

# Truth about Traffic

Learn to Steer Clear of Bogus Traffic Generation Methods &  
Drive Laser-Targeted Traffic to Your Website

Presented by Alice Seba & Kelly McCausey  
<http://www.truthabouttraffic.com>

Copyright © 2004-2005

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**  
<http://truthabouttraffic.com/recommended>

Copyright 2004-2005 TruthAboutTraffic.com. All Rights Reserved. This manual may not be sold or redistributed.

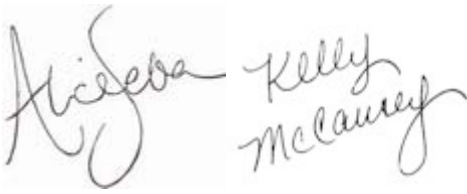
## **Congratulations on Taking the First Step to Dramatically Increasing Your Website's Target Traffic**

The methods in this course are simple and honest—and proven effective. The simple steps we cover in the *Truth about Traffic* are easy to follow for any webmaster at any skill level.

If you implement these strategies into your website, you'll see growth in your visitorship month after month; year after year. We'd like to take this time to wish you all the success you can imagine in your traffic generation plan.

Although, we've labeled this as a beginners course, these are precisely the techniques we used to drive thousands of visitors to our website each and every day. When you're ready to move on more advanced techniques of generating traffic and traffic conversion, please check out our recommendation at <http://truthabouttraffic.com/recommended>

Best wishes & profitability,

A handwritten signature in cursive script that reads "Alice Seba Kelly McCausey". The signature is written in a light grey or blue ink.

Alice Seba & Kelly McCausey  
Your Partners in Online Success

### **P.S. Lost your downloads login?**

download area: <http://www.truthabouttraffic.com/truth>

user: traffic

pass: 853magnets

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

<b>1. Before You Do ANYTHING...You Gotta Do Your Math.....</b>	<b>4</b>
→ Conversion Rate Explained.....	4
→ How Do You Know How Much You Can Afford to Spend on Advertising?.....	4
→ Return on Investment (ROI) – The Bottom Line .....	5
→ Click Through Return on Investment Calculation (ROI).....	5
→ Should You Send Visitors to Your Home Page? Usually...no.....	6
Evaluating Your Traffic Opportunities.....	7
→ Traffic Methods That Actually Send YOUR Traffic to OTHER Websites.....	7
→ And even more BAD ideas... ☹ .....	8
→ Summing it Up .....	11
→ Recommended Products for Tracking Your Efforts .....	12
<b>2. Let's Get to It – Bringing Quality Traffic to Your Website .....</b>	<b>13</b>
→ Traffic Magnet #1– Pay-per-Click Search Engines: Google Ad Words .....	13
Other Pay Per Click Search Engines .....	17
→ Traffic Magnet #2: Search Engine Optimization – Plenty of FREE Traffic from Search Engines .....	17
→ Traffic Magnet #3 – Sticky Website.....	23
Making Your Website Interactive .....	28
→ TRAFFIC MAGNET #4: Setting up an Affiliate Program or Joint Ventures ....	29
→ TRAFFIC MAGNET #5: Distribute Your Content.....	31
<b>3. Wrapping It Up.....</b>	<b>34</b>

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

## 1. Before You Do ANYTHING...You Gotta Do Your Math

Yep, sorry, but this course comes with math homework. If you've been listening to the audio, you'll know that the basis of the success of all your website promotion methods will be to calculate your Return on Investment (ROI) and to track all your advertising methods.

You can take all our advice at face value and blindly start your promotion campaigns, but we sincerely hope you don't. Every website is different; every target market responds differently to your advertising. So calculate and track—EVERY TIME!

### ***A Few Calculations: Conversion Rate / How Much You Can Afford / Return on Investment (ROI)***

This section explains the calculations you need to make sure your campaigns are worthwhile.

**HINT:** You can simplify the process by simply inputting the numbers into your "ROI Calculator" (this is an easy-to-use Microsoft Excel file, you'll find in the download area) included in this package. If you don't have Excel available, you can do manual calculations with the formula explained below.

### **➔ Conversion Rate Explained**

First of all, you need to go back to your website statistics and find out how many visitors it takes for you to make a sale. If you haven't been tracking or don't have proper website statistics, (we'll get to this in a bit), you can guess that you have an average conversion rate of 1 sale in 100, which is a 1% conversion rate. After you've done a bit of tracking, you'll be able to see if your conversion rate needs to be adjusted.

***Here's the calculation for your conversion rate:***  
*Number of Sales / Number of Clicks = Conversion Rate (expressed as percentage)*

***Here are a few examples:***  
*2 sales / 50 clicks = .04 means a 4% conversion rate*  
*1 sale / 30 clicks = .0333 means a 3.3% conversion rate*  
*5 sales / 200 clicks = .025 means a 2.5% conversion rate*

### **➔ How Do You Know How Much You Can Afford to Spend on Advertising?**

Basically, in any campaign, you want to at least break even to start. It's nice to make a profit, but if you don't lose money, you're ahead of the game. After all, if you get a new customer through your promotion, they can become your lifetime customer that will refer other customers to you. So, perhaps there is no profit on the first sale, but over the long-

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

term, there is profit. And besides, you'll be tweaking your campaigns as you go along, so it will get better and better all the time.

**To find out how much you can afford on your campaign, you need to perform the following calculation:**

*Profit per sale x Conversion rate = How much you can afford per click*

**Here are a few examples:**

*\$10 per sale x 1% conversion = \$0.10 per click*

*\$50 per sale x 4% conversion = \$2.00 per click*

*\$25 per sale x 2% conversion = \$5.00 per click*

### **What if You Don't Know the Price of a Per Click Ad?**

If you buy an advertisement for one month on a website or pay for 1000 banner impressions, it's true, you won't know how much you will pay per click. You can ask the website if they keep any statistics on click throughs, or you can just take a leap of faith the first time you advertise and purchase a small bit of advertising to start. Once you have tracked the number of click throughs you get, you will know better for next time if the advertising was affordable.

### **➔ Return on Investment (ROI) – The Bottom Line**

ROI stands for "return on investment" and simply means how much profit you make from your advertising / traffic generation campaign.

**Side note:** ROI means "King" in French—so always remember – your ROI is king and it will help you determine what promotion methods work best for you.

### **What Does Return On Investment Mean?**

It's great to have tons of visitors to your website but, if no one is buying, what's the point? If they are buying, you need to know where these buyers are coming from so you can perfect your Internet marketing plan. Is it from a newsletter ad you purchased, a pay-per-click advertisement on Google or from a link within your own website?

### **➔ Click Through Return on Investment Calculation (ROI)**

When you advertise, you will want to make a special landing page for each ad so you can track the precise numbers of visitors to that page.

*For example, instead of sending visitors to: <http://www.yourdomain.com/>  
You might make a duplicate page at: <http://www.yourdomain.com/ad1.html>*

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

(There are programs that will do this automatically for you that we'll mention a bit later in this chapter)

That way, you know everyone who visits the above page is coming because of your ad.

**Then you can do the following calculation:**  
*Cost of Advertising / Number of Clicks = Actual cost per click*

*For example: You received 20 click throughs from your ad that cost \$5*  
 $5 / 20 = \$0.40$  -----> *my ad cost \$0.40 per click*

**Find out your overall profit for each campaign:**  
*Total Profit from Campaign – Cost of Advertising = Profit or ROI*

**For example:**  
 $\$50 \text{ profit} - \$30 \text{ for a banner ad} = \$20 \text{ Profit}$

It's actually quite simple, but if you don't want to do the math, just plunk in the numbers into your ROI Calculator, included in the downloads area.

### ➔ **Should You Send Visitors to Your Home Page? Usually...no.**

Just one more point before we start talking about promotion methods. We need to talk about your home page for a bit. You worked so hard on your home page to welcome your visitor and to get them excited about your business, but in most cases when you promote your website, you don't want people to come to your home page.

