



How to Get Free Website Traffic

By far the most frequently asked question I get, especially for people who are new to Internet marketing or getting their first website set up, is how to drive traffic to their websites. Most people I am in contact with want to pay as little as possible for their marketing, while generating a lot of traffic, because they may have already paid to get their website online.

I was first introduced to the Internet in 1994 and in my virtual travels, I have found that there are many ways to get your website visited, although you must remember that driving traffic will not guarantee sales – that is a job for your web page, which should be designed to have good, interesting content on it and be ready for visitors **before** you start marketing it.

Your visitors do not want to see messages such as, “Coming Soon”, “Under Construction”, “Please Forgive Our Mess”, etc. That is not why they are visiting your site; they are there to learn what you have to offer and what you can do for them.

All of your website visitors are asking themselves, either on a conscious or subconscious level, “**What’s In It For Me?**” In your ventures, you may see that question shortened and referred to as “**WIIFM**”. **Tell your visitors what you can do for them** and they will be more likely to purchase from you than if you simply state features.

There are many other books on Internet Marketing, but this one was written as a result of my personal research and experience. It goes into more detail than you will find in similar books. I have purchased thousands of dollars worth of marketing books, attended workshops and interacted with many successful Internet Marketers.

Experimenting with the tips, tricks and ideas that I have learned along the way, my work started to get noticed. People started asking me how I was able to take a brand new website and get it to the top position in the search results within one week.

The one thing I learned is that there is no secret driving traffic! Everything I do is available and being done by countless others. The difference is that people do not always combine the techniques into one solid marketing plan. They will often use one or two methods and give up when those are not working.

Reading through this book carefully, you will learn some of the methods I use to quickly get a brand new website not only listed in the major search engines, but to start driving traffic to it, often within minutes of putting it online.



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I recommend you print this book, write notes on it and highlight the areas of interest. Just please do not file this away for “future reference”, because you and I both know that once it is put away, the next time you see it will be when you are cleaning out the desk or closet.

By then you will most likely have moved on to another job or even worse, been ridiculed by family members or friends because you are not earning a full time income online. Follow this guide and when the others laugh at what you do, you can have the last laugh working at home, while they are still punching a time clock.

The following topics will be discussed in more detail. Scroll through and read this book completely, or click a topic below to read its section:

1. [Get Your Own Domain Name](#)
2. [Introduction to Blogs](#)
3. [Blog Software](#)
4. [Using Your Blog](#)
5. [Search Engines](#)
6. [Autoresponders](#)
7. [Discussion Forums](#)
8. [Link Exchanges](#)
9. [Traffic Exchanges](#)
10. [EZines \(Electronic Newsletters\)](#)
11. [Email Signatures](#)
12. [Social Bookmarking](#)
13. [Press Releases](#)
14. [Classified Ads](#)
15. [Text Messaging](#)
16. [Continue Learning](#)
17. [Secure Your Computer](#)
18. [Webinars](#)
19. [WebRings](#)
20. [Video Marketing](#)
21. [Yahoo! Answers](#)
22. [Instant Article Wizard](#)
23. [Podcasting](#)

Many of these tips and more are being added to the [Affiliate Referral Sources](#). Be sure to visit there often and subscribe to the newsletter.



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GET YOUR OWN DOMAIN NAME

While this is not a free option, it is one of the least expensive investments you will make for your online business. It is important that you establish your own domain presence. It can not only shorten the links you promote, especially for affiliate programs, it is also much easier to tell someone to visit “your site dot com”.

Getting your own domain name is just the start. You will then get your own space for hosting the site. You will be in complete control of your website and its contents, plus have your own email address, be able to add other software to it like a blog, shopping cart, discussion forum, chat script, or anything else you want to make your site interactive and interesting so that you will get visitors to keep coming back for more.

To register your domain name, you have many choices for registration services, also known as registrars. Each one has a range of additional services they offer that go along with your domain registration. Each one also has its own price structure ranging from as low as \$1 to upwards of \$25 per year. I prefer [DirectNIC](#) because their support and ease of use is superior to all others I have investigated or used.

Use the Linguatron at [DirectNIC](#) to find one or more domain names that have your product or service in the name. If you enter a word, phrase or general concept into the form, the Linguatron will show you what is available and some variations of the domain name. That way if the one you want is not available, you can choose one that is closely related.

Order one or more domain names to be hosted either free at [DirectNIC](#) with limited bandwidth, or with a web host like [Website Managers](#) for \$7 per month and get a control center to manage all aspects of your site.

CAUTION: Redirecting domains to other websites can lower your search engine ranking! You should have at least one page of good content with a link to an order form or affiliate site, if the domain is being used to resell an affiliate product. More content on a page will go much further with getting you listed higher in the search engines, which in turn can drive more free traffic to your site. It will also allow you to capture the visitor’s contact information to build an email list.



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INTRODUCTION TO BLOGS

A blog is basically a journal that published for personal or business use and is made available on the web. Blogs contain dated entries in reverse chronological order with the most recent first, about a particular topic. Functioning as an online journal, blogs can be written by one person or a group of contributors.

The activity of updating a blog is known as "blogging" and someone who keeps or maintains a blog is a "blogger".

Blogs are typically updated frequently using software that allows people with little or no technical background to update and maintain the blog. Blogs have become an increasingly popular method of communicating with small and large groups of people, such as company employees and millions of people surfing the Internet for specific information on a wide range of topics.

Most blogs allow comments to be posted after each entry by other registered users of that blog. By including a link to your site when posting comments, you can increase the number of links and visitors to your website.

Search engines love blogs because of their very nature of being updated frequently with fresh information. The frequency of which you post entries to your blog will be determined by the amount of time you have dedicated to that activity, along with the amount of new information available for your particular topic.

