

THE
WEBSITE
TRAFFIC
HANDBOOK

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Marketing Resources

Mastering On-Page SEO - How to Create a Search Engine Optimized Website. Your website needs to be primed for traffic.

Website Traffic Handbook - How To Get Targeted Traffic To Your Website. This report will show you free strategies on how to get targeted traffic to your website.

AWeber You need an auto responder service to capture the names and emails of your visitors and a means to deliver messages to market to them later. Email Marketing is the foundation of all successful Internet Marketers. *You will learn more about this later.*

PopUp Opt-in Box This Pop-Up light box appears on your website at a predetermined time and freezes your website in an effort to force the visitor to opt-in to your email list. It's a little annoying but great for list building/Email Marketing.

WordPress You need to build your site with WordPress. *DO NOT USE HTML.* WordPress is the infrastructure or framework from which you need to build your website. It's *FREE*.

Optimizepress Use for squeeze pages and sales pages. Take a look at some of my squeeze pages built with Optimizepress here...

- <http://websitetraffichandbook.com/>
- <http://masteringonpageseo.com/>

Recommendation: *Build your own identity on the web by creating your own unique landing pages that no other Marketer is using.*

Google Analytics This is a *FREE* tool that measures your website traffic.

Google Webmaster Tools This is another *FREE* tool that Google uses to communicate with you about your site among other things.

Market Samurai This software helps you find keywords to target and rank for and markets to get in.

Yoast WordPress Plugin Use this *FREE* WordPress plug-in for adding metadata, titles, measuring keyword density etc... Great for SEO.

AVG: FREE Anti-virus and anti-spyware protection. <http://free.avg.com/us-en/homepage>

CCleaner: FREE PC cleaner that removes unused files from Windows to run faster and smoother. Get it here: <http://www.piriform.com/ccleaner> This software has saved me from having to re-format my computer. Highly recommended.

To get the full list of recommended resources visit:

<http://seooptimizedguide.com/internet-marketing-resources/>

Introduction

The Website Traffic Handbook - How to Get Traffic To Your Website was written in an effort to demystify the process of getting **quality targeted traffic** to your web properties. This report methodically outlines methods and approaches toward achieving this end. Some of these models may be familiar to you and state the obvious, some not so familiar, at any case, this information is intended to be a complete overview of my methodology toward driving traffic. Furthermore, this report is focused on organic traffic, not paid. Although paid traffic is faster, can be very targeted, and beneficial, organic traffic is sustainable, viral, and can build upon itself. No matter what strategy best fits your business model, organic traffic should be part of your long term strategy.

Although this report is focused on generating traffic to your website, you will notice some of the traffic models mentioned in this report have little to do with search engines. Sorry to disappoint you. Why is that? If you want to build a long term business that is **successful**, and **predictable**, do not build a business that is solely **dependent** on **another business**. You need to build your business that can stand alone without being at the mercy of another. Build your business in a way that no Google update can wipe you out of the index at any moment thus make your revenue disappear overnight. Google owns search engines, but they do not own the internet. Most website owners wrongfully assume that the only way they can succeed on the internet is to get their website on Google's first page for their search term and that their success lives or dies with Google. This may be your method of thinking, it definitely was mine. Although search engine traffic is important and relevant, it is not superior to other forms of traffic as you will soon discover. *Also, you should always build your website that is search engine optimized. There is no question.*

So in this report, we will talk a little about search engines (*Google*) and Internet Marketing Business Models and how they relate to driving traffic to your website. But before we continue, it is important that your website is primed for traffic. So if you have not yet done so, please visit Amazon and download "[Mastering On-Page SEO - How to Create a Search Engine Optimized Website](#)," I recommend you do that before you read any further. That report lays the

groundwork for this one. It is important that you have a solid infrastructure to your website that is SEO optimized and built with marketing principles. If you do not have that foundation built, you may not achieve the maximum benefits of this information.

So going forward, I will start with laying out the core *off-page SEO factors* you need to know that are relevant to this report. This report however is not an "*SEO Course*," it is an introduction to various *Internet Marketing Business Models that you can harness that drive traffic*. With that said, let's begin with defining off-page SEO.

The Foundation of Off-Page SEO

Off-page SEO are the activities that occur *outside* the website that help advance a website's search engine ranking. Approximately 70% of your search engine ranking is what happens off-page. This is important because Google measures your website's importance by the links that point to it. These links are referred to as backlinks and or incoming links.

