



Fast and Easy Traffic

**71 Powerful Tactics That
Can Generate A Rush
Of Visitors To Your Website**

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Have Gas, Will Travel

An Introduction

Traffic is the lifeblood of any online undertaking.

I know, I know. You're most likely sick and tired hearing or reading this line. Time and time again, experts in the field of online business never fail to mention this very important maxim: that traffic can – and will – make or break your Internet enterprise.

Let's say you have the most amazing website in the world, one which you have spent countless dollars for. The elements of your website are simply fabulous; they'd even put the professionally-made web pages of big companies to shame.

But no one gets to visit your website.

What will happen to it? What will happen to the business it is trying to promote? What purpose will it serve when even its aesthetic value will go to waste because of lack of exposure?

When I started my online career, things were different. The World Wide Web was not as progressive as it is now. During that time, garnering traffic was simply a matter of placing highly in search engine results... and this was so easy to do. You just had to outnumber your competitors when it came to the mention of particular, relevant keywords.

If he mentions a particular keyword 300 times, you have to go for 301 appearances of the same term.

Search engine spiders back then worked simplistically. They just counted how many times the relevant keyword was mentioned per page and they returned the results in the said order.

Today, we can say that though search engines still play a crucial part in generating traffic for a website, search engine spiders have evolved into actual intelligent entities.

Even if a webmaster mentions a particular keyword a million times, such will never be a guarantee of a high position in the search engine results. Nowadays, search engine spiders are capable of weighing the relevancy and quality of the web page's content vis a vis the specific needs of the search engine user. Spamming keywords on a page is a thing of the past.

It's no secret that I publish one of the Internet marketing's longest running electronic magazines, Turbozine. As such, I receive numerous questions per day from my subscribers.

One of the most popular questions I receive is this: how can I generate traffic for my website?

It may seem like a simple question at first glance, especially for people who have spent many years in the industry.

But the answer is far from easy.

The reason?

It's because there are many, many, many ways that one can use to generate the traffic that he needs for his online venture. There is not one particular answer that will suffice. It's a game of enumeration, where the person who can enumerate the most number of techniques to win the most amount of traffic will be declared the victor.

And in the coming pages, we will be discussing not one, not ten, not even fifty such techniques.

We will be discussing 71 powerful tactics that can dramatically increase your website traffic. These are methods that you can implement TODAY. These are strategies that can produce results as early as tomorrow.

These are the techniques that will catapult your online enterprise to the glorious heights of success.

A Batch Of 71

The Methodologies That Will Change The Course Of Your Online Venture

Tactic 1: Narrow Down Your Subject

Your online business is dedicated to one particular subject. It may be about business, social matters, DIY guides, or pets. Your online business will be targeting one particular market.

It's not enough to concentrate on this particular subject. You have to narrow it down. You have to pinpoint something specific within the said market. Otherwise, you will be dealing with general matters, and as such, your marketing campaign will lack focus.

You need this focus to lure the traffic that your website needs.

Take a look at this example...

Your online business deals with dogs. Would it be prudent to focus on "dogs" as your subject? A cursory look at the Google search engine results page will reveal that the topic "dogs" is being served by 142,000,000 web pages. That's a lot of entries that you will have to compete with.

You have to narrow down the aforementioned topic.

You may focus on “dog grooming.” Or perhaps, specific dog breeds like “Chow Chow” or “Shih Tzu.” The more particularized your subject is, the better. You’ll be able to reduce the number of competitors and you will be able to focus on a particular segment of the market instead of blindly tapping prospects who may not be interested in what you have to offer.

Tactic 2: Choose The Right Keywords

Before building your website, choose the right keywords. These keywords should be terms that are related to your business. For example, your business is involved with dog grooming. You would need to know all the popular terms related to the subject of “dog grooming.”

There’s a simple reason for choosing the right keywords. Keywords are what the online users will type in to search for websites catering to the subject of your business. Integrating the correct keywords throughout your web pages would alert the search engine spiders whenever there is a relevant query on the matter.

To choose the right keywords, simply use the tools on the following websites:

<http://www.inventory.overture.com>

<http://www.nichebot.com>

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

The tools found therein will give you some suggestions of popular keywords related to the subject of your online business. Simply type in such a subject, click on the submit button, and their respective engines will take care of the rest.

Make a list of the keywords that appear. Incidentally, you’ll also be given statistics that will tell you how many searches have been made

for each keyword or keyphrase. This will help you determine which among them are the most popular ones.

I would like to recommend [AdSpy Pro](#), which is an excellent tool that will greatly help you find those profit-pulling keywords for your business' website.

Tactic 3: Correctly Use The Right Keywords

Once you have acquired the right keywords appropriate for the subject of your online endeavor, it's time to proceed with on-page search engine optimization, or on-page SEO.

On-page SEO, by its simplest definition, is the placement of the right keywords in the right places on your web page itself. The idea is that if the keywords are placed in the right places, the search engine spiders will have an easier time finding them. This will give you a great chance to win the favor of the search engines and rank highly in corresponding results.

So... where exactly should you place these keywords on your web page?

1. Place your keywords in the body (content) of your web page. Make sure to focus only on one particular keyword or phrase per web page. Always aim for a keyword density level of at least 2% per web page, meaning 2 mentions of the keyword or phrase for every 100 words of text.
2. Place your keywords in the title of the web page. Suppose your main URL is www.doggyworldunited.com and the key phrase for a particular page is "dog training." That page should have the URL www.doggyworldunited.com/dog_training or something similar, as long as "dog training" appears in it.

3. Place your keywords in the meta tags of your web page. Meta tags are tags that do not affect the visual appearance of your web page, but are read by search engine spiders nonetheless.
4. Place your keywords in the ALT tags of your web page. ALT tags are the text that appear whenever the mouse scrolls across a particular image.
5. Place keywords in H1 headers as well as H2, H3, Hn sub headers.

Easy, right?

On-page SEO need not be difficult. For as long as the right keywords are in the right places of your website, then your web pages will be friendly to the search engine spiders.

Bear in mind, however, that being “friendly” to search engines doesn’t automatically mean a good position in search engine results. On-page SEO is just the start. Off-page SEO is a necessary ingredient for the recipe as well.

Tactic 4: Choose An Easy-To-Remember And Catchy Domain Name

Some years ago, in what would eventually become the Internet before it was commercially launched in 1995, users had to type in the IP address of the server of a particular website. Instead of using turbomembership.com, for example, they had to type something like 72.156.72.135.

Thankfully, Paul Mockapetris invented the Domain Name System (DNS) in 1983. Nowadays, Internet users don’t have to write down complex series of numbers just to visit a particular web page. They just have to recall domain names based on words or phrases which are, generally speaking, easier to remember.

Hence, when choosing a domain name for your website, make sure that it will be catchy – to instantly win the attention of your prospects – and easy-to-remember – so that they'll be able to revisit your website quite conveniently without going through an onerous process just to find it once more.

For a cheap and reliable domain name registrar for you: [click here](#).

Tactic 5: Choose An Excellent Web Hosting Service

What's a web hosting service got to do with traffic, you might ask?

A lot!

A web hosting service will provide the web space where your website will be hosted. It's like digital real estate.

Finding a good web hosting company is a task that should be taken seriously. The success of your small business' online presence depends on this. There are 3 things you should take into consideration:

1. The storage space – this refers to how many files you can store for your website. The bigger the storage space, the more files (images, digital items, and the like) you can upload to your website.
2. Bandwidth – this refers to the amount of data that can be transferred. The higher your bandwidth limit, the more convenient the browsing experience will be for a greater number of your visitors.
3. Excellent technical support. Your website is expected to be up 24 hours a day, 7 days a week. The web hosting service should have a responsible and responsive technical support crew that will expediently take care of any downtime your website might experience. A lost second can mean hundreds of lost sales. You wouldn't want this to happen, right?