There are an increasing number of free blog hosting services, such as blogger.com which is owned and operated by Google. Creating a blog there will give you an address such as yourname.blogspot.com. The service pays for itself by advertising the main site from your website address (URL) and at the top of many blogs in the form of a search bar.

Since there are free blog hosting services, why would you pay for one? I can think of several reasons. The first is having the blog on your own website. You would advertise your site, not a link that another company gives you. Along with that would be branding. Blogger.com is already branded by having thousands of blogs on their site. Why would you add to the branding of another site when you could be building it up for your own?



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BLOG SOFTWARE

Other reasons for hosting a blog on your own site include having the ability to choose from literally thousands of designs and be able to change the design at any time with the click of your mouse. There are also different types of blog software. Some are free while others charge a fee.

[WordPress](#) is one of the most popular free blog software packages. It is included in many cPanel hosting control center installations so it can be installed with a few mouse clicks. There are many people creating free plug-ins to expand its capabilities.

Plug-ins are available to make your WordPress blog more user-friendly, allow visitors to subscribe to your list so they receive email notice when a new entry is made, give you the ability to include Google AdSense ads, and many more options.

Another type of blogging software is [Article Dashboard](#). This one takes a different approach with having all categories on the main page and the most recent articles near the page bottom. Currently the only requirement to download a free copy of Article Dashboard is a subscription to their newsletter. Their website shows the retail value of the software is \$997.

Since the blog entries are stored in a database, that database is backed up offline every night for safe keeping along with the rest of the files on your own website. It is not a matter of **if**, but a matter of **when** something should happen to the site, as it is with any computer.

When that happens to a blog you have on a free service, how will you get your information and files back? Will the technical support staff restore everything for you? Or will you have to start over from the beginning? With your blog on your own website, your data will be restored from its last backup. At most you would lose several hours or one day of information.

Make the link to your blog easy to remember. The word "blog" is a popular choice when setting up a blog. How you add it to your website is a matter of choice. You could tack it onto the end of your link, such as yoursite.com/blog, while some like to rename the blog folder to "articles" and link to it with yoursite.com/articles. Another choice is to put the blog in its own web space as a sub-domain.



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The sub-domain technique does not use "www" in the URL. Instead, it is linked to as `blog.yoursite.com`. Keep in mind though, while search engines prefer the folder style of linking `yoursite.com/blog` over the sub-domain, they will still index the sub-domain style. Many popular blogs are listed this way.

My personal favorite is the sub-domain style. You can be creative to form partial sentences, which are easier to remember. They are also in their own hosting space, usually a folder in your primary domain files listing, making them easier to manage.

Examples:

Home-Based Business Resources <http://blog.websitemanagers.net>

Affiliate Referral Sources Blog <http://learn.affref.com>

Help Prevent Foreclosure <http://help.preventforeclosure.net>

The good thing about having a sub-domain or putting the blog as your main site is that the “Permalinks”, links that are intended to be permanent, are search engine friendly. Normally the default linking style to your articles will be similar to `yoursite.com/blog/?p=123` where the 123 is the ID number of the article.

Most search engines strip off anything after the question mark from the link. That will lead everyone to the main blog page. That is not good if you intend to link to a specific article.

If you want to make the links search engine friendly, having the blog as your main site or a sub-domain, the linking can be customized in the settings. You can remove the question mark entirely and promote a specific article with a link such as `yoursite.com/123` by going into your WordPress Admin panel and choosing the linking style.

Having multiple categories will also allow your visitors to see only articles in their preferred topic. Your link would then be something like `yoursite.com/marketing/123`. While there are other linking styles from which to choose, try to keep it simple so your links will be shorter, making them easier to link and tell someone on the phone.

When you have your own hosting account, you can be as creative as you want. Compare that to the free blog hosting services, where you are limited to having your-`name.theirsite.com`. Besides, \$7 per month is very cost effective. 😊



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USING YOUR BLOG

By including a blog on one or more of your websites and posting articles on it, the articles will be picked up by the search engines. Use the built-in 'ping' function that tells the blog directories there is a new article. Those directories are indexed by the search engines and your blog will be included in the search engines the next time an indexing robot visits the directories. I have seen traffic to my blogs in less than an hour after posting a new article.

You do not have to write all of your own articles. There are others who write articles and make them available for your use, providing that you keep their contact information intact. **Remember to write an introductory paragraph** to the article so it will be treated as unique by the search engines. Duplicate content will only get you listed in the secondary lists. Those are accessed only when all resources for the primary search results are exhausted. In popular search categories, those links rarely ever show up.

Another reason for writing an introduction is to grab the attention of your visitors and make them want to read it. Usually the article title can do that, but it does not always do a good job since there is only so much room allowed for the title. Your goal here is to increase the desire for your reader to continue reading.

I prefer to write my own articles though, even if it means using a research tool. That tool makes writing much easier by going to various sources for information on your search terms.

My favorite article writing tool is Instant Article Wizard. There are two versions: [IAW Basic](#) that installs on your computer and has a one-time cost for it. The other is also installed on your computer, but uses online databases to do the actual searching. I have both versions, but prefer the newer one. It has a low monthly cost which pays for itself with the first article.

[Instant Article Wizard Pro](#) version 2 allows you to specify which services to search.

The major improvements I see in the new version are:

- You can choose which site to search, whether it is Google, Yahoo, blogs, news sources, government or scholar sites.
- Each result returned has a link at the end of it so you can visit the site.
- Adding the result to your research list can be done in 2 ways: Just the content, or the content along with a link to the source.



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- If the search does not return enough results, you can set it to “loose matching”, which will act more like a normal search instead of an identical match.

Manually Submitting Articles

Using the popular manual submission article directories is a good way to get traffic. They are usually very strict on content though. The articles must be unique, not published anywhere online and formatted to their specifications. These article directories search the Internet for duplicate articles.

