25 Website Traffic Methods Exposed

Proven Methods to Get Targeted Traffic To Your Website

Website Traffic & Your Business

- Without website traffic your online business will not survive.
- Traffic brings you the audience that takes action on your site.
- Targeted website traffic is the best type of traffic you can get.
- Don't put all your eggs in one basket.
- Rely on traffic from a variety of sources.
- Be consistent with your traffic efforts.
- Remember that content is key to any traffic strategy.

Tracking Your Website Visitors

Google Analytics – <u>www.google.com/analytics</u>



Webalizer or AWStats from your site's Cpanel.



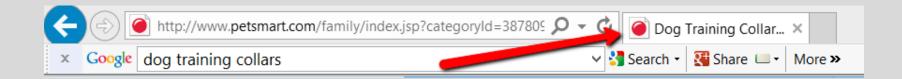
Proven Website Traffic Methods

- SEO (Search Engine Optimization)
- Facebook
- Pinterest
- Twitter
- PPC Ads
- Paid Banner Ads
- Amazon
- Blogging
- RSS Submissions
- Forum Marketing
- Q&A Sites
- Press Releases
- Online Classifieds

- Directory Submissions
- Social Bookmarking
- Article Submissions
- Guest Blogging
- Web 2.0 Sites (Squidoo, etc.)
- Old School Marketing
- Solo Ads
- Joint Ventures
- Blog Commenting
- Viral Report
- Video Marketing
- Document Sharing Sites

- SEO or Search Engine Optimization is working to improve a websites position and visibility in the organic (un-paid) results.
- The higher the rankings, the more targeted traffic you receive.
- Target keywords that will send you the right kind of visitors.
- SEO begins with proper keyword research.
 - Google Adwords Keyword Tool <u>https://adwords.google.com/o/KeywordTool</u>
 - SEO Book Keyword Tool http://tools.seobook.com/keyword-tools/seobook/
- SEO includes making changes to your site to help search engines find and display your content to their users.
- A growing factor in SEO is social signals.
- You also want to get quality backlinks and content distribution.

- Start with On Page SEO. This involves:
 - Changing the HTML coding (Title Tags and Meta Description)
 - How content is worded and displayed.
 - Structure of your content and inner linking.
- On Page Change #1: Title Tags
 - Your target keywords should appear in the title tag.
 - Most important On Page SEO factor.
 - Create unique title tags for each page of content.
 - No more than 70 characters and keep site branding for last.



Dog Training Collars | PetSmart

w.petsmart.com/family/index.jsp?categoryId=3878094 ▼

7+ items – A dog training collar is a must have accessory to help you instill ...

Coastal Pet Products Personalized Martingale Dog Collars \$12.99
Halti Holt Training Head Collar \$10.19 to 16.99

Top Paw® Hook Links - Bret Michaels Pets Rock ... - BarkOff Ultrasonic Training Aid

Dog Training Collars

www.dogtrainingcollars.com/ -

All electronic **dog training collars** consist of a handheld transmitter and collar receiver. The collars are used for numerous training purposes. For companion dogs ,

Amazon Best Sellers: best Dog Training Collars - Amazon.com

www.amazon.com/Best-Sellers...Dog-Training-Collars/.../2975428011 -

Discover the best **Dog Training Collars** in Best Sellers. Find the top 100 most popular items in Amazon STRING(pet-supplies-store) Best Sellers.

Remote Dog Trainers: Remote Dog Training Collars and Trainer ... www.drsfostersmith.com > Dogs > Training -

Remote dog trainers from Drs. Foster & Smith include remote **dog training collars** and trainer systems to stop barking, digging and other unwanted behavior.

Dog Training Collars SHIP FREE (Electronic Remote Collar Trainer ...



www.gundogsupply.com/dog-training-collars.html •

by Steve Snell - in 68 Google+ circles

Steve says Learn more about **dog training collars**: Read my 2013 **Dog Training Collars** Buyer's Guide and 500+ **Dog Training Collar** Review here.