The best one I can recommend is [turboWWW](#), which boasts of everything you could ever want from a partner for your online business. Check it out for yourself and see what it's about.

Once you have secured a good domain name and once you have found a great web hosting service, everything else will be easy. Creating your website is quite simple if you have the right knowledge on HTML. Even if you don't, there are a number of WYSIWYG website editors out there that can further simplify the process of building a website.

Do read [My Early Days On The Net](#) and treat yourself to some healthy serving of HTML tutorials.

You can also check out [Turbo Website Generator](#) for a fantastic WYSIWYG website creator. But if you're going for the full package, you might as well invest in [JVManager 2 Fantasos](#), the all-in-one solutions package for online businessmen. Yes, it includes a comprehensive but easy-to-use WYSIWYG HTML editor as well.

Tactic 6: Always Strive To Add Fresh Content To Your Website

As we have mentioned earlier, search engine spiders have evolved into almost sentient entities. Nowadays, they are armed with the tools to determine the quality of the content hosted on a web page. They can pinpoint which web page has relevant content and which web page has quality content; web pages that have both will place highly in the results they fetch for every related query.

Search engine spiders love fresh content. Search engine spiders love regularly updated content.

How often content is refreshed reflects how accurate and up-to-date it really is. Content which offers new information is considered as

having more quality than, say, content that has outdated or even obsolete tidbits.

Web pages which boast of frequently updated content often rank well in search engine results pages.

And since 80% of the traffic that you can generate for your website will come from the search engines, pleasing the search engine spiders by feeding them fresh content should be one of your primary goals.

Tactic 7: Off-Page SEO, i.e., Link Building Strategies

We have been discussing on-page SEO in the previous lessons. On-page SEO, or the placement of the right keywords in the right places on your web page, is the one-time tactic that will ensure that your website will always be ready to be picked up by the search engine spiders for every relevant query.

But on-page SEO is not the only category of tactics you should be concerned with.

Equally as important are strategies categorized under off-page SEO... methods that you are to utilize outside of your web pages.

To make things simple, off-page SEO is all about link building – leaving your web page's URL in as many places as possible on the World Wide Web. The greater the number of links you have floating around in cyberspace, the higher your link popularity is. The higher your link popularity, the better the chances you'll have of placing well in relevant search engine results pages.

You can check out your website's current link popularity by using the tool at www.linkpopularity.com .

So immediately, you see that it's a game of getting your links out there. This is what off-page SEO is all about.

Now, not all links are built alike. Some are simply better than others. Here are the kinds of links that you should be aiming for:

- Incoming links. These are one-way links that you do not have to link back to. Search engines, most notably Google, despise reciprocal linking. It would be to your advantage if you don't have to point back to the links pointing to your website.
- Links from "clean" places. There are subjects that are considered taboo for search engines. If websites cater to these subjects and they link to your website, then you will be seen as a website in a "bad neighborhood" and chances are, you won't place well – if at all – on search engine results.
- Links from websites with high page ranks. Page rank, or PR, refers to how well Google sees a web page. The highest PR is 7, the lowest is 0. If a high ranking website links to yours, then you're in good company. It only means that a website that Google respects looks highly on your web page, and you deserve equal attention. Hence, you must aim for links from web pages with a PR of 4 or higher.

Once your links are placed on other web pages, it will be a while before they are taken down. Hence, investing in strategies that will increase your link popularity is a sound route to take.

And there are many, many tactics you can use to spread your links all over the Internet.

Tactic 8: Affiliate Marketing For The Win

If you're in the business of selling products over the Internet and you don't have an affiliate marketing system backing you up, then something's seriously wrong with you. By employing affiliates, you can increase your market presence tremendously. You will be able to

generate direct traffic to your website, and you will likewise be able to build an amazing amount of back links as well.

You can build an army of online salespeople without having to guarantee fixed wages for them. All you have to do is establish your own affiliate system. This affiliate system will recruit affiliates.

Affiliates will be tasked to lead people to your product's sales page.

If a person an affiliate referred ends up buying the product, such an affiliate will receive a commission. You, the affiliate merchant, will only have to pay the affiliate every time he is able to refer a successful sale.

The best way to start your own affiliate system is by "renting" an existing one. Websites like [ClickBank](#) and www.cj.com allow people to sell their products, and their services will take care of the rest – from advertising to thousands of affiliates to processing sales to distributing commissions to distributing the amount that is due for your online business.

But with such a setup, you don't have full control of your destiny.

I always suggest that online businessmen should have their very own affiliate system. It's not that difficult. Powerful, yet easy to use, programs like [JVManager 2 Fantasos](#) gives anyone – ANYONE – the ability to create an affiliate system. My niece, who is 11 years old, was even able to create a pseudo-affiliate system for her class' bake sale using the features of JVManager Fantasos.

Tactic 9: Effective Website Design; Don't Make Them Think!

Did you know that 80% of your visitors leave your web page within 3 seconds after visiting it because of poor site design?

Also, did you know that 53% of your visitors leave your website within the first 20 seconds because they can't easily find the content they're looking for?

If you're into online business, then this next fact will shock you. Did you know that close to 70% of the visitors who are willing to buy whatever it is you are offering decide not to make a purchase because they don't know how to complete the process?

Here's the basic principle in designing your website for today's audience: don't make them think.

The World Wide Web as we know it has been in existence for more than a decade. It has become a great part of our lives. For many of us, the Internet has even become an extension of our lives.

The Internet has spoiled people, what with the way it delivers things with digital speed.

As a result, our attention span has severely decreased, our concentration has become weaker, and our patience has become thinner.

When people visit a website that makes them think on how to proceed, chances are that they'll give up before they give it a try.

So when designing your website, remember: don't make them think.

Give them what they want IMMEDIATELY. Tell them what they should do AS SOON AS POSSIBLE. Lead them to where they want to go with as LITTLE DIFFICULTY AS POSSIBLE.

Tactic 10: Everyone Seeks Out An Authority

Brand yourself as an authority figure in the industry you are servicing.

Write and syndicate informative articles. Grant interviews to people who are writing about the said market. Participate in events where members of the industry gather. Immerse yourself in online communities dedicated to that industry.

People seek out authority figures whenever they have particular needs.

If you project yourself as such, they will try to find you when the time comes. This is better than any inorganic marketing campaign you can possibly launch, because with this technique, you yourself will be the core.

Tactic 11: Writing And Submitting Articles For Back Links

Writing and submitting articles to the many, many article directories on the World Wide Web is one of the most popular traffic generating strategies today. In my opinion, articles generate traffic in two ways.

One way in which articles can benefit your website is by providing a lot of back links leading to your pages. Many webmasters and eZine publishers search article directories like www.ezinearticles.com , www.goarticles.com , and even www.isnare.com for content they can use on their websites or in their electronic newsletters.

If they find your articles and want to use them, they can do so for as long as they keep your resource box intact. Naturally, you'd want your resource box to include your URL. The more webmasters and eZine publishers who use your articles, the more exposure your URL will receive. The more exposure your URL will receive, the higher your page rank will be.

Here are some steps on how to properly write and submit an article.

1. Pick a topic relevant to the subject of your website. As with our running example, if your website is dedicated to dog grooming,

dog grooming tips or dog grooming items are good topics to discuss.