*By sending your visitors to a targeted landing page, you will increase your conversion rate immensely!*

You want to save your visitors time and deliver the information for which they are looking. If they want to buy a book about teaching your child to drive, why would you send them to the home page of your bookstore and make your visitor have to search for that book? Bring them directly to the information they are seeking.

If you are targeting a particular target market with an advertising campaign, you can write sales copy that will specifically appeal to that market. Every market has different desires and the benefits you highlight for your product will differ.

You can give special offers to visitors from certain advertising campaigns. For example, you can write, "Special offer for XXXXX Ezine subscribers. Receive 20% of your first order until August 1<sup>st</sup>". People will feel this offer is special to them and they will more likely make a purchase.

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

### ***Evaluating Your Traffic Opportunities***

If you've listened to the audio course, you know that we spent a considerable amount of time discussing what NOT to do with your website. Perhaps you had some of this stuff figured out, but having seen so many people come online and immediately be drawn to such methods, we wanted to make sure it doesn't happen to you. We don't want you to waste your time or money. We want you to save money. We want you to MAKE money.

If you forget everything you learn in this course, remember TRAFFIC for TRAFFIC'S SAKE is a BAD idea.

Just because you get more traffic, doesn't mean you'll get more sales. Even with a site with excellent copy designed to make sales, some promotion methods perform better than others. And many methods simply waste your time and money.

### **Here's a Little Summary of The Time & Money - Wasting Traffic Methods We Covered in the First Part of the Audio**

#### **➔ Traffic Methods That Actually Send YOUR Traffic to OTHER Websites**

Believe it or not, there are many rather popular website promotion methods that actually drive traffic away from your website. They usually clutter up your website with a bunch of graphics and do virtually nothing to improve your bottom line. Here are just a few examples:

**Top Sites** – The premise is that you put a vote button on your site and people click to vote for you, raising your site up in the list of “top sites”. People who visit the top site list see your site near the top and click on your banner to see what your site is all about.

**Things to consider:** You have to put a graphic on your site. Of course, you will make the link open in a new window, so you don't lose your visitor, but you have created a distraction for your visitor. You want your visitor to focus on your sales message, not a graphic that leads your visitors away from your website.

Let's be serious. If you've participated in a Top Site or visited a top site page, when's the last time you did any shopping from it? Realistically, the Top Site List serves to best promote the website that created the list rather than the individuals on that list. Check your website stats to see how much traffic you get from this list and use an ad tracker to see if anyone buys.

**Banner Exchange** – Everyone participating in the exchange places a banner on his site. This banner rotates throughout the participating sites every time a page refreshes. The premise is that you get a lot of exposure by having your banner appear on a number of sites.

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

**Things to Consider:** Again, you have to put a distracting graphic on your site. Usually banner exchanges are made up of like-sites. Why would you send your visitor to your competitor?! Most banner exchanges give you one impression of your banner for every two times the banner exchange appears on your website. Does it seem wise to possibly give away two visitors for every one visitor you might get back to your site?

As in the Top Site List, the banner exchange serves best to promote the website that created it. The banner exchange usually has a link to the creator's site underneath the banner. This is the one link that doesn't change on the rotation, thus, giving the creator constant exposure on all sites, but giving you very little in return.

**Web Rings** – A web ring is a graphic placed on a website that allows visitors to travel from one related website to another. The idea is that everyone puts the graphic on her home page to create a continuous “ring”.

**Things to Consider:** It's the same old story. You're creating a distraction for your visitor and potentially sending your traffic to your competitor. It just doesn't seem like a good idea. These rings are often broken by members and you never know it.

### ➔ And even more BAD ideas... ☹

**Buying Hits** – It is so sad, but there is an entire industry that takes advantage of traffic-hungry website owners. If you see an ad that says, “Buy 10,000 targeted hits” or an eBay auction that says, “2 Million Hits to Your Website,” run the other way.

**Here's how these programs work:** Your entire web page pops-up while somebody is surfing another website or is using particular software. Sometimes these hits are delivered within in a day or a few days and you have no idea where your site is popping up.

You must realize that these aren't bona fide visitors to your website; it's just people who may have been annoyed by your website popping up in their faces.

Let's go back to our conversion rate calculations. We know that a 1% conversion rate isn't bad. If buying hits was a good idea, we would get 100 sales for every 10,000 hits we bought. We've tested this. It just doesn't happen.

And don't be fooled by people who tell you they can target your hits by country or industry. There is NOTHING targeted by forcing someone to view your website without permission.

**Surfing for Traffic** – There are all kinds of programs where you can surf other people's websites in return for other people surfing yours. These programs are generally free.

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

**Here's the Problem:** Your time is money and money is time—so don't waste yours. People who surf for traffic are only interested in getting their website seen. They aren't looking at your website as they surf. They're just waiting the few seconds it takes before they can click to the next website. Again, we've tested these and they just don't work. You're better off spending an hour optimizing a few pages of your website for search engines.

**FFA Classifieds, Posting Ads on Message Boards** – The premise is that you can post your ad for free and people will read your classified ad and visit your website.

**Things to consider:** Is this web page saturated with free ads? Will your ad get lost in the sea of ads? Who visits these ad sites? People who are interested in your ad or people who just want to post their ad and move on?

**Safe Lists & other Lists that Allow Advertising** – You can join a mailing list where everyone agrees to receive promotional email from all the other members. You can potentially send out your sales message to thousands of people.

**Things to Consider:** Most people join these lists to post their ads, not to read yours. They will often set up junk email accounts (which we recommend you do, if you decide to join a safe list), and never even check the messages.

If you are asking around online, you'll say that many people swear by the methods above and their justification is that, "It's free and it doesn't take me much time." But there are so many other quick methods that will bring traffic to your site. Don't waste your time with these.

**Search Engine Submission – It's big business but is a COMPLETE waste of time and money** – Let us start by saying that you should NEVER pay anyone to submit your website to search engines. First of all, many of these programs use auto-submitters, which are against many search engine guidelines. But the biggest "scam" of all is that these companies will say things like:

"Submit your site to the top 500 search engines"  
"Your site submitted to 5000 search engines"

Let's be serious. There aren't 5000 worthwhile search engines, let alone 500. There are just a handful of search engines that will bring you a significant amount of traffic. These include Google, Yahoo, and MSN. Then you'll probably see some traffic from AOL, Netscape, Ask Jeeves, EarthLink, DogPile and a few more.

But you know what? You don't actually have to submit to these sites to get listed. Search engines follow links on the Internet and if you have websites linking to you, these search engines will find you. So, if you want to get listed and stay listed, all you need is to acquire a few links to your website.

If you don't believe us, take it from Google & Yahoo:

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

## **Google Webmaster Guidelines:**

*"We add thousands of new sites to our index each time we crawl the Web, but if you'd like, you may submit your URL as well. Submission is not necessary and does not guarantee inclusion in our index. Given the large number of sites submitting URLs, it's likely your pages will be found in an automatic crawl before they make it into our index through the URL submission form..."*

*...The best way to ensure Google finds your site is for your page to be linked from lots of pages on other sites. Google's robots jump from page to page on the Web via hyperlinks, so the more sites that link to you, the more likely it is that we'll find you quickly."*

## **Yahoo Help:**

<http://help.yahoo.com/help/us/ysearch/indexing/indexing-06.html>

*"Yahoo! Search crawls the web every 2-4 weeks and automatically finds new content for indexing. If pages already in the Yahoo! Search index link to your site, it will be considered for inclusion in the next update of the index."*

## **And further from the Google Webmaster Guidelines:**

<http://www.google.com/webmasters/seo.html> (Click here to read all of Google's suggestions on working with an SEO company)

*"Avoid SEOs that talk about the power of "free-for-all" links, link popularity schemes, or submitting your site to thousands of search engines. These are typically useless exercises that do not affect your ranking in the results of the major search engines. At least, not in a way you would likely consider to be positive."*

Now, if that warning from Google doesn't say it all, we don't know what else can drive the point home. If you want a search engine to index you, get links from other sites on similar topics. We'll give you tips on getting links in the search engine section of this guide.

