eBook Software

I used to use eBookEditPro to create my books, but the book format was an .EXE file and that caused a problem. It made some people suspicious because .EXE files often contain viruses, plus Mac users were unable to open this format.

So I decided to go with [Adobe Professional](#). It's a bit pricey but it's super flexible. You can generate eBooks from HTML, Word files, etc. and you can secure it to keep thieves from copying the content.

There are more affordable options out there but with Adobe, you can't go wrong. PDF files can be read on all systems and they're easy to print, save, email, etc.

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Traffic Tip #15: Publish Reviews of Products & Services

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I don't know if you've ever been to epinions.com but the site is a huge hit. Not only do people return often to post reviews for items they have bought, but many consumers use it as a guide before they make purchases. I sure do.

A clever way to keep people coming back to your site is to review products and services that relate to your website's theme.

Let's say you have a site that lists hip hop lyrics. You can write reviews of hip hop CD's that are released and post them on your site. You could even create a separate section on your site for the reviews, or you can build a [blog](#) solely dedicated to them.

Reviews are also a great way to build credibility. Say you save someone money or refer someone to a product that solves their problem. You may have created a loyal visitor for life.

People that view you as a credible source are more likely to purchase products and services you recommend from your site (affiliate programs), and they are twice as likely to tell others about it.

You can even encourage participation from your website visitors by allowing them to post or comment on your reviews as well.

Your review section can take on a life of it's own if you continuously add information on a regular basis.

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Traffic Tip #16: Broadcast Yourself on YouTube

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I started creating and promoting my videos through YouTube in the summer of 2007 and was surprised by the results. After five months of having 10-15 videos on YouTube, my videos have been watched over 100,000 times (collectively).

Not only do videos help build your site's credibility, but they add personality to your site. And when it comes to generating traffic, you can display your website address on the video so people can navigate to your site when the video is complete.

Another great thing about YouTube is you can add a title and keywords to your video and this works much like search engine optimization. The more popular your video becomes, the higher you'll rank when people type in the keywords associated with your clip.

So you get the benefit of generating traffic from YouTube's site and they provide the code for you to easily embed your videos into your web pages.

If you have a tutorial-based site, videos can be extremely helpful because a lot of people are visual learners and absorb the information better through video than context.

So I use a lot of my videos as supplements to my content to help get the point across and it's been a major hit with my audience.

So I highly encourage you to jump into the world of video. It can really enhance your site's traffic and overall credibility.

For more help and specifics on adding your videos to YouTube, read my article, [Broadcast Yourself on YouTube](#).

[Traffic Tip #17](#)

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Traffic Tip #17: Advertise in Pay Per Click Search Engines

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Some people don't like the idea of paying for traffic, but in a world where top 10 search engine rankings are getting more difficult to come by, PPC advertising is definitely worth considering.

[Yahoo Search Marketing](#) and [Google's Adwords](#) are the two most popular PPC programs, and they also have the greatest traffic generation potential.

The nice thing about PPC advertising is that you only pay for the traffic you receive. In addition, both Google and Yahoo allow you to set budgets so you can control how much you spend every day, month, etc.

Even though many popular keywords are very expensive, you can still discover "lesser searched" terms that are much cheaper. True, you won't get as much traffic as you will with some of the popular keywords, but you pay much less per click. Plus, if you can find hundreds of cheaper keyword phrases to bid on, that traffic will eventually add up.

Both Yahoo and Google provide excellent reporting tools so you can evaluate which keywords are converting best for you. This is important because you don't want to waste money on terms that don't result in a sale, email subscription, etc.

The best way to approach PPC advertising is to start out small. Set an affordable monthly budget and test several different keyword phrases to see which ones work best for you.

Some experts even believe that advertising in PPC programs can also help your rankings with natural/free search. There's no solid proof of this, but I wouldn't be surprised if this is true.

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Traffic Tip #18: Hold a Contest

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A contest can be a lot of work to manage, but the traffic rewards may be worth it. Some webmasters hold multiple contests per year simply to draw in the repeat traffic from those looking to re-enter.

The great thing about contests is that you can collect the email addresses of everyone that enters. This provides you with multiple opportunities to communicate with your participants.

You could send them an email thanking them for entering, and when the contest is over you'll send another one announcing the winner. Of course these are great opportunities to further promote your site and mention any other special offers.

You may even want to create a separate mailing list just for the participants so you can contact them to announce future contests and promotions.

Don't Offer Cheap and Cheesy Prizes

Whatever you do, make sure the prizes have some kind of value to your visitors. Don't insult them by offering something low in quality or products they can easily obtain for free on their own.

If your site is geared toward other webmasters, a good prize would be free advertising on your homepage for a month (provided your site gets a good amount of traffic).

Make It Easy

Don't confuse your visitors with complicated rules and drawn out registration forms. The only information you probably need to collect is their name, email and website address. Most people will be leery of entering info like their address and phone number anyway. Keep it simple.

Legalities

Make sure your contest rules are clearly defined. I know people don't generally read the fine print, T&C's, etc. but make sure they are visible so you're covered no matter what.