2. Research on your chosen topic. Try to discover something novel about it that hasn't been discussed to death in other channels.
3. Write an article that will share the information you have pinpointed. The length should be between 350 to 1,400 words. Anything less would be too short to successfully convey what you want to convey. Anything more would be too long to sustain your readers' attention.
4. If you are not that confident about your writing prowess, or if you simply don't have the time to write an article, you could hire a freelancer to do the job for you. The usual rates will range from \$2 to \$30 per article. Price should only be a secondary consideration next to quality, however. Writing is one of those services where you get what you pay for most of the time. Good places to look for freelancers are:

www.rentacoder.com

www.scriptlance.com

www.elance.com

Don't proceed with this option blindly, however. There are many risks to consider. I would suggest [The Outsourcing Survival Kit](#), a comprehensive tome that is the first of its kind, that deals with all manners of digital outsourcing as well as the steps you should take to protect the interests of your business.

5. Include a resource box at the end of your article. Your resource box should contain a concise introduction of yourself and your business, as well as a link to your website.
6. Then, it would be time to submit your article to the many, many, many article directories on the World Wide Web.

Tactic 12: Writing And Submitting Articles To Build Your Reputation

The other benefit of writing and syndicating articles all over the web is to build yourself up as an authority figure in the industry you are involved with.

Article directories figure prominently well in SERPs. Hence, having your link displayed in the articles you submit would mean that your link would be exposed to the millions of visitors who visit the said article directories.

Article directories also have high PR.

For these reasons, having your article and your name appearing in article directories will ensure the most exposure, which will be great in establishing your reputation in your chosen market.

Tactic 13: Types Of Articles To Write And Submit

Avoid writing articles which are just content fodder – that is, articles that are just meant to fill up space.

Meaty, highly informative, and novel articles will command the best results. People want to read something new and something that they can learn from. Don't submit articles containing info that people can learn elsewhere. Personally, I hate articles about products containing info that I can read from the manual.

Also, bear in mind that online users are generally impatient. You have to write and submit articles that are easy for them to read. Good examples are list-type articles, like "10 Ways To Groom Your Dog," or "7 Easy Ways To Prepare Sushi."

Tactic 14: Ezine Ads

Some electronic magazines, or eZines, offer ad space in their issues.

The eZine should be relevant to the subject of your business as well so that you'll be able to attract targeted traffic. Also, the eZine should have a substantial number of subscribers for obvious reasons. You could ask for these details from the editor.

The applicable rate should be commensurate to these requirements.

Tactic 15: Ads On Popular Websites

Some websites offer real estate reserved for paying advertisers. If there are websites that attract a great number of visitors on a daily basis and if these websites are related to the subject of your business, then they may be worth a try.

Consider the rates they are demanding as well and how this will fare for your budget.

Tactic 16: Digg It!

Digg.com is the first of many Web 2.0 tools we will be discussing in these pages. Digg.com is actually the one that can generate the most traffic for your website in the fastest time possible. Submit an article today, for example, and you can potentially have millions of visitors by tomorrow.

How does it work?

Think of it this way: it's like an article directory where you can submit articles... but it has a big twist. People can actually "vote" for your articles if they like them. These "votes," called "diggings," are ways in which people can recommend your article to others. It's their own

personal stamp on your article. It's like saying "hey, this article rocks, so give it a try!"

Articles with the most "diggs" for the day are pushed to the top of the page, on the first page of the website.

Hence, when people visit Digg.com, they'll immediately see what's on top, and they'll visit it.

Digg.com is visited by millions of Internet users each day.

The key here is to write a truly compelling and highly original article offering very fresh information so that it'd get a lot of "diggs" and be pushed to a prominent spot on the website.

Tactic 17: Forum Marketing

There are a lot of online communities on the Internet. There are actually forums for every niche of every market.

If you manage to infiltrate these forums, you'd only be reaping more benefits for your business and your website.

- Membership in a forum will afford you a signature box where you can place a link to your website. Your signature box would appear in every post you make. If you make a hundred posts in a hundred different threads, for example, you'd have a hundred different pages providing inbound links to your website!
- Forums are excellent venues where you can build relationships with potential clients. Being dedicated to the subject of your business, you're sure to mingle with people who are most likely very interested in what you have to offer. By befriending these people, you could secure for yourself some faithful customers, or, at the very least, regular visitors to your website.

- Forums would provide for you a channel where you could interact with your target market. You could help them out with their concerns, answer any questions that might be bothering them, or make recommendations whenever it's appropriate. In so doing, you'd be branding yourself as an expert in the field. Once your credibility has been established and your worth to the online community has been proven, you could suggest the use of your products or the information contained on your website. This could win you some highly targeted visitors.

There are a lot of forums on the World Wide Web. There's sure to be one devoted to the market you're eyeing. You can use the resources below to find the forum catering to the market you have in mind.

www.theforumzone.com

<http://www.directories-directory.info>

<http://www.thelocalforum.co.uk/directory>

Tactic 18: Blogging

Blogs are great online social tools, but they have become powerful Internet marketing weapons in recent years. There are many reasons for this.

- Blogs are simplified content management systems, in essence. Publishing content is easy. You can upload new content conveniently and regularly... and search engine spiders LOVE regularly updated content.
- Blogs have their own interconnectivity. Bloggers will link to you, often without expecting anything in return. This will give you additional sources of traffic.
- Blogs have become the launching pads for many Web 2.0 pursuits that can dramatically increase the traffic that can pass

through your pages. Blogs are the anchors of pinging techniques, tagging strategies, and many other revolutionary methods.

A blog can serve as your main website itself. As we have discussed earlier, blogs are simplified content management systems. Think Joomla or Mambo, only easier... way easier.

But blogs can serve you better if they are used as follows:

- To complement your main website. Each entry can include a link to your main website, increasing the number of back links.
- As an anchor site to once again complement your main website. A blog has a higher chance of figuring prominently well in relevant search engine results. Hence, it has a better chance of attracting targeted visitors, and leading them to your main website.
- To interact with the members of your target market through the comments feature of your blog. Also, blogs are more personal, more intimate... your readers will be able to relate with you better.

Setting up a blog is quite easy. Free services like www.blogger.com and www.wordpress.com abound. You can even download movable-type blogs from these services so that you can host your own blog under your own server and under your own domain name.

Tactic 19: Blogging And Pinging

The usual practice circa 2005 was to regularly publish new posts in your blog, then ping blog directories through services like www.pingomatic.com to inform them that you had new content.

This would make the URL to your blog appear in a favorable position in those blog directories. Furthermore, since search engine spiders

crawl through those blog directories, they would likewise be alerted that you had published new content.

Tactic 20: Blogging And Tagging

The problem with the blog-and-ping strategy, however, is that it will never generate targeted traffic; rather, it would tap into a general audience. If you're looking for mere volume of visitors, the blog-and-ping tactic may suffice. But if you want a specific group of visitors, blogging and tagging is the way to go.

Basically, tags are the new age keywords.

What makes them different, however, is that they are keywords that web publishers can choose.

Now tags play a crucial role in user-driven blog directories. Why? Because bloggers can choose the tags under which their blog entries will be classified with. If you have a blog about dog care, for example, you can choose the terms "dog," "dogs," or "dog care" as your tags. You won't have to populate your blog entries to satisfy certain keyword density levels. By classifying them under the tags of your choice, you'll be able to tell the world that your blog entries are all about the tags they pertain to.

Want to know more about keywords in general? Do check out the [Internet Marketing Cookery: Bake Your Online Success With Easy-To-Use Recipes](#), a thorough guide for everything you need to start out with online marketing.

You can also give [Jimmy D. Brown & Ryan Deiss' Niche Factors](#) a try to learn the many techniques you can employ to find highly profitable niches. You can use some of these techniques to find hot, hot tags.