Some of the larger and more popular article directories include:

- GoArticles.com – Includes a clean page layout and an advanced search to help narrow your search for articles.
- EzineArticles.com – Currently over 37,000 authors sharing their best articles
- ArticleCity.com – Once the ads load you can start your search by scrolling down below the category list and Google ads on the left.
- ArticlesFactory.com – Pages number into the thousands, so use the search to find what you want.
- ArticleDashboard.com – Uses the same software for their site as they offer for download. All categories and recent articles are on the main page.
- Amazines.com – Has many more categories than the others listed above.
- Buzzle.com – Has the latest news and articles in various topics not covered in the other sites.
- iSnare.com – Stays up with 150+ article email groups plus hundreds of quality article directories to deliver content.
- Organic-Rankings.com – Specializes in articles for Search Engine Optimization, Internet Marketing and web usability consulting.



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SEARCH ENGINES

My Number One Rule is: Do NOT submit your web sites to the major search engines. Let them find you!

You can get higher rankings and faster inclusion by letting **THEM** find **YOU**. Notice I said “Major Search Engines”. There are many other ones, but the major search engines include [Google](#), [Yahoo!](#), [MSN](#), [Netscape](#) and [SearchBigDaddy](#), a newer site that is making the world take notice. The ones known as the “Big Three” are Google, Yahoo and MSN. Together they are used for an estimated 75% of daily searches in all of the search engines.

Submitting your site to the other search engines is acceptable and can drive more traffic to your website. Many times people will search some of the other search engines to get different results. Those other search engines make up an estimated 25% of the searches performed each day. [DogPile.com](#) searches multiple search engines at a time.

Most of the tips in this document will help you get listed in the search engines. You have most likely heard of Search Engine Optimization (SEO). Everything you do to get traffic to your websites, aside from email, can also help with your rankings in the Search Engine Result Pages, also known as SERP.

Any time you add content to your website, post a message on your blog, participate in discussion forums, exchange links with other websites, place ads online, or update your social bookmarking site, you are helping your search results.



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AUTORESPONDERS

Set Up an Autoresponder and Link it to Your Site. No matter where you go on the Internet, what forum you visit, or what course you subscribe to, all of them will at some point tell you that **the money is in your list**. They are referring to your mailing list that you obtain by having people subscribe from your website.

An Autoresponder will be used to send newsletters to your subscribers. Those newsletters should contain articles that are helpful to your subscribers, written mostly by you. They may also contain articles from contributing authors who you can invite to write articles for you.

A free Autoresponder is paid for by showing ads at the top, bottom or both, in all of your letters. If you start with a free service, you will want to upgrade to a paid service or purchase your own software once you start receiving monthly income. Some companies provide Autoresponders for their affiliates or resellers, so check with them first.

Some of the free Autoresponder services include:

<http://www.freeautobots.com> <http://www.parabots.com>

When you are ready to upgrade your Autoresponder service, these are the best in their class:

- [Aweber.com](http://www.aweber.com) – Loaded with options to run multiple campaigns and click tracking.
- [GetResponse.com](http://www.getresponse.com) – Great for every day use with easy navigation.
- [Varpro.com](http://www.varpro.com) – Run your own professional Autoresponder service. **Recently updated with over 1.4 million lines of code just for the client side!**

Before sending any messages through your Autoresponder, run them through a spam filtering service. Those services will grade your letter according to the number of words that could be picked up by the filters.

Your letter will be graded on a point system and show you how many points are assigned to each word. By reviewing the points and changing your letter, you will stand a better chance of getting your letters delivered.

Free services like these usually have limited lifetimes. One currently active and free service is at sendfree.com/dchecker.html. **See more info at [Affiliate Referral Sources](#).**



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DISCUSSION FORUMS

Participating in discussion forums by helping others with their questions, or asking your own, can have a big impact on the traffic to your website. Use the built-in signature option so that each post will link to your website.

The forums can be any topic you are interested in and familiar with so you can share intelligent information. You should however, try to participate in forums that are related to your website. That will help drive targeted traffic to your site and you will have a better chance of selling your products and services.

The more you participate, the more links you will have to your site and the higher you will be listed in the search engines for your chosen topic. The better your answers are to questions posed by others, the more those members will be interested in checking out what you have to offer.

For home-based business and affiliate marketing, start by joining in the discussions at the sites listed below. Be sure to read the forum rules on each site regarding posting messages, advertising and links in your signature.

- [Conquer Your Niche Marketing](#) – This is my current favorite because there is a blend of high profile marketers and newcomers, all interacting to learn from each other.
- [Net Profits Today](#) – This is home of the [Super Affiliate Handbook](#). If you subscribe to the email or news lists, be aware that lately that forum has been getting an over-abundance of unwanted posts that are considered Spam. By reading the headlines you can quickly sort the good from the bad posts.
- [Yahoo Groups](#) – A large collection of group discussions on hundreds of topics.
- [The Internet Marketing Warrior Forum](#) – Thousands of marketers visit here regularly and are very busy with ongoing conversations. Try not to get overwhelmed when you first visit this site. Pick a topic and start reading.
- [Work At Home Moms](#) – A different style from the standard discussion forums, made of mostly of women who are either just starting their home-based businesses or are already successful and there to help others.
- [Affiliate Programs Community](#) – Dedicated to discussing affiliate programs.
- [Associate Programs](#) – Dedicated to all aspects of affiliate programs.
- [ABestWeb Affiliate Marketing Forum](#) – Dedicated to affiliate programs



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LINK EXCHANGES

Exchange Links with Related Sites

Look for industry-related sites and request that they either link to you or exchange links with you. The one-way links are best because each link is a virtual “vote” for your site and used by the search engines to help rank your site in the search results for your topic.

Reciprocal links also get traffic to your sites because you are exchanging “votes” for each other. You will also be sending traffic between your sites if the sites compliment each other. If your product or service can be used as an add-on to the services of the other site, or vice versa, then you will have a good match and both of you can benefit from the link exchange.

