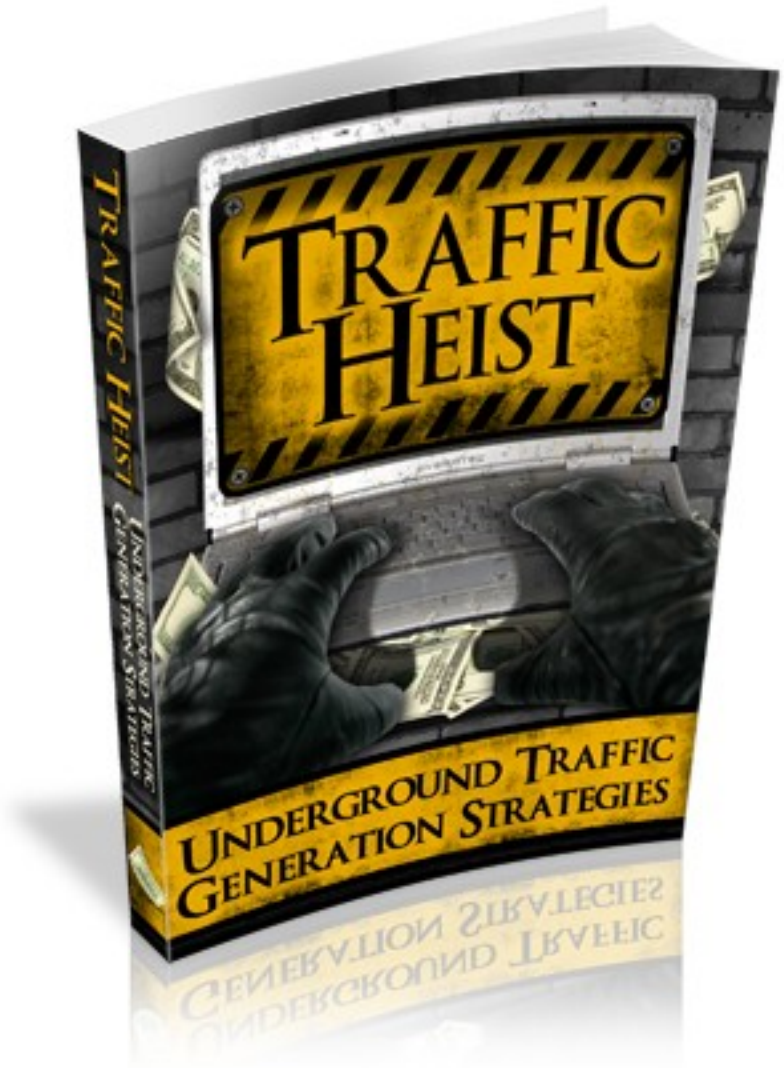
Traffic Heist



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THE TRICK IS EXACTLY THAT: YOU WANT TO CREATE A PRESS RELEASE THAT APPEARS TO BE NEWS, RATHER THAN AN ADVERTISEMENT. THE BACK LINKS THAT A PRESS RELEASE CAN CREATE IS PHENOMENAL, IN FACT, I HAVE SEEN AN INTENSE SURGE OF TRAFFIC WITHIN MINUTES OF MY FIRST PRESS RELEASE BEING PUBLISHED, AND MONTHS LATER, I WAS STILL RECEIVING TARGETED TRAFFIC FROM THE CIRCULATION OF THIS RELEASE.

THE ONE THING YOU NEED TO BE CAREFUL OF IS THAT YOU MODEL YOUR PRESS RELEASE SO THAT IT CAUSE AN EMOTIONAL RESPONSE IN YOUR VIEWERS.

YOUR PRESS RELEASE TITLE SHOULD BE NO LONGER THAN 150 CHARACTERS IN LENGTH (OTHERWISE IT MAY BE TRUNCATED WITHOUT PRIOR APPROVAL) AND GRAB THE INTEREST OF YOUR READERS IMMEDIATELY. IT SHOULD ALSO FLOW WELL INTO YOUR FIRST PARAGRAPH, CARRYING YOUR MESSAGE AND SEAMING IT TOGETHER.

