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## **Introduction**

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Traffic is the lifeblood of your online business. You need fresh, targeted traffic in order to put your business in front of a captive audience, to build authority and to establish a presence in your industry.

Traffic equals profit, and the more targeted, relevant traffic you have, the more money you'll make.

The problem is, many new marketers and entrepreneurs are on a limited budget, just getting their business off the ground. They struggle to develop effective marketing campaigns because of how much time is often required in order to maintain momentum, or create ongoing traffic funnels.

Fortunately, there are ways of generating prime traffic to your websites without having to spend a lot of time and money in the process, and best of all, many of these techniques will automatically "re-populate" the traffic to your site, even when you've moved onto other things!

This report reveals the most powerful, free strategies for generating mass traffic to your websites.

You can either choose to focus on single campaigns, or implement a variety of these techniques for maximum exposure, the choice is yours.

*Let's begin.*

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## **Article Traffic Strategies**

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If you're willing to exchange high quality content for traffic, there are a number of different traffic strategies that you can use to propel your promotional campaigns, and ultimately, flood your website with qualified visitors.

One of these strategies involves article marketing. With article marketing, you simply create keyword-rich content, submit it into the popular article directories and wait for traffic to start flooding your site.

The downside to article marketing is that it does involve a bit of time, especially if you plan to create the majority of your content yourself.

However, there is one misconception to article marketing that has prevented many new marketers from exploring its incredible potential to deliver targeted traffic.

Many entrepreneurs believe that it's all in the QUANTITY of the articles you submit rather than the quality. In truth, while the more articles you have in circulation, the more traffic you'll receive, focusing first on creating rich, quality and relevant content for your niche will help you generate TARGETED visitors.

So, while you may have less traffic, the traffic you do receive will be

genuinely interested in what you have to offer.

To create your first article marketing campaign, you should have 5-10 quality articles created.

Your articles don't have to be longer than 300 words in length, but make sure that you have chosen a keyword-rich title for each article that you plan to submit into the article directories.

The titles you use with your articles will ultimately determine the exposure you'll receive as both the major search engines like Google.com and Yahoo.com, as well as the article directories themselves, will categorize and rank your article content based on the keywords found within your titles.

You also want to make sure that you repeat your primary keyword in the first few lines of each article that you create. This will help you gain exposure within the search engines, who will pull and publish a portion of your article when someone enters related keywords into the search engines.

***And there is also another important factor to keep in mind:***

Many of the article directories will not accept duplicated content, which means that you will want to submit your original material into these directories first, wait for approval - and then submit the content into other directories.

The giant of all article directories online is

<http://www.EzineArticles.com> , so you'll want to focus your attention on submitting content into this directory first, followed by other directories, in the following order:

<http://www.EzineArticles.com>

<http://www.Buzzle.com>

<http://www.SearchWarp.com>

<http://www.ArticlesBase.com>

<http://www.SelfGrowth.com>

<http://www.GoArticles.com>

<http://www.ArticleAlley.com>

<http://www.Amazines.com>

<http://www.Web-Source.net>

Also keep in mind that not only will you generate traffic from direct visitors who read your articles, but if webmasters choose to republish your content on their websites, you will also gain additional exposure from THEIR visitors, as well!

Now, one of the most critical components of a successful article marketing campaign is in your ***"Author's Resource Box"***, which is a



short author bio attached to all of your articles.

This is where you will include a call to action, prompting readers to click your link and visit your website. You need to think of your author's resource box as you would a short commercial, highlighting the benefits of visiting your site and showcasing an incentive offer, which will motivate readers into taking action.

One of the most common ways of creating a compelling incentive offer is by developing a stand-alone product that you offer for free to those who visit your site.

Not only will this help to drive targeted traffic to your website, but you can set up your incentive offer to be delivered to those who subscribe to your mailing list.

*Incentive offers can include many different things such as:*

- ✓ Free reports, sent to subscribers immediately upon subscribing.
- ✓ Free ebooks, either full length or "leaked chapters" of a paid product.
- ✓ Free video tutorials or guides that help your readers in some way.
- ✓ Free newsletters, or eCourses that offer training sent out by weekly emails.

Your incentive offer can be nearly anything you feel is relevant towards what your intended audience would be interested in. You can create it yourself, outsource it to qualified freelancers or use existing private label content to develop a quality offer, it's entirely up to you.

Set up your squeeze page so that it showcases your incentive, and include an opt-in box (generated by an autoresponder provider like <http://www.Aweber.com> ), so you can begin collecting leads. This way, you will always be able to follow up with potential customers later on, ensuring that your article marketing campaigns are helping you directly build your business.

Finally, be careful choosing relevant keywords within your articles.

Keywords are what will power up your article marketing campaigns and you need to make sure that they are all highly optimized and focused around the questions and concerns that your target audience have.

Think about what your prospective audience base would likely search for, what they are entering into the search engines, and what they are most interested in. Then, include those keywords in your article title and content itself.

Summary:

***You can optimize your articles a number of different ways, including:***

- 1) Integrating keywords into the title of the article*
- 2) Integrating keywords into the body of your article content*
- 3) Using anchor text in your external links*

## **Video Marketing**

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Nothing beats the power of an interactive video that can help you convey your message, get your audience excited about your offer, and leave an everlasting impression with your customer base.

Videos offer the opportunity to truly communicate with your target audience in a way that very few other marketing strategies can, and thankfully, even if you have never developed or produced a video before, it's very simple to get started.

One of these strategies is to simply use your existing content (such as the articles you created for your article marketing campaigns) and turn them into powerful presentations that capture the attention of your audience.

You can do this by creating simple slideshows from existing content and then uploading them onto popular video distribution networks.