What are Backlinks?

Backlinks are links from other web properties that point to your website. These backlinks are viewed as a vote of confidence from your peers, which in Google's mind, represents how you are perceived by other websites and social networks. All backlinks are not equal, they should come from relevant sites to your topic and the higher the PageRank of that site that links to yours, the more weight that backlink is given. So the more high quality backlinks to your webpage, the better your site will rank in the search results. So by creating backlinks to your website, your search engine ranking will rise thus create more traffic to your website.

When sending links to your website, it is important to first understand what is *PageRank*, *anchor text*, *Nofollow* and *Dofollow*.

Google PageRank

"PageRank is a algorithm used by Google for classifying the importance of websites and is measured from 0 to 10. PageRank is determined by a number of factors such as the quality and quantity of backlinks. Web page that have links from high Google PageRank websites receive a high rank itself. The links however have to be relevant to the topic. The absence of links means that there is no support for that web page and it will not get satisfactory Google PageRank."

Anchor Text

Anchor text is the visible words that hyperlinks display when linking to another location on the web." Example: If I say, "*Eating organic* fruits and vegetables is healthy." The words "*eating*

organic" is the colorful anchor text that links to: <http://www.prevention.com/homepage> and suggest to Google that www.prevention.com is relevant to *eating organic*." This helps Google determine what websites are about. Webmasters however started to abuse anchor text and would create thousands of backlinks using the same keyword phrase for every link. So Google with its recent updates put a stop to that.

Google's Penguin updates are closely looking at the anchor text used to link to websites. Penguin looks for *identical* and or *duplicate anchor text* which would suggest that the links are unnatural, artificial, and made by some automated service for the purpose of manipulating search engines. If the anchor text linking to your website is *keyword heavy*, this seems unnatural as well. If you get a sudden *spike of incoming links*, that also seems unnatural. So remember, *anything that may appear unnatural*, don't do it. So by diversifying your anchor text with a focus on variations of your website's topic and keywords and slowly increasing the backlinks to your website, you will be free of any anchor text penalty by Google's Penguin updates. So when selecting your anchor text, also consider using the following approach:

- Use you URL: <http://seooptimizedguide.com/>
- Also use your brand name: [SEO Optimized Guide](#)
- Also use your name: [Armando Rodriguez blog post](#)
- Also use common anchor text like: [click here](#), [click the link](#), [go there now](#), [download now](#), [sign up here etc...](#) Remember, anchor text needs to appear natural. Let's move on...

NoFollow and DoFollow Links

There are two basic types of links that you can get. Let's take a look at them both:

- **NoFollow Links** - These links do not count as passing link juice from the sending website. Google simply counts the link and that is it. No PageRank or any other form of credit, power, love is transferred.

- ***DoFollow Links*** - These links however do transfer link juice and PageRank . Google uses these links to determine your relevance to your market.

Generally speaking, Webmasters only like to get backlinks from high PageRank websites that are classified as ***DoFollow*** websites. This is because these websites pass link juice to websites that they link to. So should you only focus on getting links from DoFollow websites? No.

Remember what we discussed earlier about looking natural. If you have 10, 0000 backlinks to your website and 100% of those links are from DoFollow websites wouldn't that seem a little fishy? That would look unnatural and would suggest to Google that the links were created for the sole purpose of manipulating search engine rankings. Google looks for these patterns. So when getting backlinks to your website, it is important to get a mix of DoFollow and NoFollow links. A 60/40 DoFollow links would be considered safe.

This information covered will be useful to you when you begin marketing your website on the web. If you want further your education on building backlinks, I highly recommend,

"Traffic Recon - How to Uncover Massive Traffic."

Matt Callen does a great job explaining Off-Page SEO in a manner that is comprehensive but easy to understand. So now we will move on and I will introduce where to get backlinks and define the strategies that drive targeted traffic. Let's start with the major player on the internet right now, Social Media.

Social Media Marketing

Social Media Marketing is the science of bringing awareness to your brand by using social media sites. This is a great medium to help communicate your website's offering to a targeted group of "like minded" people thus generate traffic and leads to your business. Social media is now a big player in SEO as well because it is becoming apparent that Google is using it in its algorithm. Google uses social media signals to determine a website's importance and relevancy by recognizing "links," "likes," and "shares." Websites that have more activity on social media give Google the perception that they are more relevant to their market.