## ***If You Decide that You Need to Hire a Search Engine Optimization Firm***

Ultimately, it's best if you learn about SEO and incorporate it into your website building plan or be educated enough to hire the right company. There are many companies who will take your money and bring you no traffic, or worse, get you banned completely from search engines. So, if you do want to hire someone to save time, get educated and read the SEO section of this course BEFORE you hire anyone. You'll want to ask lots of questions, request references and find out exactly what the service entails.

### **A few pointers:**

- ▶ Don't hire a company that solicits you by email. A company that knows what it's doing does not need to find business by spamming.

### **Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

- ▶ Companies cannot guarantee #1 listings.
- ▶ If their SEO campaign consists of submitting your site to thousands of Search Engines or other link schemes – walk away!
- ▶ Again, request references and ask questions.
- ▶ Avoid companies that talk about the use of “doorway” pages or creating thousands of “special” pages designed to bring traffic to your site. This is search engine spam and can get you banned from search engines.
- ▶ Check that the company’s website is actually listed in Google, Yahoo and other search engines. If they’ve been banned, you certainly don’t want to work with them.

## ➔ Summing it Up

By now, you know that we want you to evaluate every promotional opportunity for your website—even if it’s free. Just because it’s free, doesn’t mean that it doesn’t cost you anything. Your time is money, so before you start worrying about getting tons of traffic to your website, consult the following checklist. Ultimately, it doesn’t matter how many people visit your website; it’s how much traffic is converted into sales.

Always ask yourself the following questions:

**1. Is it targeted traffic?** If someone visits your website because they were looking for exactly the type of information or products you have – that is targeted traffic. Targeted traffic often comes from places like search engines (visitors are searching for a particular topic), through word of mouth and other direct marketing methods.

Untargeted traffic comes from visitors who just happen to stumble upon your website and weren’t searching for anything in particular. Untargeted traffic often comes from pop-up windows that display your website and traffic exchange programs.

**2. Does the promotional opportunity actually drive traffic away?** This may sound a little crazy, but many supposed traffic generation programs require that you encourage your visitors to leave your website. For example, a banner exchange that displays banners of your competitors right on your website or Top Site lists that ask visitors to go to another website to vote for you (instead of buying from you!).

**3. Does it promote your competitors?** We touched on this in the two questions above but it is such an important point. Banner exchanges and top sites often involve websites that may actually be your competitors. You never want to link to your competitor in exchange for a few hits, so beware of this when evaluating any promotion opportunity.

**4. Is your website ready for traffic?** A website that doesn’t sell, doesn’t need traffic. Instead of constantly worrying about how much traffic you get, think about how your traffic converts to sales. You can calculate your conversion rate by dividing the number of sales by the number of visitors. A reasonable goal to achieve is 1 sale for every 100 visitors. In other words, a 1% conversion rate. Once you achieve 1%, keep tweaking to get it even higher.

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

5. **Track all of your promotion efforts.** If you don't track where your sales come from, you'll never know which traffic opportunities are most profitable.

➔ **Recommended Products for Tracking Your Efforts**

**CGI Script Installed on Your Server** – This ROI calculation script resides on your server and tracks clicks and where your sales come from. It includes free installation, should you need a hand.

<http://aliceandkelly.com/cgi-tracker/>

**Web-based Service** – This is an easy-to-use web-based tracker that provides pretty sophisticated statistics. It also allows for remote tracking which is perfect for affiliate marketing or network marketing websites. Because it is a service, it comes with a monthly fee.

<http://aliceandkelly.com/remote-tracker/>

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

Copyright 2004-2005 TruthAboutTraffic.com. All Rights Reserved. This manual may not be sold or redistributed.

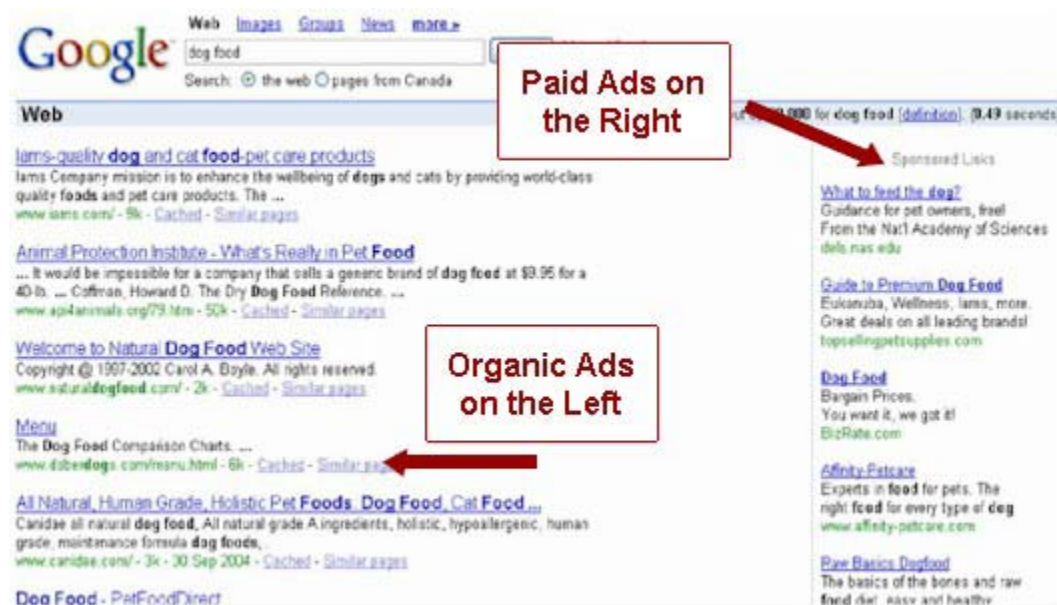
## 2. Let's Get to It – Bringing Quality Traffic to Your Website

Okay, so now that you know what NOT to do with your website and how to track your advertising efforts, let's start building some traffic. This section covers 5 basic building blocks to your steady flow of targeted traffic:

- ▶ Pay-per-Click Search Engines
- ▶ Search Engine Optimization
- ▶ Having a “Sticky” Website
- ▶ Affiliate Program & Joint Ventures
- ▶ Distributing & Syndicating Your Content

### ➔ Traffic Magnet #1– Pay-per-Click Search Engines: Google Ad Words

Pay per click advertising on search engines is perhaps the most effective way to get targeted visitors to your website...almost instantly. The idea is that you bid on a keyword phrase, for example “dog food”, to have your ad appear high in the search results. On Google, your ads appear on the right side of the “organic” or natural search results.



We focused on AdWords (<http://adwords.google.com>) in this course because it is the most user-friendly and easiest way to get plenty of targeted traffic to your website. And heck, we're a bit lazy and we want to help you get targeted traffic quickly and painlessly. There are other pay per click search engines that we will discuss later in this section. If you're just getting started with pay per clicks, we recommend you start with AdWords to learn the ropes.

Here are the most important things to remember when using Google AdWords:

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

Copyright 2004-2005 TruthAboutTraffic.com. All Rights Reserved. This manual may not be sold or redistributed.

1. **Check your ego at the door!** If you're a frugal or calculating person by nature, you may not need this advice, but it's certainly worth mentioning. Sometimes it's tempting to get into a bidding battle, just for the competition or a desire to be on top. Don't do it! It's not worth it. You need to play this game smartly.

2. **Calculate your profit on the items you are advertising.** If you only make a dollar or two per sale on a certain product, it may not be worth starting an AdWords campaign. You need to do all the calculations to find out.