Linking to or between unrelated sites does not provide your visitors with useful information. If you link to affiliate sites, make sure those links are not on your main page and they are kept at a minimum. Having a whole page of affiliate links, especially products or services that are not related to your site, will drive your visitors away. They will get the idea that you are only after making sales, not providing them with useful information to gain their trust.

When looking for sites to exchange links with, look for criteria such as the number of links on their site; Stay away from “link farms” – sites that have hundreds of unrelated links on one page; The Google Page Rank of that site – available with the Google Toolbar and online at www.websitemanagers.net in the marketing section.

Link managers come in various packages with some of the more complex scripts costing usually \$50 to \$100. Those are the ones that allow you to create categories, ban users, along with many other features. One of the full featured programs is [Reciprocal Manager](#).

[PHP Junkyard](#) has a free link manager named PHP Link Manager, also known as LinkMan that I use more often than the paid script above. The setup is easier, but requires editing some files with a plain text editor.

Once the files are in place, you will use the Admin section to maintain the links that others put on your links list. This software will check the linking site to make sure it contains a link back to your website. If the link is not there, the reciprocal link is removed from your list.



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A Word of Caution: Not keeping your list cleaned can get you a **negative** Google Page Rank. Yes, negative. I made the mistake of allowing some links stay on the list that were unrelated to mine, added a “nofollow” tag to the links so the search engines would not follow them, and the links page achieved a **Page Rank of -1**.

Yes, that is a minus one. Getting busy in life is good, especially if it means that your business is growing. By having various processes set up properly, you can let them run with little maintenance. Make a mistake along the way though and you will spend more time trying to fix it, like I am now doing with my reciprocal links list.

If you want to allow non-related links on your site, then put them into a separate folder or category. Example: I copied LinkMan into a separate folder, changed the settings to reflect the new location and named it “Games”. That is because I received so many requests for gaming links that it was becoming a problem to keep them cleaned out. This way they have a list of their own.

If your website only focuses on one topic, then you will only allow links from that industry and remove the rest. That will keep your list focused and clean.

Software to Help You Generate Links

There is a program called [HyperVRE](#) that helps you create web pages search engines love.

Some of the benefits include:

- Generate THOUSANDS of fresh, unique content-rich web pages from highly-targeted keyword lists.
- Add extremely targeted auto-refreshing content to your website by using rotating keyword definitions and put your niche keywords on steroids. Fill each of your web pages with content the search engines will love.
- Keep your web pages fresh with unique content by placing several rotating RSS feeds to ensure that all pages are unique and highly related to the topic.

Learn more about [HyperVRE](#) and how it can help you by visiting [HyperVRE.com](#).



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TRAFFIC EXCHANGES

Traffic Exchanges based on credits, where each credit allows you to show your ad one time. There are many traffic exchange programs with new ones being introduced frequently, simply because they drive traffic to your website. Using these services will get visitors to your website. It is up to you to design a page to capture their information and convert them into customers.

[TrafficSwarm](#) is one that I have used for about 4 years and have had good results with. When you join you must activate your account by obtaining 50 credits. This is done by clicking other ads on your home page (You should set TrafficSwarm as your home page, so you get credits every time you open your browser.)

[Download the TrafficSwarm Stats spreadsheet](#) to keep track of your surfing credits. This file is in Windows Excel format. Click ads on your home page each day, until you fill your quota for that day in the spreadsheet. Reaching the quota takes about 30 minutes. Note that the maximum number of ads you can click on each day is 250. Once your day is completed in the spreadsheet, log into your TrafficSwarm Members area and participate in the daily credit lottery to take a chance of winning a few thousand more credits. Weekends are more competitive for the lottery and yield far more credits than weekdays.

Most traffic exchanges offer **Pro Upgrades** that give you more credits and sometimes more benefits. Once you start seeing some results from a particular traffic exchange, check out the benefits of upgrading on each site you use to get more out of it.

Here are some other traffic exchanges I have used:

[Traffic Pods](#) – I like this one because the surfing is easy and the members who have accumulated the top 25 credits at the end of each week are given a free upgrade.

[TrafficG](#) – Gives you choices of pages to promote for referring others.

[Traffic Syndicate 25](#) (TS25) – Very popular and highly recommended by others.

For an extensive list and detailed rating of the Best Traffic Exchanges, visit [Traffic-Edge.com](#). The list shows the opinion of one person and your results that may vary. Browsing through the list, I did not see TrafficSwarm. Some people do well with it, while others do not. The difference is how your ads are written, especially the title.



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Remember to only register for the maximum number of services you will use daily, or every other day. It makes no sense to join 15 traffic exchanges if you only intend to surf for two hours a day. You should surf a minimum of 30 minutes per day per site.

Traffic exchange landing pages should be short and include only basic information, such as the key benefits. You can include either a form for subscribing to your newsletter or blog, or make a call to action such as an order button. If you have much more information to give them before deciding, you can also add a link to get more information. That link should open in a new window so the surfer can continue with their exchange. Then on the new page you can present your long sales copy and details of your offer.

When surfing, you will encounter some sites that insist on overloading their page with graphics and/or banners. That can add along time to download the entire page before you can see it in its entirety. If nothing shows on your screen within 5 seconds after clicking the button to visit the next site, 8 seconds for dial-up, pressing the stop button in your browser does not always work. Press the Escape (Esc) key on your keyboard. That will stop the page and images from loading. Note that flash movies will continue to load.

Use the traffic exchanges the way they were meant to be treated, by actually looking at the sites you are surfing. If everyone simply surfed 10-14 traffic exchanges at a time, they would never even see the sites, only the timers as they count down. That is a total waist of time.

At least preview the top of the page so you know what it is about. There really are some nice websites online that can give you ideas on how to improve your own site. While surfing, keep a notepad window open to take notes about the sites you want to revisit. Some traffic exchanges provide an option to bookmark a site. When doing so, give the bookmark a descriptive title, if you are given that option.