The Best Dog Training Collars Buyer's Guide w/ Ratings & Reviews

www.gundogsupply.com/dog-training-collars-buyers-guide.html -

For the best **dog training collar**, read Steve Snell's **dog training collar** reviews. Solve behavior problems. Teach basic obedience. Train your dog to do almost ...

- Editing Your Title Tags
 - Found near the top of the HTML coding.
 - Appears like this in the HTML coding:
 - <title>Your Keyword Rich Title Tag Here</title>
 - Use an HTML editor like Kompozer in 'Source' mode to edit this.
 - In Wordpress use a plugin like All-In-One SEO Pack.

```
1. <!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01//EN" "http://www.w3.org/TR/html4/strict.dtd">
2. <html>
3. <head>
4. <meta content="text/html; charset=ISO-8859-1"
5. http-equiv="content-type">
6. <title>Your Keyword Rich Title Tag Here</title>
7. </head>
8. <body>
9. <br/>
9. <br/>
10. </body>
11. </html>
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- On Page Change #2: Improving How Your Content Is Displayed
 - Use proper header tags like <h1>, <h2>, and <h3>.

Small business loans Search for Small Business Loan Sources **CLICK TO START** and Get a Free Matched List Small business loans can be used for most business purposes: Obtaining a business loan can mean the difference between success and failure for most small businesses. o, what do you need to do to find the right small business loan and get approval? Sorting through all of the different types of small business loans (and their associated funding sources) is actually the easy part. You can browse through the table below and select the funding type that best fits your needs. You can also click on the search link to match your business to more than 4,000 different funding sources. However, keep in mind that getting approval requires an incredible ttention to detail. Each loan provider will have slightly different criteria that you'll have to fulfill efore you can be approved. You can use our free search service to track down business lenders, but before you apply make sure you ask each lender about their approval criteria. Then make sure that you and your business meet the criteria before you allow the lender to do their checks.

- Creating Proper Header Tags (H1, H2, or H3).
 - Use an HTML editor like Kompozer and select your text style.
 - It will say: "Heading 1, Heading 2, Heading 3".
 - Incorporate your keywords into the header tags.
 - In Wordpress you can create header tags similar to Kompozer.
 - Under the 'Paragraph' drop down choose your heading style.
- Your Website's Content
 - Don't overuse your keywords.
 - Try to use your main keyword phrase in the opening and closing paragraph.
 - Use your keywords where they make sense.
 - Write for humans and you will see a better stick rate.
 - Focus on quality content.

- On Page Change #3: Internal Linking Get Your Content Found
 - Setup a Sitemap which contains all the links to your internal pages on one page.
 - If using Wordpress use the Google XML Sitemaps Plugin.
 - Use text based links when linking internally to your pages.