1. Create a blog. It would be nice if you can host your blog under your own domain name.

2. Create an account with www.flickr.com. Upload an image relevant to your online business. It can be a picture of your product or even a picture of yourself if you're branding your online persona.
3. Hyperlink your URL to your images. Use the tag below:

```
<a href="http://yoururl.com">custom message here</a>
```
4. Categorize your images under appropriate tags related to your online business.
5. Now, sign up with some social bookmarking websites. We will be discussing these in depth in succeeding tactics, but for now, simply create an account with www.furl.net then bookmark your website and blogs under their appropriate tags. You can do this for other social bookmarking websites like www.del.icio.us, www.moreover.com, www.blinklist.com, and others we will be enumerating in the next chapter.
6. Sign up your blog at www.technorati.com . Choose appropriate tags.
7. Publish a post.
8. Ping www.technorati.com .

At this point, you will notice that Technorati will categorize your blog entries according to the tags you have chosen.

Every tag has a landing page.

The landing page is arranged in such a way that certain entries will be seen before others, hence the method we have described above. The goal is to populate the landing page with links to your blog, as much as possible.

Tactic 21: Blogs And RSS

You don't have to wait for people to discover your blog, however.

You can announce new blog entries to the whole world... or in this case, to the whole World Wide Web.

You can do this through RSS, a file type that makes syndication very, very easy. All blogging services can transform your entries into RSS feeds, ready to be distributed to open channels.

Real Simple Syndication (RSS) is slowly becoming the universal standard for message transmission over the Internet. RSS is an excellent option for the following reasons:

- Your messages will be delivered straight to the recipient's desktop, eliminating the possibility of your messages being filtered out as spam.
- Your messages will be delivered in real time, meaning, your recipient will receive them as soon as you send them out.
- Your messages can be displayed on all the websites you maintain.
- RSS feeds can be generated from your blog entries.
- There are a lot of novel applications being developed for RSS. You can even send audio messages, and the file size is amazingly kept to a minimum thanks to RSS 2.0 technology.

To start delivering RSS feeds, all you need is an RSS feed generator. These are widely available for free all over the Internet. Your recipients will need an RSS feed reader. If they don't have one, they'll be prompted to download a copy, also for free.

Tactic 22: Getting Visitors To Add Fresh Content To Your Website

Earlier, we discussed the sheer importance of always striving to add new content to your web pages. But this can be a very onerous undertaking. You will have to write – or cause the writing of – the content and you will have to manually upload it to your website.

You can, however, encourage your visitors to add content to your own website. This way, you can be assured of fresh content, even if you're not in front of your PC.

You can add a “comment box” for every content piece you upload, for example.

Or you can encourage reviews from your readers.

All of these are made easy by a program called [Turbo Feedback Manager](#).

Tactic 23: Sponsoring Contests For Fresh Content

You can even encourage your readers to submit well-crafted content by hosting contests where the winner can be awarded a specified prize, provided that he will surrender all the rights to the winning entry.

Believe it or not, some people will even submit entries without the promise of a prize. For them, a venue where they can display their skills is enough motivation.

Tactic 24: Yahoo Answers

I was one of the first to discover, and test, the traffic-generating potential of [Yahoo Answers](#), a user-driven question-and-answer forum sponsored by Yahoo.

Yahoo Answers encourage members (you must have a valid Yahoo account) to answer a question posted by a fellow member. The best answer is awarded recognition, and a prime spot on that particular page. Also, answers can cite the URLs of their sources.

Can you see the strategy taking shape?

Simply search for a question related to the subject of your website. Answer it to the best of your abilities, then leave your website's URL as a source. Repeat the process for every question you can find.

You will notice direct traffic generated from such a technique.

Furthermore, if your website is new, posting at Yahoo Answers will get your URL listed in search engines within 48 to 72 hours – quite fast in this day and age. Why? It's because answers posted over at Yahoo Answers get listed overnight in the major search engines, and such will lead the search engine spiders directly to your own web pages.

Tactic 25: Back Links At .Edu Websites

The domain extension .edu is reserved for bona fide educational institutions. Google, being the “thinking” search engine that it is, awards high ranks to websites whose links appear in .edu websites.

Hence, one way by which you can ensure a high position in the search engines is by penetrating these .edu websites. Somehow, you should be able to leave your URL on their pages.

This is quite difficult, considering how selective most .edu websites are.

The easiest way is to look for .edu websites with forums for members of their respective academe. Participate wholeheartedly in the discussions and leave your URL whenever possible.

Tactic 26: Free Classified Ads

There are also free classified ads that you could avail of. These are usually sites that are built for the sole purpose of displaying ads per category.

The problem with this option is that, because it's free, you'll be competing against thousands upon thousands of other advertisers vying for the same market. Additionally, people might not have the patience to sift through thousands upon thousands of ads.

For this option to work, your ads would need to stand out from the rest of the pack.

Here are some tips to help you come up with a killer ad for free classifieds.

- Formulate an attention-grabbing headline. Your headline is your only chance to capture the interests of the readers, especially in a venue as crowded as free classified ad websites. Make sure that you clearly state the main benefit that your readers will derive from what you are advertising.
- Keep your ad short, but sweet. People won't have the patience to read a mini-sales copy. Stick to the basics and present your ad as concisely as possible without compromising its appeal.
- Try to capture leads instead of generating sales. You may not be able to garner immediate customers, but at least, you'd be able to inform them about your website and your business for future considerations.

Free classified ads may not be as powerful a technique as the other tactics we have discussed in this chapter. But they're free, and as with everything else that does not come at a price, you have nothing to lose and everything to gain by trying out this approach.

Tactic 27: Craigslist.org

One free classified ads website that is very much worth the try, however, is www.craigslist.org (please don't forget the "s.") Craigslist boasts of a very high page rank.

When posting an ad over at Craigslist, remember that the purpose isn't to get direct traffic from the website. Rather, the purpose is to have your URL appear on its pages so that some of the luster of its page rank will rub off onto your website.

Hence, avoid spamming Craigslist. Its management has been kind enough to allow Internet marketers to promote their online undertakings. To abuse this generosity would be very unethical, and it can potentially shut down this excellent method of winning the search engine game.

Tactic 28: Pay Per Click (PPC) Advertising

Pay Per Click (PPC) advertising is the paid option that is resorted to the most by Internet marketers, more particularly, Google AdWords.

Since Google uses a revolutionary system called contextual advertising, it has become the PPC program of choice by most marketers. Contextual advertising would guarantee that the visitors Google AdWords would send are of high quality, since they have shown profound interest on the subject of your business. You see, by availing of Google AdWords, ads for your website would only appear on other websites the contents of which are related to the subject of your trade.

Your ads would also appear in search engine results pages where the query is about the keywords you have assigned for your ads.

The common misconception is that Google AdWords will cost a fortune to use, since you will be paying per click. This is not true. You could actually set a daily cap on the amount you are willing to spend. Once the cap is reached, Google will stop displaying your ads until the next day when the counter would be reset.

To make Google AdWords a profitable option, try to determine how much you can spend and how big the return of capital is. If you're going to spend \$50 a day for the service, make sure that AdWords will deliver more than \$50 in the form of sales.

Tactic 29: A Cool Wikipedia Link

[Wikipedia](#) is a free online encyclopedia, the entries of which are written by Internet users on a collaborative manner. User A may write something about a particular entry today, user B can add informational tidbits tomorrow, and so on and so forth. Also, any Internet user can likewise edit the entries so written.

Wikipedia employs many editors who check the entries regularly to ensure that only accurate and verifiable information is posted. Information under particular entries require a citing of its source.