For the exchanges that do not have the bookmark feature, use notepad or your favorite editor/word processor, to remind yourself to revisit that site again later.

Another option that is usually provided is a button to report a misbehaving site. Since all traffic exchanges require frames to keep you inside their system, it is important to realize when a site has broken the terms of service by removing the frame. If it does, click the Back button on your browser and look for the Report Abuse link or button.



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EZINES

EZines (pronounced e-zeen as in magazine) are Electronic Newsletters that are delivered to you through email. These are the mailing lists I referred to earlier. When you go to a website and see a form to subscribe, you are requesting their newsletter. It may be sent to you in plain text or HTML with graphics and colorful formatting just like a web page.

Many of the EZines accept articles from other authors who write in the same topic as the newsletters are focused on. The EZine editors do not have to write all of their own content and choose an article for each issue from their own collection, or from the articles submitted by other authors.

Having an article included in one or more of the newsletters is a great way to get more visitors to your site. The article you write should be targeted to the readers of that newsletter and include valuable information. Each article will have a resource box below it that will include your name, a brief description of what you do or your qualifications in that industry, plus a link to your website.

EZines are not only sent through email, they are also many times kept online for subscribers to access. Having the newsletters online will get them indexed in the search engines.

Having your own EZine is a great way to stay in touch with your subscribers. Like blogs, you do not have to write all of your own articles. Use the same resources listed above in the articles directories to choose content for your newsletters.

An important note about these articles is that you should not go out and grab any article off of a website for your own use. You must look for a statement that gives you permission to use the articles. Normally there will be a requirement to keep the author information intact. That is a small price to pay for gaining valuable articles.

Remember the paid inclusion options in EZines. Those small advertisements can have a large impact on your results if the ads are written well. Most newsletters, especially the larger ones, offer advertising. Take advantage of those in the industry for which you are marketing.

Another option for writing articles is by using the [Instant Article Wizard](#).



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EMAIL SIGNATURES

Just as you use a signature in your discussion forum posts, include one in your emails. Model your signature from some of the ones in emails that you receive from others, use one of your forum signatures, or write one that invites the reader to solve a problem by clicking your link.

Set your email program to automatically use one of the signatures in every outgoing email. It will be added directly below your name and is a great place to tell everyone you send email to about your website and how they will benefit from visiting.

The key here is to emphasize how your readers will benefit, not what you stand to gain from it. They do not care what you gain by them visiting your website. When writing email or forum signatures, think of what your readers are asking: What's In It For Me?

Email and forum signatures should be no more than 5 lines. I like to list ways that my readers and clients can contact me, whether by phone, fax, instant messenger or a contact form on my website. Below that information I can add one, or at most two, links to other places of interest, such as an affiliate link.

When you use affiliate links, make sure they are not so long that they break when wrapping to the next line. Many email readers will wrap text at 65 characters. If your link is longer than that, use a URL shortening service. There are many free URL shortening services. You can find thousands of them by searching Google for "shorten URL" with or without quotes.

Here are a few URL shortening services:

<http://www.tinyurl.com>

<http://www.urlsnip.com>

<http://www.shorturl.com>

<http://notlong.com/links/>

<http://urlcutter.com>

You can also shorten the URL yourself. One way is to set up a web page on your website and include a META tag in it that simply redirects the visitor to the affiliate site. Another way is a bit more technical and involves creating a folder on your website, then uploading a hidden file to it. For detailed instructions on both methods, visit the [Affiliate Referral Sources](#) site.



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SOCIAL BOOKMARKING

Social bookmarking allows users to save and categorize a personal collection of bookmarks and share them with others. Users may also take bookmarks saved by others and add them to their own collection, as well as to subscribe to the lists of others.

What that means is that you can bookmark your own website, or all of your sites if you have more than one, and make it available to others on the social bookmarking directory. The directory has a search function so people can search for their favorite topics.

Naming your bookmarks with the keywords associated with the links is very important. However, for very popular topics, try misspelled words or research alternate words that are less common and include them in the bookmark title or description.

Instead of spending a lot of time visiting each social bookmarking site, going through the link creation process, there is a free online tool that will help you create a list of links that will take you directly to each of your preferred social bookmarking sites.

The resource I am referring to is called the [Social Bookmark Creator](#). When you visit that page, the first step is to select the sites that you have an account with and want to create a bookmark on. Then make your way through the options by clicking on an option in each step. As you do, the next section will appear.

In Step 2 you will choose list type. The Link List creates a list of links that are all visible. This is my favorite option. The other option is to create a drop-down menu that must be clicked on to display all of the choices.

In Step 3 you will choose Code Type. Select from a Static Page that creates a set of links for one single page, or Blog Specific. The Blog Specific links tie directly into [WordPress](#), [Blogger](#), [Movable Type](#) or [Textpattern](#) blogs and will re-generate for every post. If the links will be put on a static page, such as a web page, you should know the complete URL to that page. Then enter a title that describes the page.

When you get to Step 5 you might get confused even though there are some samples of code. For the Link List, you will want to create an unordered list. For that you will enter `` before all links, `` before each link, `` after each link and `` after all links.



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What that does is create the unordered list (), specify a new list item (), end each list item () and end the unordered list ().

Unordered lists have bullets next to each item. If you want an ordered list, use instead of and instead of . Ordered lists number each item starting at 1 and increasing the number for each of your links.

When all of your options are selected, click the Create Buttons button on the bottom. You will see the list of social bookmarking sites you selected, along with the links to each one that you will use to post new bookmarks.

If you chose the Static Page option, copy the code in the box and paste it into your web page, or click each one while you are on the confirmation page. You will be prompted to log into your account and add a note before the link is published.