MAKE SURE THAT YOUR PRESS RELEASE FEATURES YOUR PRIMARY KEYWORDS THAT ARE RELEVANT TO YOUR PRODUCT OR SERVICE, AS SEARCH ENGINES WILL INDEX THESE PRESS RELEASES BASED ON THE KEYWORDS THAT ARE FEATURED WITHIN THE CONTENT. 54

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Introduction

When it comes to online business, there is only thing that you need above all else; **traffic.**

Whether you are an affiliate marketer, or you create your own info products and services, without traffic, your business will never get off the ground and ultimately, your website doomed to be nothing more than wasted space, clutter, useless.

After all, traffic equates to customers and without these prospects, there is no income, no profit, and no success.

Thankfully, not all traffic comes with a hefty price tag, in fact, there are many ways to generate prime, targeted traffic to your websites and landing pages absolutely free.

Known in most circles as “Bum Marketing”, these methods of generating traffic are often the highest converting, most targeted traffic that you can get, which is why, aside from the no cost factor, is why so many people are interested in learning exactly how it’s done.

And that’s what I’m going to teach you, exactly how to create a successful traffic funnel that once set up and activated, will send a consistent flow of targeted buyers to your website, all on complete auto pilot.

But before we get too far ahead of ourselves, we need to roll up our sleeves and prepare to get our hands a little ‘dirty’.

Setting up your traffic system and essentially swiping traffic from free online resources (including competing websites), takes a bit of time and effort, but once it’s done, you’ll benefit from the longevity of a system that is designed to work quickly, work efficiently, and work steadily.

So, let’s get right to the heart of the matter; creating your solid and powerful traffic system.

Free Traffic Strategies

Let’s cut to the chase: Bum marketing is coined such because of the fact it’s free, but that doesn’t mean that only the frugal marketers in our industry participate in these strategies.

Those gurus that you look up to?

It’s likely that they have their own form of bum marketing going on, especially as these traffic generation tactics range from SEO to article marketing, all very important methods of luring in organic traffic that has been “pre-screened” and far more likely to purchase whatever it is that you are selling.

Search Engine Optimization

When it comes to SEO (search engine optimization), there are both **on-site and off-site factors to consider.**

With on-site SEO, you are setting up your pages so that they are optimized to include your primary keywords, anchor text and an internal linking

structure that allows for spiders (crawlers) to effectively index your website and help you rank for specific keywords.

Then, when visitors using search engines like www.Google.com enter in keyword phrases searching for specific information, your website can appear in the search results if you have properly optimized your site for the same keyword or keyword phrase that was entered.

Part of SEO also involves off-site SEO, which is primarily focused on link building. The more high quality, **relevant links that point to your website** from external sources, the more weight your website is given in the search engines, causing your site to appear more frequently when specific (related) keywords are entered, triggering your site to show up in the results window.

One thing to keep in mind as well, is that sites hosted on the same IP address as yours will carry less weight, so if you have a network of sites hosted on the same server linking to each other, it won't be as useful in your incoming link strategy as those sites hosted on other servers.

Of course, this is a brief summary of what SEO is. In truth, optimizing your website for the search engines and building an effective SEO campaign takes time and effort.

Furthermore, don't expect instant results from your work, SEO is often a slower performing method of generating traffic, however once you've set it up, you only need to continue optimizing new pages that you add to your site in order to retain your foothold in the search engines.

Let's take a closer look at how you can optimize your website for higher search engine rankings.

ON SITE SEO: Quick Start Overview

On page SEO consists of certain factors, namely:

- Including relevant keywords and keyword phrases within your content itself.

- Including keywords in your Meta tags and page titles.

- Including keywords in your H1, H2, and H3 tags.

- Including keywords in the Alt tag for every image and graphic featured on your website.

On Site SEO is actually quite simple, which is why it's surprising to see just how many webmasters have failed to optimize their websites, missing out on potentially thousands of visitors a day from the major search engines.

Off Site SEO consists of external elements, things you can't necessarily control but still just as important.

These things include:

- **The anchor text used with incoming links.**

Anchor text is the text that is used to link to a web page from another page. There are two types of anchor text on any web page, the text that links to other pages on your own site, and the text that links to other sites (externally).

When a website is linking to you, try your best to have as many incoming links contain anchor text,

specific keyword phrases for your website, rather than just your domain name itself.