If your website has highly relevant information about a particular entry, mention it and cite your web page as the source. Wikipedia, you see, has become one of the web's leading authorities when it comes to information, and search engines, particularly Google, recognize this. Hence, if your URL appears under Wikipedia's pages, your website will receive a huge bump when it comes to search engine results placement.

Tactic 30: Encouraging Visitors To Refer Your Website To Other People

Sometimes, a user visits your website and gets to like what he sees. Naturally he'd want to share the experience with his family and friends.

But how?

Copying and pasting your URL may be too laborious for him in this day and age of digital speed.

He must be presented with a way in which he can conveniently share your website with other people.

[Turbo Tell A Friend](#) is a unique referral script that will catapult your viral marketing campaign into overdrive! With this fantastic tool, you can add a button on your web page, one which a visitor can simply click on to send the said page to his chosen recipients.

Tactic 31: Be A Column Writer For A Popular Website

There are many magazine-style websites that garner millions of page views per day. Some of them employ a blog-like structure, where their writers are given a particular blog. These blogs are then collated under one umbrella, that of the main website's.

Chek out www.weblogsinc.com to see this model in action.

Such websites command a big following. Try to offer your services, either for a fee or for free, to maintain a column for their website. If you have the writing skills, chances are, they won't say no to your offer. Content is a precious commodity in the world of online business, after all.

In exchange, ask them to display your website's URL.

This will be a great way to get direct traffic and back links from a popular website.

Tactic 32: Tap Into The “Fotog” Audience

Faster Internet connections have made people expect so much from their browsing experience. One big change between surfing the Internet then compared to surfing the Internet now is the audience’s preference for photographs published online.

After all, a picture paints a thousand words...

... and it’s easier to absorb the story through images as well.

Today, websites like Flickr.com, Pbase.com and even Slides.com allow users to upload and share their pictures, even in the most creative of ways. These websites are big hits, as they are visited by thousands of users per day.

You can take a piece of the pie by uploading interesting pictures that will somehow advertise your website. Upload a cool looking photograph with your URL as the byline, for example, and you can “steal” some traffic from these popular image-sharing digital venues.

Tactic 33: Vlogs

The term “vlog” is a derivative of two things: videos and blogs. Vlogging is the process of including videos in your blog entries. This is a fantastic method for the following reasons:

- People respond more to videos. They are more appreciative of what they can actually hear and see, after all, instead of what they can only read. Even during the age of the Internet, people have been responding more to TV spots than to print ads. There were even campaigns that integrated VHS tapes with their direct mails in order to improve conversion. In a study conducted by the Wharton School of Business, it was revealed that videos increase

conversion rates by as much as 72%. Information retention also experiences an increase of over 50%.

- Videos instantly give your brand a lot of credibility. Videos carry with them a sense of professionalism that's quite difficult to match in the digital world. Given two websites where everything else is equal, which will you trust more, the website with a video presentation or the website without a video presentation? First impressions often count. And videos will provide a whopping first impression for your prospects.
- Videos can easily be delivered to a wide market. They're not like eZines that require the contact details of your leads beforehand. Videos can actually become viral ever so easily. Just launch one compelling and engaging video and you'll be surprised by the sheer amount of traffic it will be able to generate for your website.
- Videos are more efficient sales tools than any other digital medium. You can clearly and efficiently convey whatever you want to share. Videos provide visual and auditory mediums that you can manipulate to present your ideas in the most efficient way possible.
- Videos are known to be highly effective for casual online users who are quite hesitant when it comes to offers on the Internet. Since videos pack more credibility when compared to other mediums, they are more capable of winning the segment of a market that is generally considered hard-to-get.
- Videos allow a lot of liberty for creative expression. You are not limited to certain styles, manners, or rules. Your imagination can run free and create the most memorable and exciting package that your viewers are sure to appreciate and enjoy.

- Despite the high demand for videos these days, they are still considered unique and special presentation formats that are sure to entice people to “tune in” to whatever you want to share through such a medium. You will have fewer problems attracting their attention as videos, by themselves, have the power to draw an audience.
- Videos serve a lot of functions, all of which will be beneficial for your marketing campaign. As we will discuss in latter chapters of this eBook, videos can serve as your:
 - Products
 - instructional materials
 - medium for coaching or conferencing
 - medium for testimonials
 - viral marketing tool
 - calls to action
 - aesthetic additions to your website
- Your prospects are sure to love the videos you’ll offer. Videos are not as easily dismissible as other mediums. People generally get excited over videos and this will help you reach them better.

For further reading on Vlogs [click here](#).

Tactic 34: Other Video Streaming Strategies

You can also opt to host your videos elsewhere to save on bandwidth and storage space (which can be quite costly due to the demands of video streaming.)

There are many kinds of web hosting services dedicated to streaming videos. But expect to pay more for them. In exchange, you'll gain the ability to instantly broadcast your video content without requiring onerous downloads. The convenience that such a process can give will be beneficial for your online business in the long run, given the rising expectations of Internet users on the manner in which they can enjoy online content.

A cheap – well, actually free – alternative would be to host your videos on dedicated public terminals. Thereafter, you'd only have to copy a certain code to be able to broadcast your video content on your website.

There are many dedicated public terminals for videos on the World Wide Web today. But two such services stand out. These are:

<http://www.youtube.com>

<http://www.video.google.com>

<http://www.veoh.com>

<http://www.dailymotion.com>

<http://www.imeem.com>

<http://www.stage6.com>

<http://www.crunchyroll.com>

<http://www.metacafe.com>

<http://www.viddler.com>

Tactic 35: Podcasting

The term “podcast,” actually, is a new one, but in such a short time, it has won the prestigious Oxford Dictionary Word of the Year for 2005, resulting in the entry of the word “podcasting” in the pages of what is arguably the world’s most prominent American English authority.

Podcasts, basically, came from the word iPod.

Ipod, as we all know by now, is Apple’s flagship line of portable digital music players. It plays mp3 files, among other things.

Since its introduction in 2001, the iPod has given birth to a new market. Whereas before it was released, people were used to bringing along portable CD players to enjoy their music on the go. Nowadays, portable mp3 players are the norm. Indeed, the iPod has established an entire industry and has effectively made past technologies quite obsolete.

Today, there are thousands of alternative portable mp3 devices on the market, all of which have followed the iPod’s footsteps to success.

Also, there are currently 22 million owners of portable mp3 players in the United States alone. And 29%, or 6,380,000 people, of them have claimed to have listened to podcasts at least once.

We’re talking about a very, very, very big market here. And the untapped segment is even larger!

Podcasts are music alternatives for owners of portable mp3 players. Anyone, and I do mean ANYONE, can actually make a podcast.

For further studying on pod castings [click here](#).

Tactic 36: Ebay Traffic Baiting

Ebay.com is visited by millions and millions of users per day. That is a fact. Many people have made eBay the center of their business.

The majority of their retail sales are generated by this auction website.

You can “steal” some traffic from eBay.

Create an eBook about the subject of your website. Sell it for \$0.01. That’s right... just for a single cent.

Will people buy it?

Most definitely! A lot of eBay users are on the lookout for items they can buy just for the corresponding rating the seller will provide.

That your product is of high value will be a tremendous bonus that will only help your cause.

Your eBook, of course, should be populated with links to your website. Heck, your eBay sales page can likewise contain links to your website, so you can “steal” some of the page rank luster as well as some direct traffic from eBay itself.

Tactic 37: Social Bookmarking Services

Your browser program has a bookmarking feature that allows you to save the addresses of the websites you like, right?

Social bookmarking works the same way, only, you can save your favorites online. The “social” aspect of the entire thing is: you can share your list of favorites with other people.

