

**This Report Brought To You By:**

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# 7 effective traffic building techniques



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## A SHORT INTRODUCTION

If you are anything like me, then you are definitely attracted by the mirage of the Internet. The Internet is one of the biggest money making opportunities in history, and this is exactly why it attracts lots of curious looks. As a matter of fact, these curious looks sometimes turn into real businesses.

Needless to say, if you decide to start an online venture now, you are most likely not going to be a pioneer, unless you think hard and give birth to something really special. The real pioneers are companies like Google, Yahoo, eBay, Amazon, etc. I don't want to discourage you, on the contrary. If you do it right, the Internet could be a source of prosperity. However, there is one important question that you need to ask yourself before we proceed:

*“DO YOU REALLY WANT TO MAKE MONEY ONLINE?”*

As many successful ebook writing Internet marketers would say, read that question again. The answer may be obvious, but it is not quite like that. I won't be going into the numbers representing the small percentage of people who really are successful online. They are few, but you don't want to be among those who fail, do you?

Why do so many people fail as online entrepreneurs then? The answer is right in front of your eyes. They fail because they don't have the mindset required to break the barriers. The Internet is still regarded with suspicion by many people, even by those who consider themselves avant-gardes. Ultimately, it is not that they don't want to make money online; it is the fact that they don't truly believe in the possibility that gets them. However, there is almost anything that you can achieve if you really want it.

You will have to work hard, there's no doubt about it. I will not be going into the details of how you can monetize your website. We will also assume that you need one, because although money can be made without a website, not building one is leaving money on the table (again, as many ebook writing marketers would say, and they'd be right).



So what's the most important thing that can help you monetize your site? As a matter of fact, what is the most essential thing that makes the Internet spin? You must have already guessed it, it's the visitors, a.k.a. the traffic. If you don't have traffic, it's like opening a store in the middle of the desert. So it's safe to assume that getting traffic to your site is the most important thing you should focus on. Now, how is that achieved?

## 1. WRITE GOOD ARTICLES

All the successful Internet marketers acknowledge the power of writing compelling articles. It is a well known fact that by doing this you could attract a swarm of high quality, targeted customers to your website. Customers who, in time, can transform into buyers.

Well written and professional articles have a number of major advantages to them. You might have heard this expression before, "content is king". And it is a very wise saying. Good content can serve you in many different ways. Let's first talk about our most important subject, how articles can bring you traffic.

### *a) Submit your articles to article directories*

Article directories thrive nowadays, because they are loved by the search engines. Search engines are enthusiastic when it comes to original content, and that's exactly what article directories provide: fresh, unique content.

Submitting your articles to as many of these directories as possible will make wonders for you. If you write them professionally, people will swarm to your site. This is because you have the option of mentioning your link in the bio box. If you give them enough reasons, the readers of your articles will also click the link in your bio box.

Moreover, if a big number of directories accept your articles, you will dramatically increase your link popularity, which is very important. And if you choose the right keywords for your anchor text, you could even get climb the search engines' rankings if that particular keyword doesn't have a lot of competition.



Then, webmasters who consider your articles relevant have the option of using them on their own websites. The only condition is that they keep your link. This is another way to gain traffic and link popularity through article submission.

Internet marketers usually hire people to handle their article submissions. However, if you can't afford a team yet and you'd prefer to submit them yourself, there are a bunch of useful tools that can help you with article submissions. These tools will save you a lot of time.

One of those tools, [Article Submitter](#), I found particularly useful. Not only that it makes the task of submitting articles much easier, but it's also packed with a lot of interesting bonuses which will make your life easier as a future Internet marketer.

For instance, many of the article directories accept html tags in their policies. This software will tell you exactly which ones do and which don't. Moreover, you have the option of creating your own html version of the article with anchor text links which is particularly useful in the SEO process. The underground video presented on the site is truly very compelling and powerful, definitely worth a look.

#### *b) Climb the search engine rankings*

Well written, keyword optimized articles can drastically boost your search engine rankings when you place them on your website. As I mentioned before, search engines love unique content that is relevant to specific search queries.

In order to achieve this, you will need to conduct a thorough keyword research in order to see which keywords are most profitable. This will give you an indication of what to write about, and what keywords you should write your articles around. If the keywords have a fair amount of searches and moderate or low competition, you can probably achieve top rankings through quality content. For the keywords that have high competition though, you will have to do much more than that.



If you want to automate your keyword research, there's no better tool for that than [Keyword Elite](#).

Besides creating a complete keyword list ready for your use, the soft also gives you the possibility of analyzing the competition, pay per click listings, etc.

What I found particularly useful in this software is the fact that it actually shows you the root of the keyword in the case of long tail keywords. I like this feature very much because I like to build my site structure based on levels, starting from the root keyword and going deeper in categories and subcategories.