So the first step in Social Media Marketing is to create accounts for all the social media networks. The most popular social networking sites are:

1. <i>Facebook</i>	11. <i>Orkut</i>
2. <i>Twitter</i>	12. <i>CafeMom</i>
3. <i>Youtube</i>	13. <i>Ning</i>
4. <i>LinkedIn</i>	14. <i>Meetup - Recommended</i>
5. <i>Pinterest</i>	15. <i>myLife</i>
6. <i>MySpace - Really?</i>	16. <i>Multiply</i>
7. <i>Google+</i>	17. <i>StumbleUpon</i>
8. <i>DeviantArt</i>	18. <i>Reddit</i>
9. <i>LiveJournal</i>	19. <i>Tumblr</i>
10. <i>Tagged</i>	20. <i>Digg</i>

After you create your accounts and complete the profiles with bio, image, and everything else they ask, you need to link these profiles to your *WordPress* website. *WordPress* comes pre-wired to run some of these social media networks. For the other networks you will need a plugin like [Social Media Widget](#). This is a *FREE* plugin that allows you to install and link your social media accounts easily to your *WordPress*. Once *WordPress* is wired to your social networks, complete the steps below.

1. Send links from your social media accounts to your website. These links will probably come from your bio, about me page, and or post.
2. Ask your friends or network to send links from their account to your website. If its Facebook, have them simply write up a post about your site thus recommending it to their friends. I used to think "likes" had no significant value, but I was wrong. Also there is a great Facebook product called, "[ViralFBFormula](#)" by Kevin Sousa. Highly recommended.
3. On your website you will have social sharing buttons in which case will encourage your visitors to quickly "like" a blog post, a video, a podcast etc... This will help your message spread virally. Also ask your readership to share the content with their friends using these buttons. Remember to use "Calls to action" in your post.
4. Join groups in your niche and participate in the conversation and answer questions you feel comfortable answering. When participating in these conversations and providing valuable information, people will be curious of you and want to visit your profile, then your site.
5. Create a group focused on your topic. You will be the administrator and set the tone of the conversation. Offer your group an incentive for joining such as "private training." This will also be a great environment for the group members because it will be a tight community.
6. Create a contest on these social media networks to grow your email list, likes, and traffic to your site. Go to [Contest Domination](#) to learn more.
7. Join [Meetup.com](#) and look for communities in your area that are focused on your topic. This method may not drive thousands of visitors to your website but is a great way to connect with others in your niche, bring awareness to your brand, and learn what others are doing.
8. Stay connected with the various means to driving traffic using social media. For example: Amy Porterfield is a Social Media Expert that uses webinars and other techniques to drive traffic from social media to your website. Learn more about her program here... [Amy Porterfield](#).

Content Marketing

Content marketing is the practice of attracting prospects to your website by providing high quality informative content in the form of a blog, video training, webinar, book, report, and ***DISTRIBUTING IT***. This free content will be distributed all over the web, it will be found, and act as a magnet to pull people to your website to learn more. Remember, people are always looking to further their education and knowledge. *This is how Content Marketing Institute explains it,*

"Content Marketing is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action." Content Marketing Institute - <http://contentmarketinginstitute.com/what-is-content-marketing/>

Content Marketing does several things like,

- *Brand awareness*
- *Reach people that would normally not find you*
- *Teach others and build relationships with your prospects*
- *Establish yourself as an authority and or expert*
- *Gain influence with the consumer*
- *Sell your products on the backend*
- *Customer Retention*
- *Create passionate followers*
- *Customer service*

Internet Marketing today is not about ***SELLING***, it's about ***TEACHING***. If you pay close attention at what is happening right now on the internet, specifically in your inbox, you will see something like this, "***FREE Webinar - Discover the 5 Secrets To Higher Conversions.***" What this does is draw people to the webinar to learn a piece of information that is relative to their life and or business and acts as a ***hook*** and because it's ***free***, there is no objection so you will attend. A good webinar is focused on delivering pure content, then at the end of the webinar,

they pitch their product. *Brendon Burchard* is probably the best example of this. His content is 95% focused on providing high quality information and 5% is geared toward selling one of his books, training course, coaching programs etc... People get hooked on his free content which leads them to buy his products.