Eventually, people will prefer social bookmarking websites over search engines as well. It is more reliable for all the reasons we have mentioned in the previous chapter.

Some of the most popular social bookmarking websites are: www.del.icio.us, www.del.irio.us, www.blogmarks.net, www.feedmarker.com and www.frassle.rura.org .

Tactic 38: Buying Text Links From High PR Sites

We have previously discussed how a link on a high PR website will eventually rub off the rank of the latter to the former. If your website has a link displayed on the pages of a website with a PR 5, your pages will ascend a few ranks in time.

Many enterprising individuals make it a business to establish websites that will claim high page ranks.

Thereafter, they sell real estate on such websites to display the text links from buyers.

Many such sellers can be found at www.digitalpoint.com, in the appropriate buy and sell section of the website's forum.

Buying text links from reputable sellers is a safe practice. It won't get you banned.

Tactic 39: Buying Traffic? Careful, Careful...

This will involve some financial outlay on your part, the amount of which would be dependent on how much traffic you want. Personally, I cannot totally recommend this option.

Most of the Internet marketers I know who use this option usually have multiple servers, so that when their IP address is banned by spam filters, they'll have another IP address to resort to.

You should also use your own mail server, since most autoresponders will cancel your account once a single spam complaint is received. Paid traffic exchange programs should be reserved for expert level marketers, as this approach is rather tricky.

Again, just to emphasize, ***this is not a method I would recommend*** and we're just including it here so that you can get a general picture of traffic exchange programs.

Buying traffic, however, can eventually work, but only if you consider them as leads and not immediate customers. It's like buying mere contacts, and you will still have to work your way into their hearts, so to speak, before you can win them over to make some purchases. It's a little risky, but it can be worth the effort, if taken under this light.

Tactic 40: URL Rotators

URL rotators are perfect traffic generating schemes for businessmen who own and operate multiple business websites.

With URL rotators, you are allowed to assign one URL address. Every time an online user visits the said URL, he is transported to one of your websites. The next time he visits the same URL, he is redirected to another of your websites.

With URL rotators, you won't have to promote different websites individually with different URLs. You can just promote one URL that will promote all your websites. You have various products being offered at the same time? You could take the URLs of their sales pages and rotate them under one URL.

The principle behind the use of URL rotators is quite simple. Your visitors will find it easier to acquaint themselves with one URL instead of having to familiarize themselves with several web addresses. URL rotators will allow you to use this to your advantage.

Tactic 41: MySpace And Other Social Networking Websites

Ever heard of MySpace.com ?

For many, many people, it's the ONLY reason why they log online. MySpace was designed to be a virtual place where online users can hang out. They can show the world what they are about through specifically assigned web pages individually assigned to each member.

They can also befriend other people they find interesting. MySpace's built-in networking system makes this very easy. A member can simply send an invitation to add another user as a friend. If the invitation is accepted, such a user will form part of the member's circle of friends... his very own MySpace network.

Try these specific steps to gain traffic from MySpace as well as other similar social networking websites:

1. Create an account. Creating an account with MySpace is easy and intuitive. You will not run into any problems when it comes to this step.
2. Choose a hip profile name. Since you'll be catering to a young audience, do choose a profile name that they will find cool. One of your primary objectives is to garner as many friends as you can. Hence, it is important to make your profile page as attractive to them as much as possible.
3. Pimp your profile page. MySpace accords you the liberty of using HTML codes to beautify your profile page. You can even integrate streaming audio and video that will enhance the effects of it. Just choose the components that are appropriate for what you are promoting and components that are interesting and exciting for your audience. Do read [My Early Days On The Net](#) and treat yourself to some healthy serving of HTML tutorials.
4. Invite friends – lots of them. The success of this strategy depends on how many friends you're able to garner. To win friends, you have to invite them. Generally speaking, MySpace members are quite receptive to invitations. They often approve such without hesitation. Veteran Internet marketers will tell you that it's easy to invite 1,000 friends per day. If you feel that this

is too daunting a task, you can try outsourcing the job. Consult with the [Outsourcing Survival Kit](#) for thorough help on this matter. You can also try the following solutions:

- MySpace automatic friend inviters. These programs are actually bots that run on autopilot. Just set them up and they will immediately send invites to as many people as they can find.
- MySpace train submitters. There are already existing MySpace trains, a list of people who are openly accepting friend invites. Having your name in several of these trains will ensure thousands of new friends within a short period of time.

As an alternative, you can always try services that offer to invite friends to your account by hand. Some of these services charge as low as \$20 per 1,000 friends. Another alternative is to purchase existing accounts that already have 20,000, 30,000, and even 50,000 friends under their name. Since MySpace allows customization of account settings and profile details, you can instantly adjust the profile page to suit your business.

5. Try to aim for at least 15,000 friends.
6. Now, you may have noticed the “bulletin” feature in your account. This will allow you to post bulletin messages which will be seen by all your friends. So, all you have to do is to invite them to check out your main website. Just one send, and they’ll all receive what you want them to receive.
7. Additionally, you can also mass-send private messages to your friends. There are some message senders that will help you out with this, all of which are dedicated to MySpace.
8. Of course, the tactics above are limited to the people in your network. You will want to target people who are outside your network as well. On your main website, you can add a “share this link with your friends” feature that will allow your visitors to

automatically send an email to all of their listed friends, telling them about your link. Additionally, there are some scripts which you can use that will allow your users to send your link to all their MySpace friends. This will most definitely increase the number of your MySpace friends for later harvesting.

Tactic 42: Sponsoring Contests

Everybody loves contests! They can generate unbelievable hype that can start a viral marketing campaign beyond your wildest imagination.

Offer fantastic prizes and you'll have people scampering to reach your website.

Offer contests on a daily basis and you'll have a solid traffic-generating machine at your disposal.

Tactic 43: Promotion Through Fun, Interactive Activities

People want to have fun. They're not searching for sites that will make them feel bad. They are looking for sites that they can enjoy.

Interaction is a surefire method of making them enjoy the experience of visiting your website.

If you have some games, contests, forums, and the like that will encourage your visitors to participate, they will truly savor the time they spend on your web pages. They will visit your website again and they will even spread the word about your online enterprise.

Try out [Turbo Quiz Generator](#) so that you can make your web pages more fun by incorporating trivia quizzes that people can answer.

Tactic 44: Interlinking Your Websites Together

Webmasters seldom focus on a single website. Often they have a handful of websites to manage.

One great way to increase the page rank for each of your websites is by interlinking all of them together. Even if they are not related to one another, try to find a logical way to leave each of your websites' links on your other websites.

This is a technique that's often overlooked, but highly effective.

A back link IS still a back link, even if it comes from one of the websites you own.

Tactic 45: Joining Web Rings: Rather Obsolete But Still Effective

Remember a few years back when webmasters were always on the lookout for web rings they could join?

Web rings, basically, are a collection of websites about a particular subject. Each member of a web ring is duty bound to display a rotating banner-type image that will advertise a random member of the group.

This used to be a great way to share traffic amongst each other.

Nowadays, the requirement of having to display the banner-type image is considered as too much of an impediment in designing a web page. The tactic still works, though, and should be worth a try.

Tactic 46: Press Releases

Press releases work the same way as articles. The difference is that press releases are distributed in entirely different venues and they are crafted for an entirely different purpose.

Press releases are news items. They should be effective, and they should concentrate on the 5 Ws of newsworthy pieces:

- Who?
- What?
- Where?
- When?
- Why?

Press releases should be “short but sweet.” They shouldn’t be laden with flowery words, nor should they ever try to sell a product. They should be more of announcements worthy of the news.