## 2. SUBMIT YOUR SITE TO LINK DIRECTORIES

The same way there are many article directories out there, by the thousands, there are also about the same number of link or web directories. And the real truth is that there are not many webmasters who realize the real potential of web directories.

A web directory is a collection of links to other websites on the Internet. It manages and categorizes the site submissions it receives based on each site's theme, importance, etc. Each directory's criteria are different, but they follow certain patterns nonetheless.

Many people confuse the link directory with the search engine. While the former simply manages categories and places the web sites in the category that they belong to, the latter displays the sites based on the keywords that represent them.

There are various types of web directories. Depending on the subjects they cover, they can be either general directories or specialized directories. The general directories cover any theme, and they have broad thematic coverage. In other words, any site can make a submission to these directories, as long as it doesn't interfere with the policies (for instance, there are directories which don't accept adult or gambling sites, but there are some which accept them).

Then, there are specialized directories, and these cover a specific niche, which can be anything from a regional approach to a specific subject like Medicine, Marketing, etc. The best thing to do if you own a site and want to promote it is to submit to the general directories and then find out if there are any niche directories that you could submit to.

Another classification is by the fees they charge. There are free directories and paid directories, and they are self-explanatory regarding what they mean. Also, another category which is between these two is reciprocal link directories, which means that you will have to link back to them from your own site. This seems like free submission but it isn't quite like that.



The main two advantages of web directory submissions are the extra traffic you get and the backlinks to your own site (which is good for your search engine rankings and which ultimately also turns into traffic). However, if you do it strictly for the backlinks, make sure that the directories you submit to don't associate the "nofollow" attribute with the link (which basically means that the search engine will not follow the respective link).

The most notorious web directories are the Yahoo Directory and DMOZ (the Open Directory Project). The Yahoo Directory has two options, a free one and a paid one, and DMOZ is free (however, you will probably have to wait a few months until you get included, because the links are manually reviewed and included in the directory by a group of volunteers).

Again, if you want to automate your submission process and save a lot of time (which, by the way, is worth a lot of money), there are a few very useful tools available. The process is similar to article submitting. One of those tools is [Link Directory Submitter](#).



### 3. ACTIVELY PARTICIPATE IN FORUMS AND BLOGS

Regardless of the niche in which you decide to pursue your activity, you will probably find hundreds upon hundreds of forums and blogs in which to post your opinions. What you need to strive for is to really contribute to the community of a forum or a blog with interesting posts and comments. This has many benefits.

However, you need to consult with each forum's policies first. This is because most of them don't allow straightforward publicity and advertising. However, the majority of them do allow people who make serious and interesting posts to have a signature which includes a link. And this is where you come in.

So let's go back to the advantages of using the forums. The major ones are:

- You spread the word of mouth about your business;
- You gain quality, targeted traffic;
- You become an authority in the field (if you make smart posts);
- You gain lots of backlinks, and what's even better is that these backlinks are often very valuable especially to Google, which considers them theme related backlinks.

However, finding the best forums and blogs and posting in all of them can be very time consuming and tiring. You might have already guessed it, but yes, there's a tool that can help you. It's called [Blog Comment Demon](#), and it's absolutely amazing, it will find thousands of related blogs in a click of the mouse.



## 4. BOOKMARK YOUR SITE

Social bookmarking sites have become very popular nowadays, and certainly the most notorious of them all “del.icio.us”, which you can visit at <http://del.icio.us/>. But what exactly are these social bookmarking sites?

Well, you know that many sites have an option which is called “bookmark this site”. Bookmarking allows you to keep track of all your favorite places to go on the Internet. For example, if you find a site which has a lot of very good food recipes and you want to remember it, you bookmark it. This will save you from the painful process of tracking the respective site down the next time you want to visit it (I’m sure you’ve gone through the process of desperately trying to find a specific site at least once in your lifetime).

So then what exactly are the social bookmarking sites? It’s simple. They are a collection of yours (and other people’s) favorites. A bookmarking site should basically allow you to:

- keep records of all the sites that you like to visit, regardless of the computer you are using (because you might have to use another computer rather than your own at one time, and the respective computer will certainly no have your personal favorites – this is where del.icio.us comes in);
- you can share your own personal favorites with the entire community on the respective social bookmarking site;

So how can this help to increase your traffic? Well, it is kind of obvious. By bookmarking your own site, you will share it with the community, and your site’s traffic will increase consequently. This is not such a time consuming as article submitting and link submitting is, as there are only a bunch of really valuable social bookmarking sites available for the moment. An incredibly valuable resource for documenting yourself about this interesting technique is called [“The Complete Guide To Social Bookmarking”](#), a product which is well worth the money.