Contenting Marketing In Reality Is Pre-Selling

Content Marketing has flipped what we understand to be selling. In a traditional selling model, a salesperson pushes a product or service onto the consumer and by the use of psychological triggers force the consumer to buy regardless if that consumer will benefit from the use of their product or service. Content Marketing however is the exact opposite. In this scenario, the consumer is educated by receiving valuable information free of charge, during this time however, the Marketer is building likeability, trust, expertise, and authority on the topic. So when the presentation is almost finished, the Marketer says, *"By the way, if you like that, you will love this. Let me introduce you to my Elite Personal Coaching Program."* Have you seen this before? I'm sure you have, it's pretty genius or sneaky huh? :) In which case, that is the way it is done.

Remember, Content Marketing is the foundation of selling on the internet today. If you want to sell anything online, don't focus on selling, focus on teaching others. People on the internet are looking for answers to their problems so they surf the net in an attempt to gather this information. Do you go to Youtube to watch a commercial? How about to watch a sales pitch?. No. You go to there to gather viable information in a rather quick and entertaining way. Video is a great medium for content marketing.

Blog Marketing

If you are a website owner, blogging should be an instrumental component to your marketing efforts. Blogging is a powerful tool to help build yourself as an authority within your niche and help build brand awareness. And just like Content Marketing, your blog should not be focused on selling. Instead it should focus on being informative and share high quality content that is useful to the end user. It will be the magnet that draws people to your site. Publishing content frequently will result in return visitors to your site and happy search engines. Having great content on your site will make everything work. Without valuable high quality content on your website, you should just quit.

Blog From Your Own Domain

You should blog from your very own domain, not a blogging network like *Blogger.com* or *WordPress.com*. Blogging from your own site will make you look professional and will help out your branding efforts. Your website should have the means to do this easily, that is if you are using WordPress from WordPress.org of course.

Build Relationships

Building relationships is key to internet marketing. People buy from people they *know*, *like*, and *trust* and blogging will help create and or engineer that outcome. When writing compelling blogs on your website, your visitors will be compelled to comment and offer their insights on the subject at hand. This will be an opportunity for you to respond and engage with your readership. Responding to comments is a great way to build those relationships with people that will buy from you.

Offer Insights

Website content is usually written formal and can appear somewhat "*corporate*." So blogging is the perfect place to humanize your company, website, and brand. Offer your readers your insights and perspectives with issues related to your niche. Don't be afraid to inject your

opinion either. Maybe you will turn some people off, that's ok, they probably won't buy from you anyway. To your readership however, you will build credibility, trust, and likeability.

Become an Authority

Blogging will demonstrate your knowledge on a topic that regular website content will not do. This is the means in which you will gain leadership, authority, and a followship. Through your blog you will convey your expertise, your history, background, and your vision.

Write Your Blog With SEO on Your Mind

Consider writing your blog post with keywords in mind. Your blogs should be geared to keywords, keyword phrases, and long tail keywords. Think of the keywords people would type in a search to find your blog post. You can also get help with determining what people are searching for by using the Google Keyword Planner. Make sure to read, [Mastering On-Page SEO - How to Create a Search Engine Optimized Website](#) and learn how to do this.

*I personally do **not** always follow this rule. I write my blog post with the reader in mind and often times attempt to paint the big picture that is not commonly seen or written about. So as an effect, my blogs are not laser focused on a topic and so I lose search engine traffic. I have no problem with that. Visit my blog at www.seooptimizedguide.com*

Link Bait

When your website content and blog post are researched, thought out, and packaged concisely, others in the blogger sphere will link to your website when making a reference to something you wrote about. For example: Lets' suppose you surveyed your email list on any given topic, you can then publish these results so other Marketers can use this information in their business So consider posting or sharing internal statistics, surveys, consolidated reports, making reports, sharing your perception of market trends based off hard data etc...

Publish Fresh Content Frequently

Google looks for new, fresh, and relevant content for its users. So since that's what Google wants, that is what you should give them. Google's algorithm places a high importance on this factor.

Guest Blogging

Guest blogging is a great way to communicate your ideas to your market from the platform of another blogger's websites. Doing so will get your name out there in the community that is within your niche and do two things. 1. It is going to bring traffic to your website. 2. It is going to generate backlinks. You really only want to guest blog on sites that are generating traffic and if they have high PageRank, well that will be ideal.

Blog Commenting

Comment on other sites closely related to your niche. Focus on contributing and adding value to the conversation. Others will read your insights and want to learn more about you, so they will click on your post to go to your website.

Email Your Subscribers

When you publish new and relevant content on your blog, this will be a great opportunity to send an email blast to your email list to bring traffic to your site.