Furthermore, try mixing up the anchor text used so that you are ranking for multiple keyword phrases that target your niche market.

- **The number and quality of inbound links to your site.**

Off site SEO is as important, if not more so, than on-site SEO so if you want to rank in the search engines for your primary keyword, you will need to focus on creating an effective link building campaign, targeting relevant websites and blogs that offer text link advertisements, or exchanges.

When it comes to SEO, the search engines like Google or Yahoo do not rank entire websites, but rather individual pages. This means that you can have an interior page with a higher page rank than even your main index page.

This means that you need to focus on optimizing every single page on your website, whether you feel

it’s an important “landing” page or not, they may be indexed separately, and people may enter your site from one of your sub pages rather than your main entry page.

When it comes to optimizing your pages for SEO, you need to focus on offering high quality, relevant content that is heavily targeted towards your market, ensuring that your visitors are given substantial information about your products and services and that each and every article on your website, includes the keyword phrases that you are hoping to rank for.

This also goes beyond the content body itself, and should include your page titles and graphics. Instead of just calling your index page **"Your Domain Name",** consider integrating your primary keyword in its title such as in the example of an e-commerce website featuring a premium Wordpress theme series for sale, "Premium Wordpress Themes", if that was your primary keyword phrase.

There are also very important **structural elements** of your web pages that you should not overlook, including title tags, meta description tags, meta

keyword tags, and a properly constructed site map so that search engine spiders are able to navigate their way throughout your website easily, indexing all of your pages successfully.

Each time you update your website, you should resubmit your site map so that it's updated and includes all of your main pages, as well as your sub pages.

Sitemap Generators:

http://www.Google.com/webmasters/sitemaps

http://www.sitemapdoc.com/

http://www.xml-sitemaps.com

http://sitemap.xmlecho.org/sitemap/

Once you have your website pages optimized and ready to submit to the search engines, you can hire a submission service, like the one featured at: http://www.submitcentre.com/ or do it manually by visiting each of the major search engines.

Helpful Tip: There are a few free tools out there that will enable you to automatically create and update sitemap files for your website. One of these can be found at http://www.gsitecrawler.com

Social Marketing Traffic

Learning how to research and leverage the social media space is an important part of setting up your traffic system.

With social media, you are able to take advantage of microblogging platforms like www.Twitter.com as well as communities like www.Squidoo.com and www.Facebook.com to expand your outreach and target your niche markets quickly and easily (and it's all about setting up your traffic funnel as quickly as possible, right?).

Aside from just how (free) and easy social marketing is, it really can provide you with quality, targeted traffic, while enabling you to minimize the time you spend promoting your website, by creating an action plan that outlines your goals, objectives as well as what communities you are going to target and the level of interaction that you are comfortable with.

When it comes to marketing within social communities, you need to take a different approach

than that of traditional marketing.

These people are looking to network with others, to meet new ‘friends’, to explore new markets, and while it’s likely that you’ll run into groups of fellow marketers who will be more than willing to get on your friends list and mutually promote each others websites, your overall objective should be to dig deep into your niche markets, pulling out as much of your target audience as possible.

These people are buyers, not sellers and you need to target your advertisements and offers so that they are informative and useful, rather than a blatant marketing ploy (which most people see through from the get-go).

You’ll experience these gimmicks yourself once you begin to circle through the social platforms. Marketers will quickly become chattier, and regularly active within the social groups whenever a new product launch is about to be unveiled while affiliates scramble to generate buzz and get their links shown before everyone else.

Social marketing is a fierce playground to venture

into, but if you plan out your strategy effectively, by first clearly outlining what it is that you hope to achieve as well as your overall process for executing your plan of action, you will be one (or ten) steps ahead of your competition who elbow their way onto the social scene eager to spam their advertisements and blast their promotions to a mass audience of potential prospects who are lost in the noise, quickly deleting them from their user lists, blocking them from contact and avoiding them in the future.

Here are a few methods of standing out from the crowd and tackling the social communities in a way that influences people to take action, and creates a positive brand and online identity for your business.

Helping Hand

People want to be treated fairly, as individuals, not just a ‘target consumer base’. Remember this when entering into social communities and rather than focus on spreading your message across, remember, you need to make it about ‘them’, not about you.