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Traffic Tip #19: Offer Something Free

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Everyone loves free. What a great way to get your visitor's attention. Just make sure that whatever you are offering has value and ties in well with your visitor's interests.

It wouldn't make sense to offer a free book on how to build traffic on a site that instructs people how to get out of debt. People who visit that site go there because they have an interest in managing their finances. A better offer to this audience would be a free report on how to save money.

I've seen many people offer a free eBook to anyone who subscribes to their newsletter. This is a great idea. People guard their email addresses so carefully these days, so offering something in exchange for their address is a great idea.

Free Offer Ideas

Below are some items you can give away for free from your website:

- Free reports
- Free eBooks
- Free samples
- Free trial downloads of your products
- Buy one get one free offer

Ken of SiteSell.com Does It Right!

In my opinion, no one utilizes the free giveaway strategy better than Ken Evoy of SiteSell.com. The man is brilliant.

His premier product is a web host called Site Build It (SBI). So he warms his visitors up to it by providing outstanding free services and tutorials that introduce the product.

Even though each freebie focuses on a different topic and/or provides a different service, he finds a very subtle, yet effective way to promote the SBI web host in every one.

What amazes me even more is that the free products and services he gives away are extremely high in value. You can tell he didn't just throw them together overnight. There was careful planning and a lot of hard work involved.

So why would he just give away something valued so highly? Because Ken understands that offering high-quality products for free helps you build credibility.

It's a great strategy because when you offer something of superb value for free, people are that much more willing to pay for products and services that you offer. Let's face it. If the freebies are worth gold, imagine the value inside of the products he has for sale.

If you want to see how Ken **PRE**sells his premier product by offering freebies, visit SiteSell.com.

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Traffic Tip #20: Keep Building Content...Forever!

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This may be the last tip in this book, but it's certainly not the least important. In fact, if I had to rank these 20 tips in order of importance, this would be number one without a doubt. So you could say I'm saving the best for last.

Let's examine the power of content for a minute...

Why do search engines rank certain sites at the top of the results?

...because of their **relevant content**.

Why do people subscribe to newsletters?

...because the **content is unique and informative**.

Why do people bookmark websites?

...because of the **invaluable content that is updated regularly**.

So what have we learned is important?...

Relevant, unique, informative content that is updated regularly keeps visitors happy!

Bingo! That really is the formula for success with any website. So if you're not getting the traffic you desire, maybe it's time to reevaluate your content.

Search engines love large sites that are frequently updated, and most successful sites get the majority of their traffic from Google, Yahoo and MSN.

Search engine traffic is probably one of the most valuable sources because they bring in **free, targeted** visitors to your site day after day after day.

So what can you do to improve your search engine traffic?

Check Out Your Competition and Do It Better!

There's nothing wrong with getting ideas from your competitors. As long as you don't plagiarize their content, it's good to get inspiration from them.

Instead of taking the lazy way out and copying their work, take it a step further. Improve and expand their concepts until your site has evolved into the "Content King" of your niche.

Ask Yourself These Questions?

What is your competition doing that you could do better?

What information are they leaving out that you could add to your site?

What free services, products, or offers can you provide that they don't?

Don't worry if there are many other websites with the same kind of topic as yours. Just strive to be the best in your niche! You can achieve this by continuously building unique content that your competitors don't offer.

Other Webmasters Will Reward You

Here's the beauty of building good, quality content. Over time you'll discover that people will begin linking to your site voluntarily. Again, this benefits your search engine traffic because the engines check to see how many different sites are linking back to you.

I would say that 20% of the traffic to my [fitness site](#) comes from people voluntarily linking to me from their sites, message boards, social networking sites, etc. This is all free traffic just because they liked my content and found it useful.

Never Stop Building

Your site should never be complete....*ever!* You should always be seeking ways to improve and grow. As I said above, people bookmark sites because they offer good content that is updated on a regular basis.

Don't let your content get stale. Continue building and striving to come up with fresh, innovative ideas to keep those visitors coming. I promise, you'll be rewarded in the long run.

Soon you'll see that out of all the tips in this book, this one is the most valuable.

Perfect Your Writing

Sounds very basic but most people don't know how to write to effectively communicate to their audience. They talk *at* their visitors instead of connecting with them.

How you write can make a tremendous difference in how well you sell products and make money from your site. You need to develop a voice and personality throughout your site and that's done through your writing style. Unfortunately too many webmasters ignore that aspect of marketing.

Want an effective crash course in e-writing? Download the free masterpiece by Ken Evoy called [Make Your Content PREsell](#). You'll be amazed something this good is actually free.

Good luck and happy traffic building!

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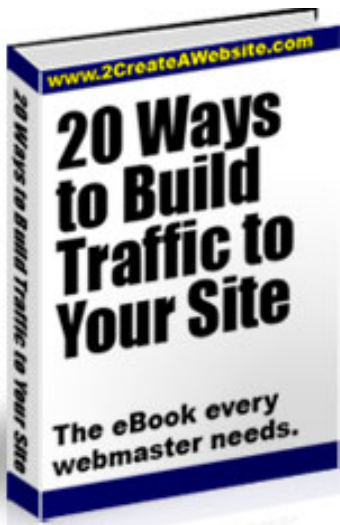
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