If you are in the market for a blogging course, I highly recommend this one: [Click here...](#)

Email Marketing

Email marketing is by far the ***MOST POWERFUL*** Internet Marketing Business Model that exist and surprisingly, not that much talked about within IM. It is probably because people focus on the obvious and topics like SEO, Google, Social Media etc... have higher profiles in which case get more attention. People should instead focus their attention on what is not seen by the eyes to undercover the foundation to each business. For example" If you look at every successful Internet Marketer, Email Marketing is at the root of their business model. Email Marketing is a "*behind the scenes*" type of operation which makes it difficult to get a solid grasp of thus understand. Also, there is a lot of psychology used in selling and most Internet Marketers are afraid to reveal their *psychological* and *scientific* selling techniques to their audience out of fear that they will not want their products.

So when building your Email Marketing foundation, you will need an *auto responder service* like *AWeber*. The purpose of using such a service is you will need a way to capture the emails of your visitors from your web properties and a way to send them messages automatically. So by gathering the emails of your visitors, you will have a targeted list of customers or data base of potential customers for the strict purpose of marketing to them later. Your email list is your *business asset*.

How To Build Your Email List

You will build your email list by having an opt-in form above the fold on your website or blog. Offer something of value for ***FREE*** in exchange for someone's email address. You can also set-up other web properties designed strictly to capture email address. These landing pages are called *squeeze pages*. They are called that because they are designed to "*squeeze emails*" out of people that visit the site. Visit: www.websitetraffichandbook.com to view the squeeze page for this report. In IM, the size of your email list is almost always proportioned with your revenue.

How To Get Traffic With Email Marketing

When you add new and relevant content on your website, send an email blast to your subscribers about the new post using a catchy subject line. Your subscribers will be intrigued to read the new post so they will click the link and visit your website to read the article. The more subscribers on your email list, the more potential visits to your website. Remember, you should always strive to solve people's problems and or add value to people's lives and only recommend products that achieve that end.

Remember I called your email list your business asset?

Once you have acquired 100 to 200 subscribers through your marketing and paid traffic methods, you can leverage communities like www.safe-swaps.com and partner with other email list owners and begin to send mailings for each other, this will increase your subscriber base. Only trade with partners who you have purchased a solo add before and achieved a good result. Some list owners have low quality email list.

Build A Relationship With Your Subscriber

Building a relationship with your email list is paramount. I recommend you read the report "[Psycho Profits](#)" to learn more about writing compelling copy.

Lastly, it takes on average 7 communications before that visitor decides to take action. Email Marketing helps in this regard. It allows you to communicate with your leads which helps build a relationship more quickly which helps in conversions. Remember, your best customer is a return customer.

Please read my blog post titled: "[Mistake #7: Website Owners Don't Build a List.](#)" Email Marketing is at the root to every [Internet Marketer's Business Model](#). I suggest you **IMMEDIATELY** begin implementing your Email Marketing strategy.

Video Marketing

Shoot videos and post them on your YouTube channel and other video sharing sites. Video is great for communicating your brand to the world as video makes for great entertainment and is informational at the same time. Your videos should *not* be focused on selling, rather should focus on teaching and should end with a clear call to action by instructing your viewer on what you want them to do. Second, add a link to your website or squeeze page on the description of the video. Note: By sending traffic to your *squeeze page*, you will build your *email list* faster. If you send traffic directly to your website, there will be too many distractions there thus will not help build your email list. Only send traffic to your website if that is part of your strategy. My strategy is building my email list. Lastly, make sure to optimize your title, description, and tags.

So How Do You Create Screen Capture Videos?

1. *Camtasia* - This software is great for screen capture presentations like power points. You will need an USB headset or USB microphone.
2. *Animoto* - This software makes it easy to create beautiful videos without any voice, acting or editing talent.

These are the top video sharing sites.

1. *www.youtube.com*
2. *www.dailymotion.com*
3. *www.vimeo.com*
4. *www.metacafe.com*
5. *www.break.com*
6. *www.veoh.com*
7. *www.blip.tv*
8. *www.mefedia.com*
9. *www.viddler.com*
10. *www.stupidvideos.com*
11. *www.flickr.com*

Podcast Marketing

Create a podcast or audio versions of your books, ebooks, blog posts, reports etc... People love to listen to audios when commuting, at the gym, mowing the lawn (*or at least I do when mowing the lawn*). Once you get the audio version completed, upload them on blogtalk radio, itunes, amazon mp3, audible, ebay and any other marketplace you find. This is a great way to get your message out. If you don't want to do the recordings yourself, hire a voice over talent to do it for you. Go to odesk, elance, and or fiverr to find someone. Remember to send links to your website using unique anchor text.