 - Don't link through javascript links, images, flash, etc.
 - Wordpress sites have an RSS feed which is another plus.
- On Page Change #4: Improve Your Site's Page Speed
 - Check the page speed of your home page using Google's PageSpeed Insights Tool.
 - Run a search for

- Other Important SEO Considerations
 - Incorporate social sharing buttons onto your site.
 - Include Google+, Facebook, and Twitter buttons.
 - Use something like the 'AddThis' sharing tool.
 - Keep your content updated and fresh.
 - When creating your content focus on quality over quantity.
 - Create content that would encourage shares from others.
 - Think of top 10 articles, how to articles, case studies, etc.
 - Create content that fits your niche audience.
 - Incorporate pictures, videos, and external links in with your content.
 - Create a blog on your site if you don't have one already.
 - Google search: 'site:yourdomain.com' to see how it is being indexed.

- SEO and Backlinking
 - Only get links from quality sources.
 - Quality links are way more valuable, than a large quantity of links.
 - Don't just do one backlinking strategy.
 - Have variety with your backlinking.
 - Make sure you are getting links from social sharing sites.
 - Best links are those you don't work for which means you need to focus on creating extremely engaging content. (Examples: Competitor Sites)
 - Content distribution through article distribution, press releases, videos, etc. is an awesome way to get backlinks and ultimately exposure.

- Facebook is the most visited website online according to Alexa.
- There are multiple ways you can use Facebook to get traffic to your site and offers.
 - Facebook Like/Share Buttons On Your Site
 - Facebook Profile
 - Facebook Pages
 - Facebook Ads
 - Facebook Sponsored Posts
 - Facebook Groups

- Facebook Like/Share Button
- Like Send Be the first of your friends to like this.
- Place the Facebook Like/Share button on your site.
- Wordpress has plugins for this.
- Can even use 'AddThis' which offers the Facebook sharing.
- Encourage website visitors to share your content.
- Facebook Profiles
 - You can share your blog posts on your profile for your friends.
 - On your profile include your main website or where you work.
 - Friend people in your industry. (Potential JV Partners)
 - Actively friend people in your industry.

Facebook Pages

- www.facebook.com/pages/create
- Create a Facebook Page about your brand.
- Local Business, Company, Brand or Product, Public Figure, Cause.
- Promote your page on your site and in Facebook ads.
- Include a link to your site, give updates, overview of service.
- Connect with your audience. (Running Contests)

Facebook Ads

- www.facebook.com/advertising
- Target your specific demographic down to age and interest.
- Promote your page, landing page, or blog.
- Run simple ads.

- Facebook Sponsored Posts
 - When you make a post you can sponsor it.
 - This shows up higher in your friends' feed.

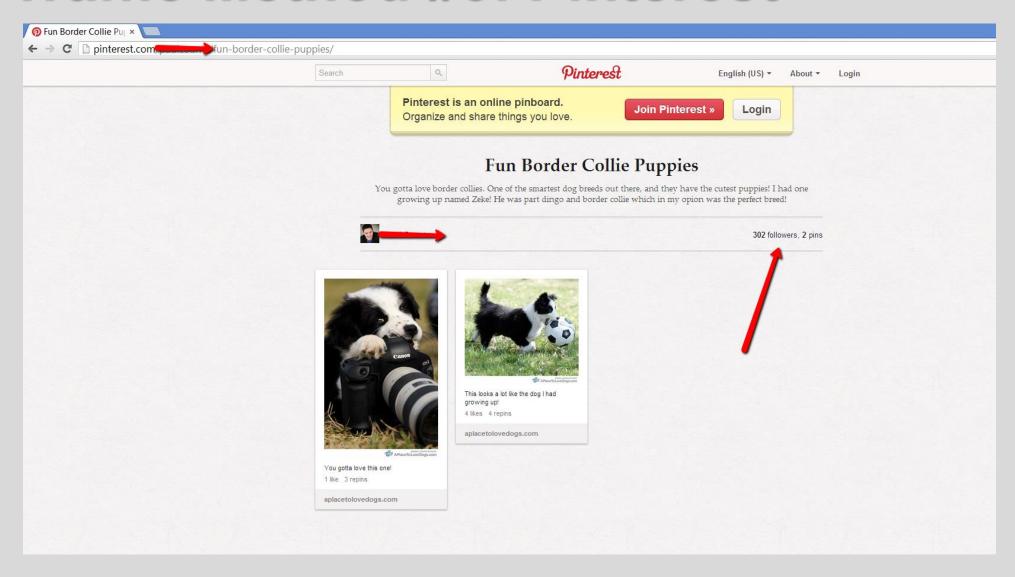


- Facebook Groups
 - www.facebook.com/about/groups
 - Create a group to bring people together around your niche.