The most popular press release distribution service is www.prweb.com. Many people rave over the efficacy of their system, and considering the fame the said service has acquired throughout the years, it has become the number one online destination for many editors of web and print publications the world over.

Tactic 47: Joining Directories

It’s no secret how search engines have made millionaires out of their owners. Many online businessmen believe that directories – listings of websites per categories – are capable of the same... hence the preponderance of free online directories in this day and age.

Whether or not such is a dream or a reality is open to debate.

What cannot be denied, however, is the extreme benefit that webmasters can gain by having their websites listed in these directories.

Not only will directories provide direct traffic, they are excellent sources for back links as well.

One such directory, www.dmoz.com , should be a priority. Not only is it a high PR website that can help your pages' own PRs, but inclusion under www.dmoz.com has become a prerequisite to enrollment with the directories hosted by the big boys, the search engines themselves.

Tactic 48: Submitting Testimonials For Other Webmasters/Marketers

Testimonials and other third party recommendations are essential for any online business.

Sales pages that contain testimonials generally have a higher conversion rate than sales pages that don't. You could use this need to your advantage by writing testimonials for other Internet marketers.

By way of practice, the marketers who receive your testimonials would include your name and a link to your website below the said testimonials they will publish. This would benefit both parties. Your name and your website's link would add credence to the testimonials you have written and which are displayed to sell other marketers' products. And the inclusion of your website's link would fetch for you some fresh traffic that would be advantageous for your online business.

Tactic 49: Email Marketing

Relying on new visitors alone would be disastrous for your online business.

There will come a time when you will have exhausted every means to invite new users to visit your website and you'll be caught at a dead end. You must have a system set up that will compel previous

visitors to grace your web pages again. This will give you the surely sustainable traffic that you will need.

It is an established fact that only 2 out of 279 visitors, on the average, will decide to make a purchase. What will you do with the other 277?

If you allow them to walk away, then chances are, you will lose them forever. So the solution is very simple... as much as possible, don't let them walk away!

How are you supposed to do this?

Veteran Internet marketers use a follow-up system to capture the contact details of their visitors so that they can somehow convince them to visit their websites again at a future time. A follow-up system captures the email addresses of visitors and collects them in a subscription for a mailing list.

The heart of every follow-up system is an excellent autoresponder service. An autoresponder service will allow you to prepare your messages beforehand and deliver them according to the schedule you set. Additionally, an autoresponder service will also allow you personalize your messages, well, automatically. Your recipients will be referred to by their given names, and on certain occasions, the autoresponder would even greet them on their birthdays. This, added to the fact that an autoresponder service will take care of the subscriptions on auto-pilot, makes it an essential investment for every online business.

But not all autoresponders are built alike. Some are simply better than others. I would like to recommend [TurboResponders](#) service, which has been garnering rave reviews since its inception. Simply, they don't come any better than TurboResponders, Plus, you'll be able to avail of its benefits at a price that won't be a burden to your budget.

Tactic 50: Publishing An Ezine

Once you have captured their contact details, it's time to send them some messages.

These messages, however, should not be purely commercial in nature. If you send them email after email after email, trying to sell product after product after product, they'll just consider your messages spam.

The trick lies in giving them something valuable.

One valuable thing you can easily deliver to their inbox is information... information carried out by what we call as an electronic magazine or eZine. Publishing an eZine is very fun, especially if you love the topic you are discussing. It may not even feel like a job!

Do read the [Ezine Publisher's Manual](#) for some terrific tips on how to conceptualize, build, and operate your own eZine publishing empire.

Tactic 51: Publishing A Free E-course

An e-course is composed of written lessons separated into several parts, with each part delivered on a certain day to the subscribers.

For example, to attract new subscribers to my mailing list, [TurboZine](#), I will offer a 7-day e-course that will teach people how to make real money online. I could deliver the 1st part of this e-course to my subscribers immediately after they have subscribed, and the 2nd part three days thereafter, and so on and so forth.

The term alone conjures a sense of education, and education is often associated with value.

In essence, with a free e-course, you will be offering something valuable at no cost. This is too much of a good thing for people to turn down. You will be able to generate a mountain-load of traffic with this tactic.

Tactic 52: Stumbling Upon StumbleUpon

StumbleUpon.com is a social bookmarking website. It's so named because visitors who "stumble upon" your website and begin to like what they see can announce to the Internet that they have "stumbled upon" a really great website.

The more people report your website in this manner, the more brownie points you will receive. The more brownie points you receive, just like with Digg, the more people will visit your website.

There are actually StumbleUpon groups formed between many webmasters. They are so gathered because they have dedicated themselves to giving StumbleUpon points to each other's websites. It's like a cooperative of sorts, where, instead of commodities being shared, StumbleUpon points are being allocated.

You can find such groups on popular webmaster forums these days.

Tactic 53: Viral Marketing With Information Products

Everybody loves free products, especially if such products are packed with amazing value.

Imagine distributing an eBook or special report discussing the subject tackled by your website in such an illuminating and distinctive manner. Ebooks and special reports are information products... digital items that can be spread out fast.

Imagine further if such an eBook or special report contains your website's link? It would get more and more exposure as more and more people get to read the carriers of the viral business message. And because the eBook or special report contains valuable information, the spread would be facilitated automatically, as your recipients will want to share what you have imparted in it.

This will give you an unlimited source of traffic that will last for a long, long time.

Tactic 54: Viral Marketing With Solutions

Instead of information products, you can distribute other digital items that can be downloaded easily. You can, for example, hire a programmer to create a software application you can share for free.

Again, of course, such digital products should display a link or host a feature that will direct the users to your website.

Tactic 55: Joint Ventures Never Fail

The secret of big-time Internet marketers who are capable of million dollar revenues at launch date is this: joint ventures (JVs).

Joint ventures are partnerships between several individuals – including webmasters – for the pursuit of a common goal. JVs are a brotherhood of sorts, where one member works for what would be best for his co-members, his “brothers.”

Each JV partner will have his or her own resources, such as mailing lists, promotional tools, marketing paraphernalia, websites, blogs, RSS feeds, bonuses that can be delivered, and affiliate systems. If you’re able to get 10 JV partners for a particular campaign, for example, imagine the amount of resources available at your disposal.

Imagine how many people your campaign will be able to reach.

Here is the BIGGEST secret of the self-proclaimed gurus in Internet marketing – the ability to choose the right JV partners.

Mastering the art of joint venture formation is an essential skill for any online businessman. Consult with [JV Broker 101](#) for a list of fantastic

techniques on how to build excellent JV relationships with other NETrepreneurs.

Tactic 56: Buying Expired Domain Names

Some domain names already have built-in traffic. They may have been generating visitors – lots and lots of them – before, but for some reason, the webmaster has abandoned the project, or perhaps, has forgotten to renew the said domain name.

This can be your opening.

If there is a good domain name, or one that used to point to a popular website, but has not been renewed...

BUY IT!

You can use a URL redirector on the said domain name to lead people to your own website. Some of these domain names, though they may cost a fortune in the usual course of online commerce, may only cost the regular fee to be renewed in the proper way.

Tactic 57: Co-Registration Services

If you feel that you just have to buy traffic, do consider co-registration services first. Co-registration services are great alternatives to the dangerous anonymity of traffic-selling enterprises.

Co-registration services are more desirable options compared to traffic exchange programs. With co-registration services, you won't have to worry about generic traffic being led to you. People would actually read what you have to share and sign up at their own free will.

Co-registration services work in a simple manner. They will advertise your sign-up page on a high traffic site. This means that your sign-up

page will be exposed to a lot of people. This is all you will need, and again, this is a better alternative than unverifiable traffic provided by most traffic exchange programs. The fact that your signups are interested in what you have to offer means that there is a higher likelihood that they will purchase the products you will eventually share with them.