NOTE: If you are using Internet Explorer (IE), hold your SHIFT key while clicking each of the links so they open in a new window. For Mozilla Firefox and IE users, hold your CTRL (Control) key to open a link in a new tab. That way when you are done with one site, you can close that window and continue down your list.

Repeat this process for each new bookmark you want to publish. When you click the Back button on your browser to start over, the page will reset and all of your previously entered options will be cleared out.

The most popular sites are selected for you and are listed below. Uncheck the ones you do not use and check the ones you have accounts with. Visit each one to see how they work and create an account with those you are comfortable with.

- [BlinkList](#)
- [del.icio.us](#)
- [Furl](#)
- [ma.gnolia](#)
- [Netvouz](#)
- [RawSugar](#)
- [Shadows](#)
- [Simpy](#)
- [Spurl](#)
- [Yahoo MyWeb](#)



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PRESS RELEASES

A press release is a public relations announcement issued to the news media and other targeted publications for the purpose of letting the public know of company developments, specific events or product launches.

When you submit a press release to the media, it is most often kept online for an indefinite period of time. That makes it accessible to not only search engines, but also to thousands and possibly millions of people who subscribe to press release announcements.

Google has a news announcement service that you can subscribe to and get daily headlines in your email. When the announcements are delivered you can get traffic to your website within minutes.

A press release is not an advertisement and should not be written like one. If it is, then the press release services will reject it. It should be written as an announcement that details what event is taking place, in a what, when, where, how and why fashion, plus how the public will benefit from it. You will put your website link at the end of the article.

To get detailed instructions and samples of press releases, visit PRweb.com. They are the best known for press release services and have online training. There are various levels of services. The free option is like going on stand-by at the airport: your press release will be sent out if there is room in that category. The paid options are much better and include help from the support staff on optimizing your articles.

Once you have gone through the free tutorials on PRweb.com, you will be ready to use some of the free press release services. I found a bunch of them on Google by searching for “free press release submissions”. Using quotes around your search will narrow the results to only those that offer the service.

Keep in mind that when using any free press release distribution service, your press release will be distributed on a first come, first served basis. Some sites let you specify a release date when yours will be announced. With that option, submit your article one or two weeks in advance if possible. Note though, that any press release that is submitted with a contribution, is given priority, no matter how far in advance you submit yours.



How to Get Free Website Traffic

CLASSIFIED ADS

Classified ads sites are almost as old as the Internet itself. They continue to flourish because millions of people use them to find all kinds of products and services. Adding your classified ads to those lists can increase visitors to your website.

Use an email address that you do not mind filling up with confirmation letters. You should have a spare email account by now to handle the secondary search engine submissions confirmations. If not, get a free email account and use it for all of your search engine, classifieds and directory submissions.

Here are some of the largest sites online to place free classified advertising.

[Craig's List](#) – National and local ads, one of the world favorites

[Yahoo! Classifieds](#) – Post often

[MySpace Classifieds](#) – Great exposure if you post often in multiple categories.

[AdlandPro](#) – You will get more exposure with a paid account.

[backpage.com](#)

[USFreeads](#)

[oodle](#) – Localized ads

[Adpost.com](#) – International Ads

[Sell.com classifieds](#)

[AdQuest3D](#)

[ChooseYourItem.com](#)

[DomesticSale.com](#) – National and local ads

[Epage.com](#) – Beware of multiple pop-up ads

[POSTAROO.COM](#) – Local ads

[InetGiant.com](#) – Crashes Internet Explorer 7 – Use Mozilla Firefox



How to Get Free Website Traffic

TEXT MESSAGING

If you have a cell phone, chances are you also have text messaging built into it.

Text messaging is becoming increasingly popular. It may also include the ability to text message multiple people at once. That comes in handy if your party or business meeting (which is basically a serious party) is about to start and you want to remind the participants.

Simply send a text message to everyone with a cell phone that you want at that event. They should get it no matter if they are home, on the computer, or out of the house, which would be a perfect time to contact them since they would already have a head start.

If you ever watched American Idol or another show that encourages voting with your cell phone, then you already know what text messaging is: Basically you dial a number plus a PIN code, if you are calling in to vote. Use your keypad to enter a message and send it.

The recipients will know they have a text message when their cell phones issue a sound that is different from a regular call. They then read your message and respond back, as in to R.S.V.P. (R.S.V.P. is an acronym for a French phrase, "répondez, s'il vous plaît", which means, "Please Reply.")

Having a special sale on your website or offline? Send a text message to all of your friends and contacts! Keep it short, yet exciting enough that they will get back to you the minute they can.

Depending on your cell phone provider, unlimited text messaging can be added to your current plan for as little as \$5 per month, providing your phone will support it. If you just want to try it out, generally the provider will charge a few cents per message.



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CONTINUE LEARNING

Marketing strategies are constantly changing so you must always stay on the lookout for new and improved strategies. Not all of them will fit your marketing style or intended markets, so choose the ones that will help you reach your goals.

Some of the most influential resources I learned from include the discussion forums listed previously in this document, along with the following:

[Jimmy D. Brown's List And Traffic](#) – For just \$10 per month you will have access to new information published each month from one of the most known and respected marketing gurus on the Internet. I have probably learned more from Jimmy D. Brown over the years than any of the other marketers.

[Rosalind Gardner's Super Affiliate Handbook](#) – This eBook is a must for learning how to profit by the selling products and services of others. There are many fresh ideas in the book that Rosalind Gardner has used to build her affiliate empire. She also actively participates in her own discussion forum to help her subscribers.

[The Rich Jerk](#) – He has a different approach to marketing. His rude remarks are just his trademark method that gets attention.

[Affiliate Business Blueprint](#) – This guide compliments the other guides by putting the methods into a step-by-step hierarchy to get and keep you on track.

[\\$15k in 7 Days](#) is an interview between Brian T. Edmonson and Tellman Knudson that discloses how you can make money from a small mailing list. Brian Edmondson came out of nowhere last year and ended up as a Top 20 Super Affiliate.