Don’t be afraid to share free content and resources. You aren’t losing money by giving people a reason to follow you, to pay attention, to look at you as someone who has their best interests in mind, in fact, the more you give away the more you will stand out from the crowd of marketers who aren’t interested in giving anything away (and you’ll find many of these types).

No Wall Flowers Allowed

It’s common for new marketers to join social communities and instantly replicate what everyone else is doing. Worse, they stay close up against the wall, and whisper out the occasional “me, too”.

Don’t do this. You need to decide what you want to be known for, what brand you want to create and work towards establishing a reputation in your niche market from day one.

That doesn’t mean you have to be the most active, or the loudest marketer in the “room”, but it does mean that if you want to be noticed, you need to step out and not be afraid to communicate with your

market, peers, and even competition.

Stay Active

This is difficult for even the most seasoned social marketers at times. *Staying active.*

We all seem to come in bursts, actively posting and updating for days on end, only to get busy with other projects and neglect to update our blogs, walls, profile pages or social portfolios for days (or weeks) on end.

Do your best to focus on consistency, even if in the beginning, your activity is minimal.

It’s best to get into a habit or a specific schedule so that people continue to see you up front and center. The last thing you want to do is minimize your marketing outreach that you spent weeks creating, simply because you seemed to have disappeared, out of the blue.

Connect

Remember that you are there to communicate and

connect with your customer base. You want to do your best to always be sincere, genuine and honest. People will notice this, believe me.

If your content is solid, your products of high quality, people will remember that, and return to your site again and again.

Minimize costly mistakes (to both your bottom line and your reputation) by thoroughly researching your market, finding out what they want and giving it to them.

Once you build up credibility, you will find it easier to influence your market with a single post, and to expand your outreach even further.

Take some time to fill out your social profiles, update with images, personal photos, your current activity.

While you are a marketer first, friend second, you want to form a personal connection with your target audience.

Here are some of the best social communities to get

involved with:

Twitter: http://www.twitter.com
Friend Feed: http://www.FriendFeed.com
Facebook: http://www.Facebook.com
Stumble Upon: http://www.StumbleUpon.com
Delicious: http://www.Del.icio.us
My Space: http://www.MySpace.com

(Additional resources at the end of this guide)

Article Marketing Traffic

The concept of article marketing is a simple one: Write high quality content and distribute it amongst the most popular article databases and directories online, generating traffic from the back links in the attached resource box.

It's as simple as that.

There are however, critical elements that need to be included with each of your articles, so that they are performing at their maximum potential, and generating high grade, targeted traffic to your site.

To begin, you've probably heard of the beast of all article directories, www.EzineArticles.com

With Ezine Articles (otherwise known as EA), you are able to set up as many profiles as you wish, adding in hundreds of articles a week, and including up to two links in your resource boxes. Best of all, you can easily cover a multitude of niche markets from within one EA account, by

creating alias (sub accounts) under your main profile and creating article content focusing on each of your main industry's.

There is a major difference between the types of articles that I am going to teach you to create, and the garbage that clutters up these directory sites.

For one thing, your articles are going to be highly targeted. You know your niche market, and you should know your target audience. Based on the products and services that you are offering, you will be able to utilize article directories to instantly reach out (deep) into your markets and pull out as much free traffic as you can handle.

But we need to get specific.

Whether or not your market is a broad one, you need to first evaluate your target audience, find out what they are searching for, what problems they have that they are actively searching for answers to, what solution you can provide that would entice them to finish reading your article and further explore your website.

The value of your article is in the quality of its content, not just in the quantity, and sadly enough, as you'll soon discover when you explore the top article directories, the majority of article marketers forget all about the importance of solid quality (and relevancy) and instead, submit dozens of low quality articles every day.

While I won't argue that quantity is important, because it is, the more articles you have in circulation, the more traffic you will ultimately generate to your websites, you also need to place a severe emphasis on **QUALITY..**

Think about it, 1,000 articles that don't convert, versus 12 that do, well, you know which one to go with. If you rush out articles without conducting keyword research and paying close attention to create articles that consist of a **solid headline, fluid content and a call to action**, prompting the reader to click the links found within your resource boxes, leaving the article directory itself to explore your website, you are literally throwing money away.