 - For example people interested in real estate investing, improving their putting, getting more search engine traffic, being a better parent, healthy eating group, etc.
 - You can promote your site inside the group.

Traffic Method #3: Pinterest

- Pinterest is a pinboard style photo sharing site.
- Users can create groups of images around themes. (Pinboards)
- Create public pinboards that are focused around your niche.
- Create and add your own pictures to the pinboard.
- On any images you create include your website link in the bottom.
- Consider content rich infographics.
- Use images on all your blog posts.
- Be as creative and unique as possible to stand out.
- On your Pinterest profile include your website link.

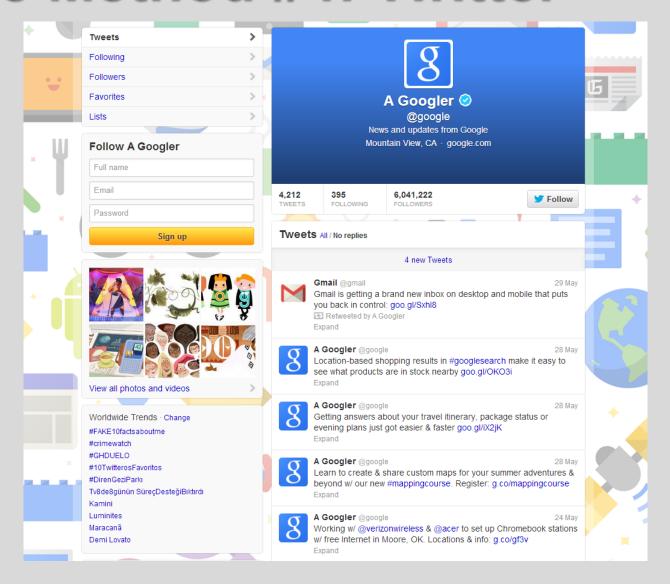
Traffic Method #3: Pinterest



Traffic Method #4: Twitter

- Twitter is one of the most popular social media sites online.
- It is a microblogging platform that allows for 140 characters.
- You can get traffic by adding a Twitter button to your website.
 - AddThis.com Social Sharing Tools
 - Wordpress Plugin Like Digg Digg
- Setup your own profile on Twitter for you or your company.
- Follow like minded people in your niche.
- Find the go to experts in your market and start following those that follow them.
- Hopefully they will follow you back.
- Link to your blog posts on Twitter.
- Give new information and share industry specific content.
- Interact with people that follow you.

Traffic Method #4: Twitter



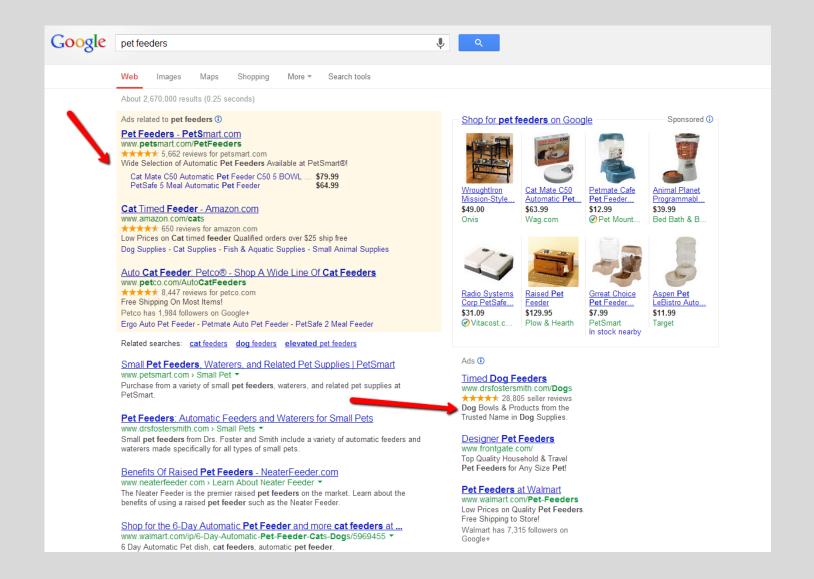
Traffic Method #5: PPC Ads

- PPC Ads or Pay Per Click Ads can be a reliable traffic source.
- Google Adwords http://adwords.google.com
- Bing Ads & Yahoo Ads http://bingads.microsoft.com
- You pay for each click to your website.
- Can be the fastest way to get any kind of targeted web traffic that you control.
- You bid what you are willing to pay on certain keywords.
- Important to have a budget and plan in place.
 - What are your business goals? (Leads, Sales, Affiliate Sales)
 - What are your expected conversion rates?
 - What is the average value of each sale or lead?

Traffic Method #5: PPC Ads

- Look at other ads as examples when creating your ads.
- Geotarget your ads to only places that are relevant.
- Consider using 'Ad Extensions' like Site Links
- Know your market and schedule ads when they are going to convert.
- You don't have to be the top. Bid for best return on investment.
- Use the Google Adwords Keyword Tool for keywords.
- Consider targeting keywords by exact and phrase match.
 - "phrase match"
 - [exact match]

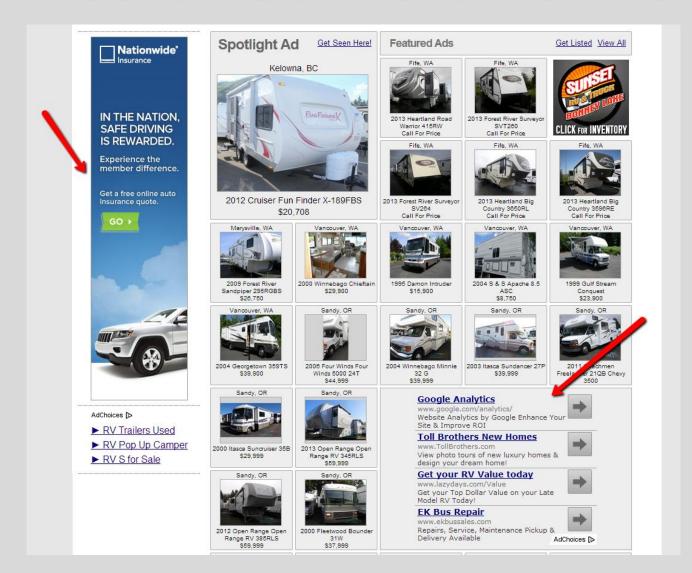
Traffic Method #5: PPC Ads



Traffic Method #6: Paid Banner Ads

- Place your banner ads on targeted websites.
- Have a banner ad created on Fiverr.com
 - Search for "design banner ad"
 - Use other freelancing sites like <u>www.freelancer.com</u>
- Find sites in your niche to place your banner ad.
 - Google search: Your niche "advertise here"
 - Example: weight loss "advertise here"
 - Google search: "your banner ad here"