If you want to learn more about podcasting, I recommend you visit:

www.smartpassiveincome.com and listen to Pat Flynn. There isn't too many honest Marketers out there - he's one of the good guys.

Document/PDF Sharing Marketing

Document sharing is an extension on Content Marketing. This is what you want to do: Create a PowerPoint presentation or write a report, ebooks, blog post etc... and share them on Document/PDF Sharing Sites. You can also upload videos, PDFs, office documents etc...

SlideShare is one of the largest community for sharing content among industry professionals.

To ensure you get traffic back to your website, make sure your slides include links to your site on the description and in the presentations.

1. *Slideshare.net*
2. *Issuu.com*
3. *Yudu.com*
4. *Docshare.com*
5. *Scribd.com*
6. *Docstoc*
7. *Authorstream.com*
8. *Calameo.com*
9. *Rapbank.com*

Forum Marketing

Forums represent the pulse of an industry. When people join forums, they demonstrate their deep desire to congregate with others in their community. They want to learn and share their ideas and insights on current events related to their niche. The objective in Forum Marketing is to not drop a link and paste a message that says, "*Buy my stuff.*" The purpose of using forums is to engage people within your community. Add value to the forum by participate in the conversation, and build relationships.

You do not need to promote your website or brand, instead focus on serving and helping others in the forum, by doing so you will build a respect and authority. Remember, each post will have your signature file that will include the URL to your website. So there is no need to talk about yourself. You should look genuine when posting comments and not look like a pushy sales person. However, when an opportunity presents itself, share your products and services in an effort to help others.

There is an article from about.com that is a very comprehensive on Forum Marketing. This is the link: <http://onlinebusiness.about.com/od/gettingtrafficmarketing/tp/forum-marketing.htm>

Photo Sharing Marketing

Photo sharing sites are a great resource to host your photos from, Christmas parties, work events, weekends with the family, meetings, seminars you attend etc... Make sure to add your keywords to the image to the title and the alt tag. Example: *internet-marketers-meeting.jpeg* or *traffic-summit-event-jeff-scott-2013.jpeg*

Google also has dedicated web crawlers for image files. This can also help in driving traffic to your website via a Google Images Search. I frequently use image searches when looking for reports, ebooks, pdf, books, resources etc... Image search results are a great way to scan the internet quickly. When you choose a name for your FREE report, make sure you include keywords people would use to find your product.

These are the top photo sharing sites.

1. *Flickr*
2. *Picasa*
3. *PhotoBucket*
4. *DeviantArt*
5. *Twitpic*
6. *ImageShack*
7. *TinyPic*
8. *WebShots*
9. *Imgur*
10. *Shutterfly*
11. *SmugMug*
12. *4chan*
13. *Snapfish*
14. *Fotolog*
15. *Photo.net*
16. *Slide*
17. *Instagram*

Classified Ad Marketing

Use online classifieds to get your message out. Give away a FREE report, webinar, and or video training. Entice your audience to click the link to go see the offer and visit your squeeze page, not your website. Have a [squeeze page](#) set-up complete with an opt-in form to capture the emails of the visitors. Once you get the email, your [auto responder sequence](#) will begin to develop a relationship with the subscriber through the messages the subscriber will receive and you can introduce your website to the subscriber at this point. This will bring traffic to your website.

Craigslist Posting

Craigslist lets you post 3 ads per every 48 hours per account. I personally have 3 accounts and have on average 40 active posting on Craigslist on each account every day. That is over 120 active posting in the California section. I have stopped at 40 postings because I do not want to push it any further. I mainly post my ads in the big markets like, Los Angeles, Orange County, San Diego, Inland Empire etc... and literally takes less than 5 minutes a day to post new ads and or renew old ones. None are ghosted - all post can be found with no problem.

Create Multiple Accounts

Each account will have a unique email address and phone number. I also recommend posting ONLY IN YOUR STATE. Craigslist monitors the IP address from each posting, so if your IP address is from California and you are trying to post in New York, you will get flagged which can lead to your account getting banned.