What you want to do is focus on is first attracting readers and then retaining them, while your resource box does the rest of the work for you, funneling these readers over to your website where you continue to push your brand and get the most out of your article campaigns.

In other words, you really will want to craft the kind of articles that **speak directly to your market**. In order to do that, you need to thoroughly evaluate your market and your intended audience before you ever write a single article.

For example, if you have an ebook product that helps eliminate or control acne, you will want to take it a step further and analyze everything from the age range to the gender of your primary customer.

Once you have this information, you will be able to write articles that speak directly to them, and once you do that, generating traffic with every article you create and distribute will be as simple as, 1, 2, well you get my drift.

So, how can you evaluate your target market and

figure out who the heck your average customer really is?

This is where you begin at home, with your product itself.

Was your ebook written for a specific age group? (in our example of acne, would the ebook be focused on teens, etc?)

Is your product or service geared towards a specific gender? (Ebooks focusing on parenting, work at home moms, single dads, would have specific gender oriented audiences).

You need to identify your target market early on, so that you can cater to them in such a way that you are able to guide them from the articles that are featured online, to your website, where they can explore your products, services and perhaps additional content or information.

Part of executing a successful article marketing strategy involves both keyword research and niche marketing research, one that will help you pinpoint where your target market is, and the other will

help you successfully dominate it.

To begin, let's take a closer look at how you can quickly drill down into your main keyword phrases by evaluating potential keywords that you can use within your article content.

I use Google's Keyword Tool available at: https://adwords.google.com/select/KeywordToolExternal

I keep it simple (don't over complicate keyword research, because it's really exceptionally easy to do). I begin by entering in my primary keyword phrases, and if you know your product, you should know what these keywords are, otherwise, take a few minutes to consider what it is that you are offering and create a listing of potential keywords that best describe your product and those who would purchase it.

For example, if you are offering an ebook that helps new gardeners learn how to grow vegetables, you might create a quick keyword list that looks something like this:

- **Growing Vegetables**
- **Vegetable Garden Help**
- **Vegetable Garden Tips**
- **How to grow a vegetable garden.**

And so on..

Think of keyword phrases as potential article titles for your niche market. If you discover that there are enough searches to warrant using these keywords, your next logical step would be to create articles that use these keywords both within the title and the actual body of the content itself.

When you enter in your keywords into the Google Keyword Tool, you be given access to data that will help you determine the profitability of each keyword phrase, based on current searches conducted each week, as well as the competition advertising to that market using the same keyword phrases.

What you are looking to find are keyword phrases that receive a lot of activity, yet have little competition. It may take awhile to pinpoint down a decent size list of keywords, but if you are persistent, you will be able to compile the best

possible listing of keywords that you can use within your articles to improve your ranking in the search engines and within the article directory itself.

You can also evaluate keywords from on the article directory sites themselves, by browsing through the categories of your market and looking at what keywords are being used in competing articles (hint: view the source code of the page where the article is featured to see what keywords are used in the header, title and meta tags).

Once thing to keep in mind as well is that you won't just be generating traffic from the article directories themselves, but just as importantly, from those who scrap article directories to power their websites and blogs with fresh content.

Article directories like www.ArticlesBase.com allow for people to reprint articles as long as the resource box is left intact, meaning that your articles can easily spread across the Internet, appearing on thousands of other websites, within days of your submission.

Duplicate Content; The Truth

You'll likely hear Internet Marketers warn you against the downfalls of recycling articles or submitting the same article content into multiple directories.

From personal experience of being involved in article marketing for the last three years, this has never been an issue for me. I will say however, that recycling article content across multiple topics can hurt you.

Here is what I mean:

Let's say that I create an article titled "Ten Ways To Repair Your Credit in California", and then I use the same article, renaming it to "Ten Ways To Repair Credit in New York", and I do this 50 more times covering every State, moving into Canadian provinces, territories, perhaps even going over to the United Kingdom and beyond.

This kind of activity has wreaked havoc on my rankings, and in some cases, it's been said that Google will penalize you quickly, for doing this by

slapping any sites that feature Adsense along with these types of articles, so I suggest that you avoid doing it.

That being said, I have used PLR (Private Label Rights) content successfully, without making any modifications to the content, but I do recommend, whenever possible, that you outsource your article content to affordable freelancers so that you are able to showcase original content on the directory and entirely different content on your website itself.