3. **Calculate your conversion rate & what you can afford to spend.** Check your website statistics and find out how many clicks it takes to make a sale. This will help you determine how much you can afford to pay per click.

*Let's say you have an item that gives you \$15 profit. It takes you 100 clicks to get a sale.  
\$15 / 100 = \$0.15  
This means you could bid 15 cents per click to break even*

Of course, a targeted pay-per-click campaign will likely give you a better conversion rate than your less targeted website traffic, so you may be able to increase your spending limit after you see the results.

4. **Make a budget and stick with it.** If you can't afford more than 7 cents per click, don't bid higher just to get the traffic. There are always more targeted keywords to be found.

And remember, even if you aren't on the first page, you will still get clicks. Perhaps not as often, but you will still get clicks even if you are 3 pages in, especially on frequently searched phrases.

5. **Make or use special landing pages for your campaigns.** If you have an online gift shop with a variety of items and you are bidding on "blueberry scented candles", don't send them to your home page. They may not be able to find the blueberry scented candles and that's what they are looking for. Send them right to the product for which they are looking.

6. **Write different ads for different products and ad groups.** If you are bidding on the terms "Spongebob Toy" and "Blue's Clue's Toy", write separate ads that will capture the attention of the searcher.

*Imagine if you were searching for "Spongebob toy" yourself and saw an ad that said:  
"Spongebob Discount Toys..."  
and then you saw another that said:  
"Nick Toys on Sale"  
Wouldn't you more likely click on the Spongebob ad?*

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

**7. Write three ads for every Ad Group.** Google has an awesome feature that allows you to tweak your ads and get the best clickthrough rate as possible. Use it!

Test your ads carefully. Don't write 3 completely different ads while you're testing. For example, just change the headline and see which headline gets the best clickthroughs. Then, use that headline and change a word or two in the body of the ad and see which ad performs best. Keep tweaking so that you're constantly improving your results..

Remember, the higher your clickthrough rate, the higher you will appear in the rankings. By having a great clickthrough rate, you can pay less than ads that appear below you. This is a unique feature of Google that rewards you for relevancy.

**8. Target your keywords to your call to action.** This is so critical. If you don't target, you'll waste your money. You want each person who clicks through to do something when they get to your website, right? Whether it be to subscribe to your newsletter, buy your product or fill out a lead form, always keep your purpose in mind. Put yourself in the mind of the searcher. What are they really looking for when they use certain keywords?

*For example, if they enter "free turkey recipe", they probably don't want to buy your cookbook, but they might be interested in your free recipes newsletter.*

**9. Use the keyword research tools provided.** Google provides you with a keyword research tool at:

<https://adwords.google.com/select/KeywordSandbox>

**You can also use these free tools:**

Overture Search Term Suggestion Tool:

<http://inventory.overture.com/d/searchinventory/suggestion/>

Word Tracker (you can use the free trial)

<http://mommasterminds.com/wordtracker/>

Use these tools to gather as many keywords as you can. Just remember to arrange these keywords into groups, so you can make the most targeted ads and most targeted landing pages.

**10. Use negative keywords where possible.** Google AdWords allows you to specify which words should NOT be included in your campaign. For example, if you are bidding on "crystal bracelet", "crystal and pearl pin" and "flower pins" and you sell them at retail, you may want to use the negative keywords of "free" and "wholesale". That way, your ad wouldn't show up when people are looking for "free crystal bracelet" or "wholesale flower pins".

**11. Use phrase match and exact match, where possible.** Google AdWords allows you to ensure that your ads appear only when you want them to. You can specify if you

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

only want your ad to appear when the exact phrase is entered without any extra words (exact match) or the exact phrase with extra words allowed (phrase match).

*Put quotation marks, " ", around the phrases you want phrase match for.*

*Put brackets, [ ], around the phrase you want exact phrase match for. Remember, if you use EXACT match, you will receive the most targeted traffic possible.*

**Time-Saving Tool:**

There is a free online tool that wraps keyword phrases in “quotation marks” and [square brackets] for use in Google AdWords campaigns.

<http://aliceandkelly.com/adwords-tool/>

12. **Capitalize on spelling errors.** Find common misspellings for words. You'll find those have lower bids and may be entered by searchers frequently.

The following tools allow you to find misspellings for certain keywords:

Google Keyword Sandbox <https://adwords.google.com/select/KeywordSandbox>

WordTracker <http://mommasterminds.com/wordtracker/>

In addition, an extensive list of common misspellings can be found at:

<http://aliceandkelly.com/common-mispellings/>

13. If you are just getting started and trying to determine your conversion, go to your “Campaign Settings” and ensure you have **turned off the ads to show on the “content network”**. The content network is when your ads appear on other websites based on the content provided. For example, your ad for tires will appear on websites about cars. Because this advertising isn't as targeted, you should understand your conversion rate before your start using less targeted advertising.

**Why isn't it as targeted?** Although the ad is “content targeted”, which means the ad's content should be relevant to the web page's content, it still isn't as targeted as when someone is searching for a particular keyword phrase on a search engine.

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

The screenshot shows a website layout with a sidebar on the left containing various links like 'Search Engine Information', 'Ezine Publishing & Email Marketing', etc. The main content area features a 'NEW!' announcement about a free teleseminar series. Below this, there are two columns of text. The left column has a link 'Are You Ready For Wealth?' with details about potential income and MLM status. The right column has a link 'Learn to earn 100K income' with details about an easy system. A red circle highlights a link between these two columns that says 'Click here for...'. Below this is a section titled 'All This Great Internet Marketing Stuff for Work at Home Moms' with sub-sections for 'Free Internet Marketing Information' and 'Freebies for Your Online Business'.

**14. Target your ad to a specific geographic location, if applicable.** If you only sell your product in the US, then target your ads to the US only (you can adjust this in your “Campaign” settings). Another use for targeting to geographic location is to lower your bidding price. Perhaps you sell worldwide, but if you choose worldwide, your bid price can be quite high. Let’s say, for example, you ship to the US and Canada and the bidding is fierce. In many cases, if you just target your most competitive keyword phrases to Canada, you will find them affordable.

**Other Pay Per Click Search Engines**

Once you’ve graduated from the school of AdWords, you may want to explore other pay per clicks. We’ve included an easy-to-click list of pay-per-click search engines (in the downloads area) that you may want to explore when you’re ready.

**➔ Traffic Magnet #2: Search Engine Optimization – Plenty of FREE Traffic from Search Engines**

GOOD NEWS! We’re going to keep it simple. Many people think that search engine optimization is really complicated and is out of reach of the average website owner. Sure, you can get pretty complicated and technical, but you don’t have to.

We are going to share with you the simple steps and tips we stick with to get thousands of visitors to our websites every day. We are NOT technical people; we don’t worry about chasing algorithms or trying to uncover any hidden secrets. Our goal is to bring a steady stream of traffic to your website – as quickly and painlessly as possible.

**Terminology: What’s the Difference between a Search Engine & a Directory**

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

We often use the catch-all phrase “search engine” but there is a big difference between a search engine and a directory.