 - Look for banners on websites and blogs that you frequent.
 - A lot of blogs offer banner ad space.
 - Google Search: "powered by crankyads" weight loss (niche keyword here)
- Make sure you use a tracking link so you know your performance.
- Understand where the banner ad will be placed.
- Know what the cost per impression or click is for the banner.

Traffic Method #6: Paid Banner Ads



Traffic Method #7: Amazon.com

- There are several different ways to get traffic from Amazon.com.
- Fulfillment by Amazon (Sell CDs or DVDs Information Products)
- Sell your site's products on Amazon.com.
- Amazon Advantage self service consignment for media products.
- Amazon Product Ads for your ecommerce site.
- Amazon Display Ads Like Banner Ads on Amazon.
- Publishing a book on Amazon Kindle (Include your website link.)
- Publishing a physical book through CreateSpace.

Traffic Method #7: Amazon.com

Make Money with amazon.com



Sell on Amazon

Sell your products to hundreds of millions of Amazon customers. No per-item listing fees.

+ Learn More

Fulfillment by Amazon

Leverage Amazon's fulfillment network, and we'll ship your orders for you.

+ Learn More

Amazon Advantage

Self-service consignment program to sell media products directly on Amazon.com.

+ Learn More

Amazon Webstore

Sell on your own branded eCommerce website. FREE¹ for 30 days (Webstore-only offer).

+ Learn More

Amazon Payments

Bring the trusted Amazon payment experience to your website and make it easy for customers to pay.

+ Learn More

I'm Interested in ADVERTISING ONLINE

Amazon Product Ads

Drive traffic from Amazon.com to products on your eCommerce website. Try it for free! Sign up and get \$75 in free clicks².

+ Learn More

Amazon Display Ads

Reach your customers with display advertising on Amazon.com, mobile, and kindle

+ Learn More



Kindle Direct Publishing

Kindle Direct Publishing makes it fast and easy for you to independently publish your book for free and reach millions of Kindle and Kindle app reading customers worldwide.

+ Learn More

CreateSpace

CreateSpace helps you easily create, publish, and distribute your printed book to Amazon.com and Amazon's European websites for free.

+ Learn More



Amazon Associates

Advertise Amazon products on your website and earn up to 15% in referral fees on the sale of books, music, DVDs, toys, electronics, kitchen, apparel, jewelry and

+ Learn More

Traffic Method #8: Blogging

- Blogging is one of the best ways to get consistent web traffic.
- Wordpress is the best blogging platform out there.
- Use social media plugins like Digg Digg or AddThis.
- Use the Yoast SEO or All-In-One SEO Pack Plugin
- Create a consistent content creation schedule.
- Quality posts are better, than a large quantity of posts.
- Create lists, content curation, embed videos and images, create content your niche wants.
- Create a community and open up commenting.
- Use a plugin like Spam Free Wordpress or Akismet for spam.
- Share all your new posts on the social media channels with your followers.

Traffic Method #8: Blogging