Since co-registration services provide sign-ups who have chosen to, well, sign up to your mailing list, spam complaints will be reduced and your mail server won't get banned by the free email services on the World Wide Web. One of the primary problems brought about by most paid traffic exchange programs is that they trick online users into signing up to your mailing list, hence increasing the chances that they will complain about not having agreed to receive your messages in the first place.

Tactic 58: Making It Easy For Your Visitors To Share Your Website

Sometimes, your visitors get to REALLY love your website so much that they want to share it with other people.

The problem is, it's often too much of a burden to do that. They have to open their email programs to send the URL. They have to power up their messaging systems to send a message. They have to call the people they know just to inform them of the address of the said website.

Making it easy for your visitors to share your website with other people will go a long, long way in ensuring traffic by waves; that is, traffic that will generate more traffic that will generate even more traffic, and so on and so forth.

Check out [Turbo Tell A Friend](#), a program which I invented just for this purpose. It has worked wonders for my content sites, and I'm sure it will serve you just as well.

Tactic 59: Translating Your Web Pages Into Different Languages

Not all Internet users understand English. It goes without saying, hence, that translating your web pages into different languages – especially the languages that are embraced by large populations, will dramatically increase your traffic.

Languages like Spanish will provide a big boost, seeing as how Spanish is one of the oldest languages in the world, and is spoken by at least 17 countries today.

Arabic is likewise a language worth pursuing, as the entire Middle-East can be a target market.

You don't know such languages?

No problem.

You can always hire a translator from freelancing websites like www.rentacoder.com and www.elance.com .

Tactic 60: China... The Last (Digital) Frontier

1/3 of the world's population comes from China. And with China's regulations against globalization easing up, it's just a matter of time when 1/3 of Internet users will be Chinese.

The English literacy rate in China is quite low. Most of them won't be able to understand the contents of your website.

Translating your pages into Chinese will open up a huge, huge, HUGE market that will provide a fantastic source of traffic!

Tactic 61: Take Advantage Of Holidays!

Everybody looks forward to holidays... the merrymaking activities of Christmas, the revelries of the New Year, the romantic scent of Valentine's Day... even the exciting prospects of non-traditional holidays like Super Bowl Sunday!

Run a website special during particular holidays.

Decorate your web pages with ghostly thrills come Halloween, for example. Or, if you're running a commercial website, sponsor a Christmas sale come December.

Tactic 62: Slogan And/Or Logos For Easier Recall

What better way for people to remember your website than with a distinctive logo or a catchy slogan?

Surely, they won't easily forget a byline that perfectly reflects what your website is all about. And neither will they easily forget an image that heralds your online enterprise.

Tactic 63: Syndicating Content Throughout Multiple Platforms

If you have many websites, or many partner websites, or many sub-websites as in the case of websites given to affiliates and the like, you'll want to syndicate content throughout all of them.

[Turbo Syndicator](#) allows you to syndicate content throughout multiple platforms with so much ease.

Tactic 64: Web Design Basic – Does Your Web Page Load Fast?

Using many images in the design of your web pages may be very tempting. Making your website aesthetically pleasing is an obvious goal, after all.

But some elements added to your pages can be burdensome for many of your prospective visitors. Remember, not all Internet users are on fast connections. A great number of online denizens are still connected via dial-up or even slower devices.

You can still create web pages that are catchy, but with a minimal number of elements that will slow down the load time.

Your design philosophy should be this: less is more.

Tactic 65: Sponsoring Web Events

The key to stirring up attention for your website is to get your prospective visitors excited. And how can you brew such excitement?

You can sponsor a variety of web events that will tickle their fancies. Examples of web events are the following:

- video conferences
- simple chat conferences
- contests like raffles, lotteries, and the like
- competitions
- interactive activities like collaborative novels, “name that ____” games, and others.

Tactic 66: Sponsoring Real Life Events

You are not limited to web events, of course.

You can go offline to conquer the real world. Some real life events you can sponsor are the following:

- seminars
- movie premieres
- theatrical plays
- poetry reading sessions
- sports competitions
- others

A lot of real world activities are on the constant lookout for sponsors. Some of them will offer good advertising space for a minimal fee. Check out the classified ads of your local newspaper, and for certain, you'll find sponsorship invitations from many organizing groups.

Tactic 67: Take Advantage Of Seasons

Just like holidays, people are wary of seasons. Unlike holidays, seasons don't usually put people in a jolly mood.

People are cognizant of seasons to adjust their lifestyles properly. Winter dictates a bout with snowy weather and thick coats to protect us from the biting cold. Summer tells us to prepare comfortable clothes that will allow our bodies to breathe. Autumn usually brings the rains, so outdoor activities should be pursued with caution.

You can add content to your website that will reflect the changing seasons. Offer your visitors a good read during the rainy days of November or the chilly nights of December. Excite them with vacation possibilities during the weeks leading to summer.

Tactic 68: Take Advantage Of Popular Culture And The Hottest Trends

Pop culture references and hot trends rule search engine inquiries.

If you can incorporate them into your content, you may be able to get some traffic from queries searching for info about them. The hottest song on the Billboard Charts, for example, can be used as the object of an anecdote in one of your blog entries, and such an entry will appear in search engine results pages for inquiries on that hot, hot single.

You can check out some hot topics over at www.buzz.yahoo.com .

Bear in mind, however, that if you want to generate traffic for your online business, the traffic you will get from this tactic will not be what we would consider as “targeted.” But this technique is good for getting leads that you can court over time.

Tactic 69: Do Not Count Out Offline Advertising

Try advertising your online venture in the local newspapers. Distribute flyers promoting your website. Better yet, publish bumper stickers carrying your URL. Print t-shirts, give away coffee mugs, spread brochures..., all of which promote your business on the World Wide Web.

Offline advertising will reassure your online prospects about the credibility of your venture, and it will also attract a new audience that you wouldn't normally tap if you limited yourself to online advertising.

Tactic 70: Building Your Own Forum

Earlier, we discussed forum marketing as a great way to promote your website.

But... if you have your own forum, you'd be able to give your already existing visitors a reason to come back... over and over again.

You can build your own forum, most definitely. You can attach it as a section of your website which your visitors can access on their own accord. Having your own forum would bring a new set of benefits for your online business.

- Forums are a tightly-knit community. Often, members in a forum become friends, as they share the same passion and engage in an exchange of thoughts and helpful advice. As such, having a forum attached to your website would give you a consistent influx of visitors on a daily basis. Forum members make online communities their hangouts in cyberspace. Your website would greatly benefit from the regular flow of traffic that a forum would provide.
- Forums would make your website more attractive to potential visitors. A lot of online users are actually looking for communities to frequent. If you can provide this, then you're sure to have some loyal traffic patronizing your website.
- Forums would add prestige to your website. Being able to offer a venue where people could meet and greet each other is not something that people would expect from ordinary websites. Having your own forum would be an excellent step for branding purposes.

Tactic 71: Have Fun!

The Final Technique As An Excellent Summary To Conclude This Electronic Guide

Let me tell you right now... if your heart isn't into your websites, then forget about the online industry.

You must learn how to love what you're doing, because it will show in the finished product. On the World Wide Web, there are few things more pitiable than a website that exists solely because the webmaster wants to earn a few bucks via direct sales, affiliate sales, or PPCs.

Your love, your passion, will show on your web pages.

If you're not into it, your website will just look like a half-baked effort that won't be worth your visitors' time.

Tell me, who'd want to visit a website like that?

John Delavera & {--your-full-name--}