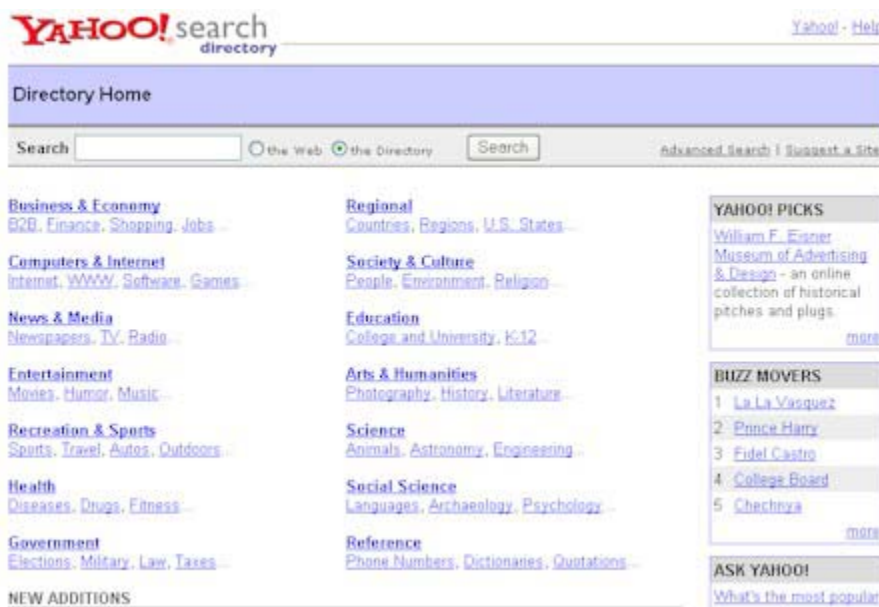
**Search Engine** – A search under various categories and subcategories. One engine is a huge database that (theoretically) crawls all the web pages on the World Wide Web. When people enter keywords into a search engine, the search engine finds pages based on certain criteria. This is different from a directory, which is a listing of chosen or submitted web sites. Two examples of search engines are Google (<http://www.google.com>) and Yahoo (<http://www.yahoo.com>).

**Other search engines:**

- All the Web (<http://www.alltheweb.com>)
- Ask Jeeves / Teoma (<http://www.askjeeves.com>)
- Alta Vista (<http://www.altavista.com>)

Search engines are what we’re talking about in this section.

**Directory:** Many sites that people call search engines are actually Directories. Directories collect web site submissions and are listed by humans themselves. One of the largest directories is the Yahoo Directory found at <http://dir.yahoo.com>.



**Yahoo!** also has a search engine component as we mentioned above. When you type in a keyword in the search box and you get a list of sites, that information is powered by a search engine. However, when you search under – Business & Economy – B2B – Small Business Information, you are searching the directory.

**Other Directories:**

- ▶ The Open Directory Project (<http://www.dmoz.org>)

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

- ▶ Google Directory (only takes listings through the Open Directory Project) (<http://dir.google.com>)
- ▶ LookSmart (large pay-per-click directory) (<http://www.looksmart.com>)

So, if you want to be listed in a directory, yes, you'll need to submit to them. But as we learned already in this guide, a search engine will find you through other sites that link to you.

To get tons of free traffic from search engines every day, we focus on creating good website content and following these 10 very simple steps:

**1. Do your research to find out what words & phrases people are entering into search engines.** Keyword research can actually be quite complex, but we want you to get some good traffic quickly, so we're keeping it as simple as possible.

**Use WordTracker:** <http://mommasterminds.com/wordtracker/> to see what people are entering into search engines. You can use the free trial. Word Tracker is an online keyword database that generates search term phrases based on over 340 million search queries. It takes the guesswork out of deciding how popular a keyword phrase is.

**SUPER LAZY METHOD – Use the Search Term Difficulty Checker:** <http://www.searchguild.com/cgi-bin/difficulty.pl> to see how difficult it is to come up with a top ranking for your chosen phrases. When you're starting out and you want quick traffic, you may want to stick with phrases that are "easy". If you are willing to wait a bit of time and work at it, choose "intermediate" phrases. Just make sure you are choosing phrases that receive a good number of searches.

Do take these results with a grain of salt...it's always better to use the "time intensive method"...

**MORE TIME INTENSIVE METHOD – Check Out the Top 10 for Your Phrase Carefully:**

The tool above checks how difficult it is to get to the top in GOOGLE. You will likely want to check your competition on Yahoo too. Type in the chosen keyword phrase and examine the top 10 sites carefully. Are they optimizing their pages heavily?

You can tell if they are optimizing their sites by checking to see if they are doing everything listed in this 10 step list (ex. title tags, body content, description tags, incoming link text). Find out who is linking to them by typing `link:domainname.com`, into any search engine.

Once you've chosen your keywords, you will be using them in everything you do in steps 2 to 10.

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

**2. Did you name your file appropriately to fit the page's content?** For example, if your particular page is about a baby teething remedy, make a descriptive name for your file.

*For example: parent-site.com/baby-teething-remedy.html*

*Separate your words with a hyphen as it shows the break between words and is easier for search engines to read.*

**3. Do you have descriptive title tags on all your pages?** Title your page that has information about teething remedies "Baby Teething Remedy". Don't call it "Parent-Site.com" because that's the name of your website. That's not descriptive.

*Your title tags go in the head of your html document and look like this:*  
`<title>Baby Teething Remedy</title>`

*Your title tag should be no longer than 59 characters, with spaces or it will be cut off by search engines like Google.*

**Please note:** You may target more than just one "keyword" phrase (in this case, "baby teething remedy") in each page, but for the sake of simplicity, these examples will only cover one phrase.

**4. Do you have descriptive description tags on all your pages?** Make sure your description tag really describes what your page is all about.

*Your description tags go in the head of your html document and look like this:*  
`<meta name="description" content="Need a baby teething remedy? Try this natural teething remedy to help your baby.">`

*Keep your description tags to about 150 characters, including spaces so they will be shown in full on search engines that use them.*

**5. Have you included all those descriptive words in your keyword meta tags?** Keyword meta tags have declined in their importance for search engines, but it only takes a moment to add a few to your pages.

*Your keywords go in the head of your html document and look like this:*  
`<meta name="keywords" content="baby teething remedy">`

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

Just use a short list of very relevant phrases that are also found in the text of your page. And don't worry about the comma / no comma debate. It doesn't really matter whether you separate your keywords with a comma or not.

#### 6. Have you written informative content based on your title and description?

Again, if your page is about baby teething remedies, you will use the words baby + teething + remedy several times in your content, right? Good writing demands that you say what you are talking about, so we hope you have this covered!

#### A couple of terms to understand and things to keep in mind:

**Keyword Prominence** – Search engines give more weight to keywords near the top of your page. Be sure to get your keyword rich content on the page first.

**Keyword Density** – The number of times your keywords appear on a page divided by the number of words on the page. We can't give you a precise percentage you should use as nobody really knows and everyone will give you an answer based on an opinion (reports vary from 1 – 10%). This means you need good solid content, not just your keywords repeated over and over again.

**Keyword Proximity:** Keep your relevant keywords close together when possible. For example, if you are targeting the keywords "home business" (don't target these, by the way – they're too general), and your content says:

"a successful **business** that you can run from **home**" – this may not hold as much importance as "a successful **home business**". As you can see in the second example, the words home and business are right beside each other.

7. **Do you use informative headlines throughout your document?** These headlines will help your visitors scan the document for useful information and may help search engines determine your content relevancy.

*Your headlines go in the body of your HTML document and look like this:  
<H2>Baby Teething Remedy</H2> (with the number in the tags corresponding with size of the font).*

8. **Have you included ALT tags on your graphics?** ALT tags are the descriptive text attached to graphics. It's the text that appears when Internet Explorer users put their mouse over the graphic. It's also the text that appears if you graphic hasn't been uploaded to the server or a visitor has graphics turned off on her browser.

- a. **Keep it simple** – Some browsers will show the ALT text in one long line and not wrap the text. Also, you don't want to overwhelm your visitor with an abundance of text.

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

b. **Make sure your ALT text is meaningful** – It should provide enough information for the web page visitor to determine what they are missing if they cannot see the graphic. Don't just list a bunch of keywords.

c. **That said, since ALT tags can improve your ranking on some search engines, do include relevant keywords in your tags.**

d. **If the image is decorative (i.e. divider lines, bullets, etc.), you do not need to provide an ALT tag.**

*And the HTML code is:*  
<IMG SRC="URL" ALT="Insert your Alternative Text Here">

**9. Is your page easy to find from your home page?** Can they find each major section of your website from every page? Do you have a Site Map where visitors can go to learn about the various areas of your website? If your visitors can find their way around, search engine spiders should be able to as well.