To circumvent this issue, there is a service called [Hide My Ass](#) which is a service that hides your IP address when you visit any site on the world wide web. It works by using a proxy server by using a Virtual Private Network. The way it works is you install their software on your computer, you launch it, it connects to one of the many networks they have around the world and finds an

available IP address, then you log onto the internet but you do not navigate the internet directly from ISP, instead, you navigate the web under a proxy IP address. *Pretty cool huh?*

So if you are located in Los Angeles, California and want to post in Charlottetown, Canada, you simply connect to an IP address that corresponds to Charlottetown, Canada and you are now ready to post or are you? Now you will still have an issue with getting a phone number for that corresponding state or region but you can find services which will sell you virtual phone numbers. I have not gone this far but you may want to.

Lastly, when your post start to get traction on CL, expect that the "*Craigslist Police*" :) will start to flag your post. I do not know who these "*Flagrant Flaggers*" are but they love to flag post. Just know, it comes with the territory. *If you find it too tedious and time consuming to place ads, outsource it. Use services like odesk or elance to get this done for you. Make sure they are adhering to these principles outlined above.*

These are the top classifieds.

1. www.craigslist.org
2. www.backpage.com
3. www.kijiji.com
4. www.pennysaverusa.com
5. www.usfreeads.com
6. www.epage.com
7. www.classifiedads.com
8. www.freeclassifieds.com
9. www.classifiedsforfree.com
10. www.adpost.comwww.ebayclassifieds.com
11. www.oodle.com
12. www.gumtree.com
13. www.recycler.com
14. www.sell.com

Answer Site Marketing

Ask and answer questions on the following websites: Become an authority on your topic. Create profiles and send links to your website using unique anchor text. Doing this will help build your online presence and position yourself as an expert. You've heard this before, "*People buy from people they know, like, and trust,* " but did you know, people also buy from people they perceive to know more than they do.

1. www.Wikidpedia.com
2. www.Yahoo.Answers.com
3. www.About.com
4. www.Answers.com
5. www.ehow.com
6. www.Reference.com
7. www.HubPages.com
8. www.Squido.com
9. Google Books
10. www.Wikia.com
11. www.Wikihow.com
12. www.archive.org
13. www.howstuffworks.com
14. www.Mahalo.com
15. www.AllExperts.com
16. www.Ask.com

Local Business Directories Submission

If you are a local business, you need to be on all your directories. When you create these accounts remember to send a link to your website.

1. <i>Google Places (aka Google+ Local)</i>	26. <i>AmericanTowns</i>
2. <i>Facebook (Local Business)</i>	27. <i>BizJournals</i>
3. <i>Bing (Places for Business)</i>	28. <i>LocalGuides</i>
4. <i>LinkedIn</i>	29. <i>411.com</i>
5. <i>Yellowpages.com</i>	30. <i>Yellowpages.aol.com</i>
6. <i>Yelp</i>	31. <i>Insider Pages</i>
7. <i>Local.com</i>	32. <i>MagicYellow</i>
8. <i>WhitePages.com</i>	33. <i>Hotfrog.com</i>
9. <i>Manta</i>	34. <i>Mojopages</i>
10. <i>SuperPages</i>	35. <i>Switchboard</i>
11. <i>CitySearch</i>	36. <i>Demandforce</i>
12. <i>Patch</i>	37. <i>MojoPages</i>
13. <i>City-Data</i>	38. <i>Bundle</i>
14. <i>MerchantCircle</i>	39. <i>Metromix</i>
15. <i>Yellowbook.com</i>	40. <i>Yellowbot</i>
16. <i>Yahoo Local</i>	41. <i>Kudzu</i>
17. <i>Mapquest</i>	42. <i>ShowMeLocal</i>
18. <i>Topix</i>	43. <i>ChamberofCommerce</i>
19. <i>DexKnows</i>	44. <i>LocalPages</i>
20. <i>Yellow.com</i>	45. <i>HopStop</i>
21. <i>BBB.org</i>	46. <i>YellowMoxie</i>
22. <i>ServiceMagic</i>	47. <i>Phonenumber.com</i>
23. <i>Angieslist</i>	48. <i>Best of the Web Local</i>
24. <i>AreaConnect</i>	49. <i>Yellowise</i>
25. <i>Foursquare</i>	50. <i>GetFave</i>

Download this FREE Report: [7-Step Guide to Local Visibility](#) I do not have relationship to this report, but I did read it and found it to be very informative.