[123WebMarketing](#) - Free 5-Day Mini-Course: "5 Amazingly Simple Things You Can Do To Flood Your Inbox With Orders". This is another great resource by Jimmy D. Brown.



How to Get Free Website Traffic

SECURE YOUR COMPUTER

Since you will be visiting many websites, **you must make sure your computer is secure** from viruses, Trojans, Spyware and other unscrupulous intruders. There are various free and paid services that help you protect yourself.

Since each program and service differs in its methods of detection, one may work well for you while another one could find something that your favorite missed. That is common amongst these programs, as much as it is with other software having varying features and functions.

The software I use is [PC Security Shield](#). It costs less than the big names like Norton and McAfee, both of which I have used, yet does an excellent job. It is easier to configure than the others, uses less memory and sits in your task bar to quietly do its job. I recommend you get both The Shield Anti-Virus and The Shield Firewall for maximum coverage.



How to Get Free Website Traffic

WEBINARS

Webinars are seminars presented online in both audio and video. Instead of just hearing someone speak, you can also visualize presentations, the websites they go to, charts, forms, and anything else they put online for you. The presentations can be in PowerPoint, animated flash files or even web pages.

The audio portion can come from various sources. If the moderator has a microphone or webcam with audio built in, they do not require a telephone for you to hear them. Their voice will come through your computer speakers.

Webinars have proven to increase sales exponentially over the telephone presentations. That is because many people will buy if they SEE something, rather than just hearing about it. Webinars add one more of our senses to the presentations. To see, hear and feel a product is most often enough to allow us to make a buying decision. The feeling part is still not physical, but it does affect our emotional feelings because our eyes are showing us what our ears do not tell us by themselves.

There are several places that offer Webinar services, including GoToMeeting.com for small groups and GoToWebinar.com for up to 1001 participants, which is very popular. The service requires you to install a program to access the meeting rooms. That process is automatic when you access the meeting link.

Your visitors get into the Webinars free in most cases, although some companies will charge for special educational presentations. I like to use the GoToWebinar.com rooms to give guided tours, both for training and for leading prospects through my website before they join.

It adds the visual aspects and to keep it completely interactive, I also use a free telephone conference service by [Live Office Free Conferencing](http://LiveOfficeFreeConferencing.com), because not everyone has a functional microphone on their computer. Even still, the conference room allows for some one to type questions in a text box, unless I have that option turned off.

If you give memorable Webinars, people will tell others about it and link to the Webinar registration form on your website. Having a registration form will give you an idea of how many people will be joining your presentation.



How to Get Free Website Traffic

WEBRINGS

WebRings connect related websites together so visitors to them can easily click a link to the next site, or search for one in their topic of interest. In the matter of Search Engine Optimization (SEO), WebRings can play an important part in getting other sites linking to you. More related links mean higher search engine positioning.

Being linked to related sites can also add credibility because you will be giving your visitors alternative options in their searches for products and services. This does not mean that you should be concerned about losing sales by sending your visitors away to a competitor. When your site sells itself, your visitors will buy from you.

Often though, visitors are simply shopping for the best deal. They will read your site and look in the search engines or other sources, before making a buying decision. With your sales material in place, they will buy before they leave, or come back to purchase from you if your offers are better than the others. If not, they are going to leave anyway.

The same holds true for every website on the Internet, so being involved in WebRings can actually benefit you when those visitors come from the other sites in the WebRings.

WebRings are easy to join, with only a short form required to register an account. Once you have an account, you search for a WebRing to join. Once you find one, you will click a link to join that WebRing and give them your website information. Once registered, the confirmation page will have a JavaScript code to copy and paste into your web page.

There are many WebRings available, each with its own options, linking styles and pricing. Joining a WebRing simply to link your site is free. Joining a WebRing service to create your own WebRing could cost a few dollars. One I recently joined is called [WebRing](#). To have the ability to create your own WebRing there currently cost \$36 per year.

Searching for a suitable WebRing can be a daunting task unless you search on Yahoo and select one of the top sites listed in the results. Those will be the most popular. [WebRing](#) just happens to come out on #1. [WebRing](#) claims to have been online since 1994, have created over 40,000 communities visited by three million people each month. While joining a WebRing may not get you massive amounts of traffic for every industry, they are worth looking into and trying out on your site.



How to Get Free Website Traffic

VIDEO MARKETING

You have heard many marketers preach for years about using online video to INCREASE the SALES of your products. The use of online videos was one of the reasons a new book by Tim Knox went to #1 on Amazon the same day it was released. People love to WATCH videos, and then BUY products.

Dr. Mike has created a must-have product for anyone who is serious about building a profitable affiliate sales program. If you want to find the easiest way of making some massive affiliate cash, keep reading.

"I see the affiliate marketing industry changing right before my eyes - as me and several of my closest friends are raking in buckets of cash by utilizing the power of **VIDEO!**"
~Dr. Mike Woo-Ming.

The Problems with Creating Your Own Videos

- Videos are complicated to create
- Video creation software is expensive
- Video creation is time consuming
- Most people think their videos are not professional
- Many people do not know what to say
- Most people are not comfortable sitting in front of a camera

The Solution: Affiliate Sales Videos!

- Videos convert more visitors into customers
- You get 7 professionally written videos every month for the most popular affiliate and CPA programs
- All videos are branded with YOUR affiliate link
- **Copywriters do all of the work for you** - Cash in on their talents!
- **BONUS:** A Free Subscription to Affiliate Sales Letters - previously closed to new members, these are rewritten ClickBank affiliate sales letters with **your affiliate link** embedded in them.
- **YOU GET TWO SUBSCRIPTIONS IN ONE!**

[Learn More Here](#)



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YAHOO! ANSWERS

This is one of my favorite sites and the home page set in my browser. I visit there every day and answer questions posted by others. [Yahoo! Answers](#) is a large community with hundreds of topics. The topic you choose to answer the most questions in is not important, although keeping with your primary marketing theme will help generate more visitors to your website.