When it comes to integrating keywords into your articles, you might find that the primary keyword phrases are too competitive, and that it's difficult to rank for them. Instead, focus on long-tail keywords, even in highly competitive niches.

Here's an example using the weight loss market:

Keyword: **Weight Loss**
Too competitive, difficult if not absolutely impossible to rank for.

Weight Loss System

Still too competitive of a keyword phrase.

Weight Loss After Pregnancy
Still a popular niche market, but drilled down so that the competition will be less intensive.

The objective is to stay within popular niche markets, because you know they are profitable, active markets, however you want to go beyond the most competitive phrases until you find long-tail keywords that are still consistently being used, but that fewer competitors are targeting.

Run your keyword phrases into Google's Keyword Tool until you have a solid listing of at least 20 keywords for your articles.

When it comes to creating your articles, there are a few things to keep in mind:

Article Title
You want to plug in your primary keyword phrase into your title whenever possible, but be careful to keep the title strong, motivating people to read your article and of course, visit your website.

Since the title is the very first thing that people see when they visit article directories, you need it to be relevant and capture their attention quickly.

Stick with direct titles, or if you know your target audience (and you should) consider group centric titles (ex: “Top Ten Tips For Internet Newbies” or “Five Critical Steps In Getting Your Ex Girlfriend Back”.

Article Summary:

This is basically a short description of your article and is what people see when they are searching for articles using the article directories built-in search utility. Usually the summary is only a few lines long so be sure to get right to the point, highlighting the most important aspects of your content.

Note: Some article directories don’t allow you to enter in a specific summary, but rather pull the first few lines from your article’s body, so make sure that you craft your article accordingly if you are using directories that do this.

Article Content/Body:

Keep it interesting and on topic. Use short paragraphs rather than lengthy ones and limit your article body content to 400 characters in total.

You want to get them interested enough to click on the link within your resource box without giving too much away.

Story telling is a very smart method that successful article marketers have used to bring a reader from start to finish. The last paragraph in your article needs to be as compelling as the first because this is ultimately your very last chance to encourage your reader to click on the resource box and learn more about you, or the topic you are focusing on.

Resource Box:

You need to utilize this space in the best possible way you can, after all the entire purpose of the resource box is to get them to visit your website or another website that you are promoting.

If these readers fail to follow through, your article was all for nothing. You should think of

your resource box as a 25 second commercial.

What is the strongest message that you can use to motivate your readers to click on your link?

If you are not sure what you can offer within your resource box, here are a few things I have used successfully for over a year now:

- **A Free Report**
- **Subscription to your newsletter**
- **A free ebook**
- **A free sample of a paid product**
- **A Free Trial Membership**
- **A Video Guide**
- **A audio call or transcript**

As long as you are offering something relevant to the subject of your article, you should be able to feature a high converting resource box with the required elements.

Tip: Use anchor text within your resource box so that you are generating back links for your keyword phrases, rather than just ranking for your domain name itself. Most article directories allow HTML to

be used within the resource box, enabling you to post anchor text links instead of direct URL's.

Example: "Click here to download your free report" rather than: "Visit www.yourdomain.com for your free report".

Submission Process

Write 20 articles and submit half of them into the top five article directories, with the remainder being submitted into the remaining top ten.

#1: www.EzineArticles.com
#2: www.Buzzle.com
#3: www.ArticleDashboard.com
#4: www.Amazines.com
#5: www.IdeaMarketers.com

Remaining articles are submitted to:
#6: www.GoArticles.com
#7: www.SearchWarp.com
#8: www.ArticlesBase.com
#9: www.iSnare.com
#10: www.IdeaMarketers.com

Other directories worth considering:

www.SelfGrowth.com

www.ArticleCity.com

www.ArticleAlley.com

www.Web-Source.net

www.SelfSEO.net

www.ContentDesk.com

www.ArticleCube.com

www.AfroArticles.com

www.ArticleBiz.com

Useful Resource:

Automatic submission into top article directories:

http://www.articlepostrobot.com

Forum Marketing: Quick Back Link Strategy

Forum marketing is one of the easiest ways to generate back links to your website, as well as potential subscribers and customers.