A site map doesn't need to be complicated. If you have a relatively small website (fewer than 100 pages), you can fit all the links to your website on one page.

Remember – Make sure you use your keyword phrases in the links on your site map.

**10. Do you have quality links coming into your page?** There's no need to go bonkers over exchanging links, but do build quality links that include the keywords that you are targeting on that particular page. For example, if your page is about parenting babies, make sure your link text includes a keyword phrase like "baby parenting advice" (after you do your keyword research, of course!). The keywords should be in the actual hyperlink, not in the description.

### ***Creative Ways to Get Quality Incoming Links***

There are more ways to generate links to your pages than just exchanging them. Create quality links by doing the following:

**1. Get your site listed on large directories like Open Directory Project and Yahoo Directory.** There is evidence that these listings can serve to improve your PageRank on Google considerably.

Listings in the Open Directory Project are free (<http://dmoz.org>).

You will have to pay to be considered for inclusion to Yahoo (<http://dir.yahoo.com>). It's a whopping \$299 just to be considered with absolutely no guarantee of listing.

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

**2. Write a press release about your website.** Submit it to online newswires like PRWeb.com or Click2NewSites.com. You can also submit to newspapers that run their stories on their websites. You'll find tips on writing and distributing press releases later in this ebook. (the downloads area includes a list of online newswires to submit your press release). You can also post the press release on your own website and give other webmasters permission to reprint your release.

**3. Join associations related to your business or field of specialty.** Many of these associations will link to their members.

**4. Have your articles with your byline published on other websites.** Submit your articles to sites that host free content. You can learn more about this when we go into Traffic Magnet #5 – Distribute Your Content.

**5. Link the various pages of your website together.** Your most important links should be on all your pages for easy navigation and to increase your link popularity. You should also link to relevant information on your other pages, when appropriate. It seems that internal links may not carry as much weight as links from outside your website, but do use them.

**6. Purchase ads on various inexpensive (or expensive) directories that have a relevant theme to yours.** If you are a wedding planner, get your site listed in wedding-related directories.

**7. Create an informative and useful site.** If your website is good, people will WANT to link to you. You won't need to ask them.

**8. Offer testimonials for products and services related to your industry.** Many websites will give links in return for testimonials. For example, if you are a bookkeeper, provide testimonials for various bookkeeping-related software and tools.

**9. If someone asks you for an interview for their website or to contribute to an article—do it.** They should, and you should insist, they give you a link back to your site in return.

**10. Create a “Link to Us” page. Supply other webmasters with the code they need to easily link to your site.** If you have a great website, you'd be surprised at how many people will willingly link to you.

### ➔ Traffic Magnet #3 – Sticky Website

Pay per clicks and search engine optimization are a terrific way to get first-time traffic, but in order to generate even more sales and to build a relationship with your visitors, you need REPEAT traffic.

If people love your website and have come to know and trust you, they will come to your website over and over again. So, how do you make a website that people love? And how do you develop those relationships?

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

It's really quite simple.

### ***You Need a Newsletter or Email Mailing List***

You must provide a way for visitors to opt-in to receive email from you. A newsletter helps you keep in touch with visitors and allows you to build a more personal relationship with your visitors.

We know that when we go to a website that we like, we may have every intention of returning. We add the site to our bookmarks – (YIKES! Our bookmarks are a mess. How are yours?) – and then we promptly forget to ever come back. ☹

So, as website owners, we need a way to remind our visitors about us on a regular basis. That's where a newsletter comes in. But, of course, you can't just create a mailing list and expect people to automatically give you their address.

You don't necessarily have to be a full expert in your subject area, but if you can write your own original articles and information, all the better. You can find free content articles on your topics of choice and include them in your newsletter. You just need to put it altogether to make a unique and interesting piece of reading.

### **What a Quality Newsletter Can Do for You:**

- ▶ Build a sense of familiarity.
- ▶ Build trust and credibility.
- ▶ Build relationships with your subscribers.
- ▶ Promote your business & help with business branding.
- ▶ Establish your image as an expert – even if you have a little bit of help from other experts.

Here are some tips for building your mailing list:

- ▶ **Include a subscription box on each and every page of your website.** Include a short, but compelling reason why someone should sign up. This could be a description of your newsletter or a testimonial from a subscriber, for example.
- ▶ **Don't ask for too much information on your sign up form.** Just ask for a first name, (to personalize emails), and email address. However, make sure you are complying with your local spam laws in case you need to keep more information about your subscribers.
- ▶ **Offer good solid content that people will want to read.** Don't just say you offer a newsletter and expect people to jump at the opportunity for more email.
- ▶ **Include back issues on your site so visitors can review your newsletter.** Search engines like this content too. ☺

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

- ▶ **Always remind your subscribers that it is okay to forward your newsletter to their friends.**
- ▶ **Offer a free product draw or some other incentive, like a free report, to those who sign up for your newsletter.** Free reports are easy to make and it can simply be an article you've written, or something someone else has written, that you have permission to reprint.

*For example, if you sell guitars, your report can be a one page file called, "10 Things You Must Know before You Think of Purchasing a Guitar Online".*

*If you have a business opportunity you are promoting, make a report called, "Top 7 Success Secrets from Home Business Millionaires".*

*Just create a little interest and tease people to sign up for your newsletter.*

- ▶ **Distribute your articles to webmasters, ezine publishers and sites that accept free content.**
- ▶ **Include your Privacy Policy with your subscription form.**
- ▶ **Try pop-ups because they work.** Try to make it an exit window – your visitors will see the pop-up when they leave your site. That way, they will have already seen the great stuff at your stuff and will be tempted with a free subscription as they go.
- ▶ **Swap ads with other publishers.** Email them with the details of your newsletter, including size and content, and give them a sample issue. Ask if they'd like to swap an ad.
- ▶ **List your publication in ezine directories.** You'll find an Ezine directory list in the downloads area of this course. There are tons more. Just do a search for "ezine directory" or "newsletter directory" on your favorite search engine.

### ***New & Fresh Content on Your Website – FREQUENTLY***

Let's face it, if your website stays the same all the time, why would anyone come back and visit again? Add new articles, new reports, new products and services, specials... just keep it fresh.

Announce your new content on your home page; have a "what's new" page to feature the new items; announce the new content in your newsletter. Just make sure your visitors know where to find the new content easily.

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

You don't necessarily have to write all your own content. You can easily find plenty of articles and content by consulting the "Article Directory List" & "RSS Feed Directory Lists" (we'll talk more about RSS feeds later in this guide) in the downloads area.

Just never underestimate the power of content in driving traffic to your website. Even if you have a website that is simply a sales letter or a shopping cart, having another site (or extra pages) with growing content will grow your traffic.

The trick is that with your content, you need to promote your own products and services. If traffic comes, reads the article and leaves, that's not good enough. Let's look at a few examples:

- ▶ You have an article on a special knitting technique and you sell knitting supplies. Add a space at the bottom of the article that says, "Recommended Resources" and include direct links on where people can buy the yarn, the needles, etc., which they need to complete the project.
- ▶ You have a page of resources for information on making your own gift basket. If you sell an ebook on making gift baskets, feature it on this page.

It's that simple. You may hear other webmasters always saying, "You have to add articles to your site", and yes, it's true. But what most webmasters miss is that they need to add their own promotions and recommendations to those pages.

Recently, we were involved in a forum discussion where we were talking about building websites and the subject turned to how many pages we actually had on the Internet. Somebody wondered why we have all this content if we're trying to sell a product. This gentleman's method was to develop a product, put up a sales letter, hit his email list and get affiliates to promote the product. That's a fine and proven marketing method.