This is another credit-based system where you get points for answering questions. You get more points when your answer is chosen as best. Some questions can have many replies and when you do a little research to provide a detailed answer, your answer could be chosen as best among all the others.

As you answer more questions your score increases. The better your questions are the more people will want to follow you when you answer more. When you answer questions, there is a box for your source of information. It is here that you can put a link to your website if the topic is appropriate. Otherwise, link to the site from which you obtained information to answer that question.

Your Yahoo! Profile is where you will also add a short introduction about yourself along with links to your websites. When others view your profile they will see the links and visit your sites. When you are actively answering questions, Google can also index your profile. As of this writing, Google has indexed my profile twice, following all of the links in it. So I make sure that all the sites I will be promoting are in my profile. I currently do not have affiliate links in the profile, although that is an option.

Note that the profile you create in [Yahoo! Answers](#) is separate from your Yahoo! Account profile. You have more room here to describe yourself and your services.

Yahoo! Answers also has a friends list in which people can become part of your network. When they do, any questions you ask or star can be seen by your network. When you star a question, it is added to your Watch List for quick access later.

Another good reason to provide the best answers possible is that as you go along and get chosen to have the best answer more often, people will start to pay attention your answers above the others.

Get started with [Yahoo! Answers](#) today by creating a free account. For more tips, visit [Affiliate Referral Sources](#).



How to Get Free Website Traffic

Instant Article Wizard

While writing your own articles is the preferred method of getting original content, there are times when you have to do more research or periodically suffer from what is known as Writers Block. That is a time when your mind simply goes blank.

There are many times when I sit here looking at a blank screen, or get part way through the article and do not know what to write next. You want to keep the article flowing in a logical order. Writing a great article that gets noticed and generates visitors to your website is not always easy. For some people it is the toughest thing for them to do.

[Instant Article Wizard](#) helps you with that problem by doing the research for you. When you enter the keywords into the program, the software goes out onto the Internet and looks for any sentence that contains those keywords. You are then presented with a list of sentences from which to choose.

When you choose a sentence, it is added to a separate window below the selection list. There are categories on the left side from which to choose. Each one will create a separate heading in your article draft to keep the content pieces categorized.

When you are done with your research, you copy all the content you selected into your favorite word processor, change some of the sentences to make them unique, organize them to your liking, then copy and paste that entire article into your blog or web page.

[Instant Article Wizard](#) is not just for writing articles; it can also be used to compile entire web pages. The [Instant Article Wizard](#) sales page was written using the software, not only to get better content that I would write on my own, but also to demonstrate the power of the software.

You do not have to be concerned with duplicate content, which is frowned upon by the search engines, because you are mixing and matching content from many sources. No two articles will be the same using this method.

A video demonstration is also on the [Instant Article Wizard](#) page that walks you through the entire process of writing an article. This software is so powerful that I recommend it to all marketers.



How to Get Free Website Traffic

PODCASTING

Expand your reach to those who listen to iTunes and other media players. This allows people to hear your messages, not just read them. When you add Podcasting to your blog, your news feeds will include a link to download the MP3 files for listening without having to visit your website.

When you write an article, record it into an MP3 file and upload it to your blog using the PodPress plug-in for WordPress. That will put a link on your article to give your visitor the ability to download that file, or listen online. That way they can not only do other things while hearing your message, but you will also reach those who are visually impaired.

If you do not have PodPress installed on your blog, you can ask your web host to install it, or get it yourself from [NT OBJECTives](#). This will add a section below the article editing box to add a media file. PodPress gives you:

- Full featured and automatic feed generation (RSS2, iTunes and ATOM and BitTorrent RSS)
- Preview of what your Podcast will look like on iTunes
- Podcast Download stats, with cool graphs. (Disable if server load is too high)
- Makes adding a Podcast to a Post very simple
- Control over where the player will display within your post and what it will look like.
- Support for various formats, including Video Podcasting
- Automatic Media player for MP3, OGG, MP4, MOV, FLV, SWF, ASF, WMV, AVI, and more, with inline and PopUp Window support.
- Preview image for videos
- Support for separate categories in your podcasts
- Allow your visitors to add Audio Comments

Recording audio files is easy too. [Audacity](#) is a free MP3 recorder that is available from [SourceForge.net](#) where you will also find thousands of other free programs.

When recording your audio files, remember to mention your website in it so people will know where to get more information. If you do not have a good recording voice, get a friend to record it for you. However, recording them yourself will allow your listeners to know you better. Always introduce yourself at the beginning and mention your website. Close each recording with your name and website again so it sticks in their mind.



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After you record your audio, go into the article manager of your WordPress Administration and scroll down to the Upload Files section. Upload the MP3 and click the link named **Browse** or **Browse All** so you can see all of the files you have uploaded. Click on the file name. Then click the **Edit** link to see the title and link to the file.

Copy the link and paste it into the box that shows up when you click the **Add Media File** above that section. The reason for that is the links, **Insert** and **Send to Editor** do not always work the way you would expect them to.

Instead, go to your article editing box and locate the area you want to display the play button. Create a new line and enter this: `[display_podcast]`

Once you add the audio file, click the **Save and Continue Editing** button below the article editing box. When you do, above that box will be **Preview** link. Click that to open a new window and see how the article will appear. Go back to make any adjustments to the audio position or edits to your article. To make those changes active, you have to click the **Save and Continue Editing** button. You can then go to the preview window and refresh it.

If the article has already been published, there is nothing left to do because the changes are already displayed to the public. Otherwise, click the **Publish** button to post your article.

That make look like a lot to do, but after a few rounds with it, the process becomes much easier. You can also adjust the player appearance by going to the **PodPress** section in WordPress, then clicking the **Player Settings** link.