With no shortage of active communities to choose from, regardless of your niche market, you can instantly develop an online reputation and reach out to prospects all within a few posts and a well crafted signature file, featuring links to your landing pages.

One thing to keep in mind when participating in online forums, is to start off slow and steady. You don’t want to bust onto the scene, spamming the threads with a lot of “me, too!” responses, because it won’t be long before you find yourself banned or simply ignored.

Be helpful, share tips, resources and information, and approach forum marketing in a similar way that you would approach social networking, by offering help and slowly building awareness of your brand.

When scouring for forums in your niche market, enter in keywords using the following format:

“your niche+forums” or “your niche+discussion board”. This will bring up dozens of forums and active groups in your market.

When creating your signature box, be sure to feature a free report or resource to entice people to click your link in the same way that you would create your article marketing resource boxes.

The easiest way to direct traffic to your website from a forum is by offering something of value, at no cost. Focus on building a list of active subscribers that you can follow up with in the future with both free content, balanced out with promotional offers.

You can locate the most popular forums in your market by visiting: http://www.Big-Boards.com

Viral Marketing: Spread It Like Wild Fire

You've most likely heard the term Viral Marketing, but might not really know how to set up a campaign that is likely to go viral, being carried from person to person, eager and willing to share your website link with friends, family and online acquaintances.

In reality, creating a viral marketing campaign is nowhere near as difficult as most people believe, and can yield an impressive return on investment if done correctly.

Here are a few ideas to help you set up a viral marketing campaign of your own:

#1: Offer Incentives

Viral marketing always works best when a valuable product or service (including tangible items) are offered. By encouraging activity such as requiring that a user refers or recommends your site to five friends prior to being able to download the digital product, or receive an entry into your contest, you are able to instantly generate a buzz around your site.

You could give away digital items such as a report, ebook, script, audio file, video clip, course, software, scripts or even coaching.

You could also offer physical items such as t-shirts (with your logo printed on the front), mouse pads, coffee mugs, calendars and so on. (think, www.CafePress.com)

You can also consider giving a discount to a product or service, rather than offering something for free. I've done this successfully by offering my visitors an instant discount just for filling out my "Refer A Friend" form, and sending off an email broadcast to five or ten of their contacts.

#2: Be Incredibly Different

If you want to generate a buzz around your website, you need to stand out from the crowd by being original, different, perhaps controversial. You could create a blog post highlighting an opposing view to a recent news clip, or create a video that takes on an entertaining or comical approach, such as a parody of a recent event.

#3: Run A Contest Or Challenge

One of the easiest ways to create a viral campaign is by offering a contest where the user has to fulfill certain tasks in order to be eligible to win prizes.

This could include promoting your product as an affiliate, completing a survey (helping you compile demographic information or feedback about your website), or it could be as simple as posting a comment on your blog, or adding you to their Twitter account.

If you look at the overall picture, rather than just the immediate surge of traffic that your website will experience, you will be able to end the promotion, benefiting from the new subscribers, followers and continued traffic that you'll receive.

During the Christmas holidays, NameCheap.com, a popular domain registrar gave away a few hundred dollars worth of domain registrations just for having people follow them on Twitter and answer questions to trivia challenges. While this created an immediate buzz from people hoping to win a free

domain name, it didn’t cost NameCheap much in promotion and in the end, they not only had a large following of users on Twitter, but they had reached out to new customers who are likely to continue registering domain names, since after all, they have the one they received free already hosted at NameCheap.

#4: Save People Time & Money

Consider creating a package that you can give away with resell rights, to marketers and online businesses in your niche market.

Marketers are always looking for free content or giveaways that they can pass onto their list, and be offering resell rights, you pass on a pre-created PDF file that includes your website link in every copy distributed.

This means FREE promotion, while providing fellow marketers with valuable content that they will gladly send out to their subscribers, or feature on their website.

Squidoo, HubPages, Blogs – Instant Traffic

There are three tools that I use to instantly generate traffic to my website, at absolutely no cost, and they are:

Hub Pages: **http://www.HubPages.com**
Squidoo Lens: **http://www.Squidoo.com**
Blogs: **http://www.Wordpress.com** & **www.Blogger.com**

With Hub Pages, you can create an account in just a few minutes and start creating “hubs”that focus on your niche market. By answering questions, providing reviews and participating within the Hubpage community, you can generate traffic, create a buzz and build a list, all at the same time.