But adding content also prepares you for the passive income we all so desire and what a lot of people forget is that CONTENT is actually a SALES tool. When you write an article, you need to have a plan so that it will sell for you (sometimes better than any sales letter). Here are the key ingredients to any content we create:

**1. Make sure people are interested in the topic.** Visit WordTracker (<http://www.aliceandkelly.com/wordtracker/>) and enter a few keywords related to your proposed article and see what people are searching for. This is what you should base your article around.

**2. Make sure to recommend related products—resources for further reading WITHIN your article.** Don't leave it to your byline. If you are using free content, you can put the recommendations at the top of the article. You can also make an "editor's comment" in a table off to the side or you can place recommended resources at the bottom.

**3. Optimize your article for search engines** as outlined in the search engine optimization section of this guide. Even if your article is free content that you must publish AS IS, you can optimize it for search engines. All you do is optimize the website

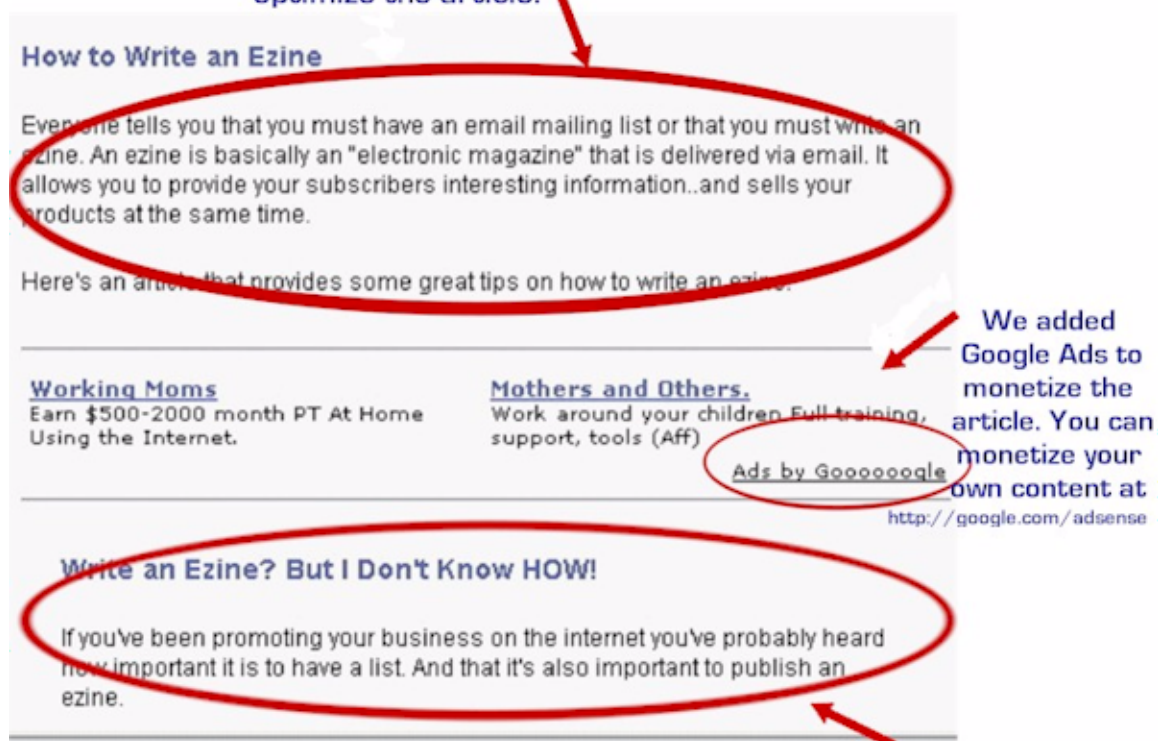
**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

page – not the article – for your chosen keyword phrase (not necessarily the articles official title). You include the keyword phrase in your title, in the incoming links, in the description and keyword tags. Then you write your own very BRIEF introduction that includes your keyword phrase a couple times. Then you post the article below that.

Remember – you’re optimizing the page–not the article. You can see this in action in the screenshot below. The article is called “Write an Ezine? But I Don’t Know How”. This is not something people search for on a search engine, but the phrase “How to Write an Ezine” is searched for, so we optimized the page for that phrase:

This is the introductory paragraph that we wrote to optimize the article.



**How to Write an Ezine**

Everyone tells you that you must have an email mailing list or that you must write an ezine. An ezine is basically an "electronic magazine" that is delivered via email. It allows you to provide your subscribers interesting information..and sells your products at the same time.

Here's an article that provides some great tips on how to write an ezine.

---

**Working Moms**  
Earn \$500-2000 month PT At Home Using the Internet.

**Mothers and Others.**  
Work around your children Full training, support, tools (Aff)

Ads by Goooooogle  
<http://google.com/adsense>

**Write an Ezine? But I Don't Know HOW!**

If you've been promoting your business on the internet you've probably heard how important it is to have a list. And that it's also important to publish an ezine.

This is where the article begins and is published in it's entirety, complete with authors clickable byline. We can end the article with our own recommended resources that promote our products or other people's products through affiliate programs.

We added Google Ads to monetize the article. You can monetize your own content at <http://google.com/adsense>

It really is that simple. It's easy to get targeted traffic to your website by writing articles. What you do with all those visitors is up to you. ☺

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**  
<http://truthabouttraffic.com/recommended>

### ***Making Your Website Interactive***

The more you can allow your visitors to “participate” in your website, the more often they’ll be back. People love to give their opinions or to feel like they matter. Here are a few ideas for adding interactivity:

**Message board** – A message board creates a sense of community and provides a way for your visitors to ask questions and make comments about your website, services and products. Getting conversation flowing can be slow going so don’t create a forum with 50+ topics. Just create a small list of topics that your target market would have something to say about and begin to seed conversations. Invite a couple of friends to help you get some interaction going. The more active the forum looks, the more active it will become.

**Chat room** – Many websites offer a free chat room to their visitors. However, to offer something like this you will have to have a way to organize and track events. Others simply host regular chats for the purpose of getting to know their visitors or newsletter subscribers. You will have to decide if offering a weekly chat on your own website would be an advantage for your business.

**Surveys** – Surveys are fun and as long as you keep it short and simple, many people will take time to participate. Especially if you offer them an incentive, such as a free report or a special discount.

**Ability to leave comments** – Give your visitors the ability to leave comments about your website, specific articles or information.

**Games** – Games make visitors want to come back, increase your inbound links and get people recommending your site.

If you want to get really creative you can hire someone to create a game that is related to your target market.

Have a look at the downloads area for clickable websites to visit that can help you add interactivity to your website.

### ***Contests & Sweepstakes***

Never underestimate the power of a contest for acquiring visitors and newsletter subscribers. We all know people love free stuff and they’ll come in droves if you’re giving something away. A contest or sweepstakes is an excellent way to drive traffic to your website, build your mailing list and potentially increase your sales.

Choose prizes that are related to your business and would interest your potential customers. You can provide all the prize support for your sweepstakes or you can get other business owners to donate prizes in return for exposure of their business.

### **Promote Your Sweepstakes**

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

Sure, everyone likes free stuff, but if you don't tell them about it, how can they enter?

Here are some promotion tips:

1. Link to your sweepstakes on all the pages of your website.
2. Announce your sweepstakes in your newsletter.
3. Feature your sweepstakes on your home page.
4. Send out a press release about your sweepstakes.
5. Submit your website for free to various sweepstakes sites. Many of these sites can drive a **tremendous** amount of traffic (hundreds or thousands of visitors) to your website. A large clickable list of contest sites is available in the downloads area.

**LEGAL WARNING:** Just check with your legal counsel on starting sweepstakes. You may have to restrict your sweepstakes in some way to keep it legal.