## 5. WRITE PRESS RELEASES

Spreading the word about your new site can be very difficult at first when nobody knows about you and that's even more obvious if there are strong competitors in your field. This is why you need to profit from every free traffic opportunities available out there, and it's the little things and the hard work that will put you on the map.

Writing a press release for your newly established site is a great way in which you can achieve acknowledgement. You can then post it on the press release sites available on the Internet. Some of them are free, some of them are not, but the availability of both free and paid products and services is a trademark of the Internet we have all come to love.

A press release is somewhat different from an article in the sense that it refers strictly to your business and its purpose. Whilst when writing an article you can use metaphors and even artistic writing (if you have the talent), it is not the case of a press release.

A good press release is defined by a straightforward and technical approach of the subject you want to touch. If you open a bicycle parts store, for example, you would strictly refer to the technical aspects, like the type of parts you sell, for instance.

### [“Instant Press Release Creator”](#):

This is a piece of software that will help you automate the process of writing compelling press releases. Its main advantages are:

- You can easily create great looking press releases to advertise your business, website, or new product;
- You will be able to instantly and effortlessly learn how to write an effective press release. Learn the do's and don'ts of creating effective press releases;
- You can modify your press release until you get it just like you like it;

In the field of press releases, this tool should not be overlooked.



## 6. EXCHANGE LINKS

Exchanging links with related sites is a very commonly practiced method, although when you ask a traffic expert about it you may get mixed reactions. The truth is that proper link exchange can help you a great deal and can get you some welcome extra traffic.

But why does it have mixed reactions? Many people argue that bad link exchange can get your site banned by the major search engines and it could do you more harm than good. This is true, but only if you decide to exchange links with controversial or banned sites.

When you link to a controversial site, you may raise a red flag for the search engines. Getting backlinks is not punished, because you can't always control this process. What you can control is what you link to. And this is exactly what you need to watch out for. So, if you want a proper link exchange campaign, remember to:

- request link exchange with complementary sites, not with sites which are in the competition;
- do not exchange links with banned sites;
- check from time to time that there are no broken links.

If you manage to follow these three simple conditions, than you should have no problems.

Of course, there's also one tool available for you. This tool is very powerful in providing you with places where you can place or exchange links, depending on the topic of your site. It has different filters that you can use in order to increase or decrease the number of results you get. The tool is called "[Backlink Submitter](#)" and it is, indeed, a notable entry in the world of SEO software.



## 7. CONDUCT PROPER ONPAGE OPTIMIZATION

Although most of the methods here are a part of the SEO (Search Engine Optimization) process, they are mainly conducted off-page. If you want a traffic building campaign which is as efficient as possible, you also want to try the on-page optimizations method.

This mainly refers to:

- optimizing the title tags;
- optimizing the meta tags;
- writing keyword rich content;
- having a good site structure;
- writing keyword reach headlines (mainly H1, H2 and H3).

If you want proper onpage optimization, you will most definitely need a proper keyword research campaign. This will help you build the internal structure of the site and will also help you get an idea about the keywords you need to use. One of the best keyword research tools is [Keyword Elite](#).

Also, you will need to learn how to properly edit the title tags and meta tags. There are lots of good SEO tutorials out there, out of which the [“SEO Mindset”](#) seems like a very affordable and efficient option.

Building traffic is an ongoing process that will never stop. The more you work, the better results you will have. And we all know that traffic is the only thing that will make your business successful. After enough practice, you will learn how to effectively use these seven methods and even develop your own. There is no strict recipe and there is also an extra possibility. And it is entirely up to you to find it!



## SUMMARY AND ACTION STEPS

- open your mind in order to succeed online – you need to be determined and have a strong will;
- writing compelling articles is a great way to promote your growing online business;
- let the world know about your website by submitting it to the link directories;
- don't under-estimate the importance of actively participating in forums and blogs;
- bookmark your site on the social bookmarking networks;
- write press releases and submit them to specialized news sites;
- exchange links with other webmasters from complementary fields;
- conduct proper onpage SEO (Search Engine Optimization).



## TOP PRODUCTS IN THE FIELD

- [Article Submitter](#):  
One of the best pieces of software that helps you automate the process of article submission;
- [Keyword Elite](#):  
A very valuable keyword research tool, which helps you build a powerful keyword list;
- [Directory Submitter](#):  
This tool will help you submit your site to link directories;
- [Blog Comment Demon](#):  
Find blogs from a related field of activity – very valuable indeed;
- [“The Complete Guide To Social Bookmarking”](#)  
Did you forget about social bookmarking? Hopefully not, because you will be reminded about its usefulness;
- [Instant Press Release Creator](#):  
Learn the secrets of a compelling press release and use this force in order to promote your online business;
- [Backlink Submitter](#)  
Find sites where you can place your link depending on the field of activity you are in;
- [SEO Mindset](#)  
A very comprehensive guide into the art of Search Engine Optimization.