Use eBay, Amazon, and Other Marketplaces to Get Your Brand, Products, Services and Overall Message Out

Two years ago I was in the market to buy coral calcium in a powder form and I wanted to buy it in bulk but was disappointed with the first page Google results, so I decided to try ebay, and there, I found a seller who had exactly what I was looking for, they sold coral calcium collected from Okinawa Japan in a powder form and sold it by the pound, so I decided to buy. Afterwards when I needed more supplements I went direct to the seller's website and purchased a ton more supplements. To this day, that company is my go to provider for supplements. How did this happen? This supplement company decided to leverage ebay's reach to help get their products out. Really smart. Don't have anything to sell on these marketplaces? No problem, create one.

Become an Author and Self-Publish Using Amazon

Authors are looked upon with authority. Writing a book is a great way to earn people's trust and position yourself as an expert. You can also submit your book to Amazon Kindle, CreateSpace, Barnes and Noble (Nook), Ebay, and Clickbank. From the book, you can also refer your readers to articles you posted on your website that expand upon a subject that you briefly discussed in the book. This will help bring traffic to your website.

Strategy When Finding A Name For The Ebook

When you create your ebook or report, I would suggest you find a matching domain for the title of the ebook and create a landing page for it. This is what I did for this report. When brainstorming names for this report, I looked for available domains and I found "[The Website Traffic Handbook](#)." This method is good, because at any point in time, someone can find a posting about this report on the web (maybe a forum) and will always be able to find the report when they follow the link because the report has its own dedicated link. If you do not have a dedicated home for the ebook, you will always have broken links on the web and will get complicated when you make updates to the ebook because when upload the updated version, you will have new links generated.

Create A Squeeze Page For The Ebook

Create a free ebook or report and give it away for FREE in exchange for your visitor's email. You should mainly do this from a squeeze page. Also, have contextual links in your ebook pointing to your website or affiliate offers. This will generate *traffic to your web properties* and can also lead to potential sales if someone buys from your affiliate link. *Pretty sneaky huh? lol...* - Only recommend products and services you truly believe will help others. That is what I do. I only recommend products I have used and have achieved a good result with.

Use [optimizepress](#) to build your squeeze pages and make sure you have an [opt-in form](#) in place before you start sending traffic. Optimizepress creates great looking landing pages and will make your offer look professional and legitimate.

You also need an [auto responder service](#) like [AWeber](#) to capture the emails of your leads. You can immediately start building your data base of subscribers so you can market to them immediately. A lot of Internet Marketers don't have full blown websites, instead they use one page [squeeze pages](#) and [sales pages](#) and [auto responders](#) to run their online business.

Remember, to grow your email list, your first aim is to send traffic to a squeeze page. The reason for that is if you take the traffic to your website, your website will have many distractions, such as a navigation bar, blog posts, banner advertisement etc... and these distractions will not encourage the visitor to take a specific action. Now if you take the traffic to a squeeze page that only gives one option to the visitor that says something like, *"Lose 10 Pounds in 3 Days With This Simple Exercise - DOWNLOAD FREE Report to Learn This Secret."* This type of messaging will encourage the visitor to give their name and email in exchange for the free report. At this point you accomplished your objective. You can now begin communicating with the lead via your auto responder sequence to build a relationship, build trust, gain influence, drive traffic to your website, and create conversions.

Final Thoughts

Dear friends,

This complete "*The Website Traffic Handbook - How to Get Traffic To Your Website.*" I hope this information was clear and concise and has given you a guide to driving traffic to your website. The information outlined above is not intended to bring traffic to your website with one stroke of paint, instead it is an accumulative and holistic approach to driving traffic and building your business. If you can get anywhere from 2- 5 visits per day using each strategy, within 30 to 60 days, you can get 200 visits daily.

Also Remember this...

- 1. Your content is key to making all this work and it needs to be frequently updated. Start to think as yourself as a [Blogger](#).*
- 2. Set up your [auto responder](#) to capture leads that visit your site. [Email Marketing](#) is powerful.*

I also understand that some of the concepts in this report are tedious and time consuming. You can always outsource some of these tasks. Not the writing. Outsourcing is big within the Internet Marketing community. I use outsources quite frequently. Share the work load.

Lastly good luck with your business!

Sincerely,

Armando Rodriguez

Internet Marketer, Blogger, Web Designer

If you want to send me a personal message, send them to: armando@seooptimizedguide.com.

Make sure to visit: www.seooptimizedguide.com to learn more on internet marketing and get "[Mastering On-Page SEO - How to Create a Search Engine Optimized Website.](#)"