#### ➔ **TRAFFIC MAGNET #4: Setting up an Affiliate Program or Joint Ventures**

An Affiliate Program is a program where you offer people (affiliates) a commission to advertise your product, service or website. The affiliate is given a special link to refer customers to your website. Affiliate programs are the ultimate way to have other sites promote your website and you only have to pay when they make sales. A joint venture is where you seek out specific webmasters to sell your products for you.

There are tons of affiliate programs out there and you need to be competitive in order to get people to promote your product. Be sure to give your affiliates great benefits, along with training and support, and you can build a powerful sales tool.

Characteristics of Top Affiliate Programs:

- ▶ **Offer competitive commission.**
- ▶ **Never charge a fee to join your affiliate program.** Of course, you may find people who pay are more committed, but most affiliate programs are free. People will likely sign up for the free programs before they pay for yours.
- ▶ **Allow for lifetime customers.**— Once a customer visits from an affiliate's link, that customer belongs to that affiliate forever. You may want to have a lower commission for repeat sales, but you want to make sure to continue to reward your affiliates.
- ▶ **Two-tier** – Affiliates also receive a commission for referring other affiliates to you. Let your affiliates promote your affiliate program for you. The only drawback is that some affiliates join your 2-tier program just to promote your affiliate program and never make a sale. Your top-performing affiliates aren't likely to care if your program is 2-

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

tier, but having a 2-tier program expands your reach and may help you acquire some of those super affiliates.

- ▶ **Offer your affiliate a discount on your products.** The best affiliates have tried your products and recommend them. Give them some incentive to try them.
- ▶ **BUT...make sure you only pay what you can afford.** If you start out by offering too much and then take it away, you will lose the confidence of your affiliates. If necessary, start small and then offer more when you can afford it.

A successful affiliate program is hard work and you need to train your affiliates. The downloads area includes a customizable Affiliate Training Manual that you can publish on your site, deliver as an Autoresponder course and/or save as a downloadable PDF file. The choice is yours—just give your affiliates the information they need to get started.

You should also set them up with graphics, ad copy and recommendation letters to make it easy for them to promote your products. Of course, the best promotions will be written by the affiliates themselves, but you want to make things as easy as possible for your affiliates to get started.

### ***Securing Joint Ventures***

You can certainly promote your affiliate program on your own website and to get people to sign up, but the best results come when you go out and find your own joint venture partners.

#### **You can find potential partners by finding websites that:**

- ▶ Have good website traffic
- ▶ Have decent sized email lists
- ▶ Target your buying audience

#### **How do you find these people?**

- ▶ Go to your favorite search engine and see which sites come up near the top for your target keywords.
- ▶ Check their ESTIMATED traffic ranking at <http://www.Alexa.com>— this site very roughly estimates how popular a site is based on traffic and page views. The lower the ranking number, the busier the site. This is not a foolproof method, but can be used as a guideline.
- ▶ See which sites link to your competition. Go to Google or Yahoo and type in the following: **link:yourcompetitorsdomain.com**.

Just substitute yourcompetitorsdomain.com with your competitor's actual domain name. The results that show up will be sites that link to your competitor. You will potentially find some good sites to partner with here.

#### ***How do you approach these people?***

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

The common method is a mass email to entice the webmaster with the lure of commission. Of course, you should make every effort to get a first name to personalize the email and use your Autoresponder to automatically add their name into your email.

This method will get you the most partners for the least amount of time and effort.

Of course, if there are some websites that you REALLY want to say yes, you will need a more personal touch. Realize that in competitive markets, these webmasters probably receive many joint venture requests and yours might be sent to the trash, along with the rest.

**If you want to be taken seriously:**

- ▶ Offer to send them your product for free so they can review it – or just mail it to them right away.
- ▶ Pick up the phone and develop a personal relationship first.
- ▶ Do something for them first. List them as a recommended resource on your website, etc., and tell them about it.
- ▶ Show them proven results of other affiliates or illustrate how well your website converts visitors to sales.

***The Technical Side of Setting up Your Affiliate Program***

To start an affiliate program on your website, you can buy a CGI script and have it installed so you run your affiliate program off your own server, or you can use any number of 3rd party programs. The downloads area includes a list of possibilities for you to start your own affiliate program.

**➔ TRAFFIC MAGNET #5: Distribute Your Content**

Webmasters are hungry for content, so provide it to them. Just like you'll probably have a need to seek out reprint articles for you own site, you can send your own original content out to other online business owners.

***Offering Your Articles for Reprint***

You can do a search for websites in your target market and see if they accept article submissions. Look for a page that says "Submission Guidelines" or "Submit Your Article" or something like that. If you can't find any such information, just email the website owner to see if she accepts articles. If you search for just a few each day, you'll soon have a large database of email addresses to send out your articles to.

There are also many "free content" websites that will display your content for other websites and email newsletter owners to reprint. You can find a large, clickable list in the downloads area. If you post half-decent articles on these sites, you WILL get published.

**IMPORTANT TIP: Preserve Your Search Engine Rankings!** Remember that when you write your own articles, you are going to make sure you title them and optimize them to get a good stream of search engine traffic to your website. So, if you turnaround and get all those articles reprinted on other websites, you may

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

possibly lose your rankings to other sites that republish your article. There are also issues of possible penalization from search engines for duplicate content.

But no matter. You are going to rewrite those articles before you give them out for reprint. Let's say you had an article about "How to Make a Flower Arrangement", which happens to be a well-searched for phrase. You probably made the title of your article "How to Make a Flower Arrangement" and you used that phrase in your article a few times.

**CHANGE THAT** before you distribute it.

Rename your article to something like "Flower Arranging Made Easy" and remove the references to "how to make a flower arrangement" and change the article a little bit. That way, you don't have to worry about those websites competing with yours for the same keywords.

### ***Distributing Your Content through RSS Feeds or Javascript***

Remember, we are NOT technical people, so we aren't going to teach you to do anything too complicated. There is a simple way to get others to display all your new website content. This can be accomplished through RSS Feeds and Javascript.

Let's look at what these "techy" words mean:

**RSS Feeds** – RSS stands for really simple syndication. You have probably seen websites and blogs with RSS feeds before. Typically, you'll see an orange box with "XML" or something like that. This is an RSS feed.

It is a way for your content to appear on other websites. As your content updates, it will update on the websites displaying your RSS feed. Search engines are able to read RSS feeds, so if you want search engines to be able to follow the links, then an RSS feed is for you. If you use Google AdSense on your website, you are syndicating Google's ad content by adding javascript code to your website.

A webmaster needs to know a bit about RSS feeds to be able to use it to display your content.

**Javascript** – Javascript also allows your fresh content to be shown on websites. Search engines cannot read javascript, so they will not be able to follow any links in your content.

However, a webmaster really doesn't need to know anything about javascript to syndicate your content. All they need to do is insert code into their HTML and voila, your content appears and is updated automatically.

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

There are some free resources that allow you to easily syndicate your content to other websites. Check out the downloads area to view these clickable resources and to find out how they work.

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

Copyright 2004-2005 TruthAboutTraffic.com. All Rights Reserved. This manual may not be sold or redistributed.

### 3. Wrapping It Up

There you have it - What to steer clear of and 5 traffic magnets that WILL bring targeted traffic to your website. Remember, you don't have to do it ALL at once. Just take it a step at a time; one day at a time. Be sure to print out and keep your "cheat sheets" handy.

And when you're ready to move on to getting more traffic and making more money, check out our recommendation at: <http://truthabouttraffic.com/recommended>

**P.S. Lost your downloads login?**

download area: <http://www.truthabouttraffic.com/truth>

user: traffic

pass: 853magnets

**Ready for More Advanced Traffic & Traffic Conversion Techniques?**

<http://truthabouttraffic.com/recommended>

Copyright 2004-2005 TruthAboutTraffic.com. All Rights Reserved. This manual may not be sold or redistributed.