Traffic Method #9: RSS Submissions

- This applies if you have a blog already.
- RSS stands for Real Simple Syndication.
- Fast way to distribute updates to your website.
- Provides a great way to get quality backlinks.
- Submit to RSS feed directories and RSS search engines.
- They are sometimes referred to as Blog Directories.
- To find them run a Google search for 'rss blog directories'
- TopRankBlog.com has a good list of sites to submit to.

Traffic Method #9: RSS Submissions

B.COLLECTIO Blogs Directory	N y New Added Top 100 Blogs Top 50 Cour	search Submit Blog	
Blog Categories: We accept only blogs (Please submit only blogs)			
Animals	Submit only human-readable pages (
Arts	Submit only numan-readable pages (ie. IIO APIL, KSS OF Atom reeds)	
Autos			
Beauty	Region:	United States	
Blog	Country or State:	Alabama	
Books		Alabama	
Business	Category:	Animals	
Celebrities		7 tilling o	
Design	Blog Title:		
Education			
Entertainment	URL:	http://	
Finance			
Health	If you add a Reciprocal Link back to us of your blog, please fill in the Reciprocal Link URL field with the		
Home & Family	address of the page on your blog where you have added the Code for Partner Listing.		
Humor		Upon verification that you have added a link, your blog will be listed above regular listings in category	
Internet	and country section. To have a Reciprocal Link in our blogs directory, copy and paste the code below.		
Law	To have a kecipiocal Link in our biogs directory, copy and paste the code below.		
Life	Code for Partner Listing:	<a <="" href="http://www.blogs-collection.com/" td="">	
Media		title="blog directory" target=" blank">Blogs	
Motorcicles		Directory	
Movies		"	
Music	Reciprocal Link URL:		
News			
Personal	E-mail:		
Pets			
Photography	Blog Description:		
Politics			
Real Estate			
SEO			
Software			
Sports			
Technologies			
Television			
Travel			
Writing			
	Tag1 (single word):		
	Tag2 (single word):		
	Validation Code:	896	
		Submit	

- Getting traffic from forums means getting involved.
- Find active forums in your niche to be a part of.
 - Google Search: weight loss forum or "your niche" forum
 - Google Search: fitness online forum or "your niche" online forum
- They should be the highest traffic forums in your niche.
- Make sure they allow you to setup your link on a profile.
- A big plus is them giving you a signature line to place a link.
- Get involved asking questions and responding.
- Actually deliver real value to the discussions.
- Get more views with quality content and occasionally controversial.
- Don't spend all your time in the forums. Use time wisely.
- Maybe set a goal of 4 or 5 posts per weekday.
- That is close to 100 post per month and 1,200 by year end!

- Certain forums offer a "buy, sell, trade" section.
 - Google Search: "buy, sell, trade" forums & your niche
- Typically you find this with webmaster forums.
- Internet Marketing forums often have a special offer section.
 - www.warriorforum.com
- Post offers that the community wants in these areas.
- Post in the classified section.
- This can be an excellent source of targeted traffic.