AND – you can also earn money from Adsense advertisements that are featured throughout your HubPages.

HubPages.com is also an authority site with search engines like **www.Google.com** so you will be able to rank for specific keywords and generate traffic from multiple sources.

Here are a few tips to help you create your first Hub:

#1: Use ORIGINAL content only! Do not post PLR or any recycled content on your hubpages. You want to focus on offering original, high quality material throughout the Hubpage community.

#2: Add modules to your hubpages for additional revenue. You can add in Amazon and eBay modules as well as Adsense advertisements.

#3: Add links with your keywords within your hub page content, leading to your websites, blogs and landing pages. Add at least two text capsules.

#4: Do NOT post affiliate links within your hubpages, instead focus only on building YOUR network (most affiliate links will be removed by HubPages admin, anyway).

#5: Add fans to your hub and be active within the community and its sub groups.

#6: Encourage RSS subscriptions to build a following and expand your outreach.
Squidoo provides a platform that enables you to create mini-webpages that feature information such as articles, and modules showcasing everything from Amazon books, favorite link listings, and You Tube videos.

By creating a Squidoo lens, you can generate a TON of traffic from the major search engines, as well as from within the Squidoo community itself.

Each time you create a lens, you choose a URL that is tagged onto your page, such as **www.Squidoo.com/FlipMastery** or if you were hoping to rank for the term “Weight Loss System”, you could register a lens with the tag **www.Squidoo.com/Weight-Loss-System** (I’m sure that one’s taken).

With Wordpress.com and Blogger.com, you can generate a ton of traffic and of course, a solid back link just by creating a freely hosted blog.

Make sure to add in at least three articles that are relevant to your topic, and inter-link both your Squidoo lens, Hub Pages, and both blogs to each other as well as to your main website.

Press Releases: Quick Traffic Bursts

Press Releases are one of the easiest methods of introducing your website and spreading your message in front of thousands of prospects in your niche market, as well as picking up affiliates and potential joint venture partners.

With press releases, you simply hire a skilled writer to create an article that will broadcast out to the news sites like **www.BusinessWire.com** , **www.Prnewswire.com** and **www.PRWeb.com** that will circulate your message and present your product and service in the form of “newsworthy content”.

The trick is exactly that: you want to create a press release that appears to be news, rather than an advertisement. The back links that a press release can create is phenomenal, in fact, I have seen an intense surge of traffic within minutes of my first press release being published, and months later, I was still receiving targeted traffic from the circulation of this release.

The one thing you need to be careful of is that you model your press release so that it cause an emotional response in your viewers.

Your press release title should be no longer than 150 characters in length (otherwise it may be truncated without prior approval) and grab the interest of your readers immediately. It should also flow well into your first paragraph, carrying your message and seaming it together.

Make sure that your press release features your primary keywords that are relevant to your product or service, as search engines will index these press releases based on the keywords that are featured within the content.

Also be sure to include your company name at the beginning and end of your press release to increase branding and public awareness.

Example Format:

FOR IMMEDIATE RELEASE:

Contact:
Contact Person
Company Name
Telephone Number
Fax Number
Email Address
Web site address

Headline

City, State, Date –Statement explaining what press release contains

First paragraph- Gives the facts. Includes who, what, where, why, when and how info.

Remainder of body text - Should include any relevant information to support what is written in your title and your first paragraph.

Last paragraph- Ties it all together and provides readers with additional information link.

Resources:

http://www.pressequalizer.com

http://www.pressedge.com/

http://www.custompressrelease.com

http://www.prnine.com

http://www.Press-Release-Writing.com

http://www.contentdone.com

http://www.contentcustoms.com

Press Release Distribution Sites

http://www.PRWeb.com

http://www.URLWire.com

http://www.PRNewsWire.com

http://www.Free-Press-Release.com

http://www.marketwire.com

Tools & Resources

Social Marketing Tools

www.twhirl.com

www.twitterfox.com

www.twittermail.com

www.twitterberry.com

Social Marketing:

www.NewsVine.com

www.Digg.com

www.Reddit.com

www.Youtube.com

www.Linkedin.com