**Important Tip:** When submitting your slideshows into video distribution channels, always implement targeted keywords and tags into your presentations description fields, to improve your ranking and help people find your video.

### ***Distribution Channels:***

<http://www.YouTube.com>

<http://www.SlideShare.net>

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<http://www.Scribd.com>

<http://www.4Shared.com>

Remember, consistency, quality AND overall volume is the key for generating an unlimited amount of quality, FREE traffic so build a video campaign and rinse & repeat!

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## **Traffic From Download Portals**

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One of the easiest ways of generating fresh traffic to your website is by uploading a free (or low cost) product to popular download sites, including <http://www.TradeBit.com>

With Tradebit, you can instantly feature your offer within countless categories, gaining instant exposure while building mailing lists and reaching out to new customers.

You can also connect your Tradebit account to other profiles, including MySpace, EBay and even Facebook in order to build a following base, or maximize exposure within external networks.

You can submit private label content to Tradebit, making it even easier to build an arsenal of quality products without having to spend a lot of time developing them yourself, or hiring freelancers.

Just make sure that you choose an appropriate category for your products, and assign "tags" to your downloads, making it easier for on-site visitors to locate your offer.

Tradebit isn't the only download site worth exploring, either. You should also submit your products to <http://www.DocsTOC.com> , a popular download directory service.

*Here are a few other places worth including in your marketing strategy:*

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<http://ebookdirectory.com/>

<http://www.ebookslibrary.com/>

<http://www.ebookjungle.com>

<http://www.ebookbroadcast.com>

<http://www.free-ebooks.net/>

<http://www.EbookDirectory.com>

<http://www.WisdomEbooks.com>

<http://www.Upload.com>

## **Press Releases**

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Press releases can spread your marketing message deep within your market, very quickly, and best of all you can develop a press release absolutely free (or choose to pay for premium service once you've tested the effectiveness of a free campaign).

The objective of a press release is to submit "newsworthy" content, so you want to write your release as if you are introducing a service, submitting important news or an announcement involving your website.

Press releases should "inform" your readers, rather than hard-sell to them, to make sure that you include a detailed description of your website, showcasing the benefits of your new products or services, and driving home the message that you have a solution to your markets current problem or concerns.

Successful press releases all focus around a specific structure or layout, that include:

**Who** - You must target a specific segment of your market in your press release, in order for it to really communicate with the right audience.

**What** - What your offer is, what your products or services include, etc.

**When** - When your offer is available, (such as your website launch, special offer, time limited campaign etc)



**Where** - Where people can go to find out more information about your offer or company.

**Why** - Why do people need your offer? Why should they visit your site?

You need to address all 5 "W's" within your press release in order for it to be thoroughly and accurately targeted towards pushing the "hot buttons" of your target audience.

You also want to pay attention to choosing a compelling title for your press release, so that it quickly captures attention and indicates to your readers exactly what your release is all about.

Apart from the exposure your press release will receive from distribution, your release may also be syndicated and published by thousands of other websites and RSS services, maximizing your exposure instantly!

***Here are the top press release submission services to help you get started:***

<http://www.PRFree.com>

<http://www.SBWire.com>

<http://www.PR.com> (paid service)

<http://www.i-NewsWire.com>

<http://www.eReleases.com>

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## **Traffic Linkwheels**

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Linkwheels are one of the easiest methods used in order to create massive amounts of backlinks, as well as solidify a higher ranking based on your keywords in the search engine rankings.

It requires little time, effort, and knowledge in marketing to succeed with a linkwheel, but just by following this step by step action plan, you can have one set up in less than a couple of hours.

Linkwheels can be extremely complex but in truth, you only need a few feeder sites set up and optimized in order to begin generated targeted free traffic through your affiliate links.

The most popular (and easiest) linkwheel strategy is to create a page that includes your article content and your affiliate link on each of the following sites:

<http://www.Squidoo.com>

<http://www.Blogger.com>

<http://www.Wordpress.org>

<http://www.Vox.com>

<http://www.Weebly.com>

<http://www.Quizilla.com>

<http://www.WetPaint.com>

When creating your linkwheel, all you need to do is construct single page sites on the above service networks, and then integrate your affiliate link within the content as well as within any resource section on the site.

There are two types of linkwheels, in general – open linkwheels and closed linkwheels. While this may seem complicated all it really means is that with open linkwheels you create sites that all link to each other.

For example (closed linkwheel)

**Site A links to Site B | Site B links to Site C | Site C links to Site A**

With open link wheels there is no closing, so your wheel might go something like this:

**Site A links to Site B | Site B links to Site C | Site C links nowhere**

From experience, creating open link wheels where the final feeder site that you create doesn't link back to another site but only features your affiliate link always works best, and there's less chance of being penalized by Google.

When creating your feeder sites always add keywords to the page (Squidoo will allow you to add tags to each lens that you create as well). Make sure your keywords are relevant and use different keywords within each of your feeder sites.

Once your linkwheel is set up, make sure that you ping each individual website URL by visiting <http://www.Pingler.com>

***Other Feeder Site Resources You Can Use:***

- \* [www.Hubpages.com](http://www.Hubpages.com)
- \* [www.Zimbio.com](http://www.Zimbio.com)
- \* [www.Wetpaint.com](http://www.Wetpaint.com)
- \* [www.Wikidot.com](http://www.Wikidot.com)
- \* [www.Twine.com](http://www.Twine.com)
- \* [www.Docstoc.com](http://www.Docstoc.com)
- \* <http://Knol.google.com>
- \* [www.Slideshare.net](http://www.Slideshare.net)
- \* [www.Scribd.com](http://www.Scribd.com)

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