

Learn How To Be An

INTERNET MARKETING SWEETIE

And Kill Your Competitors With Kindness



21 Traffic Tips for Online Business Owners

There is so much information flying around the net about traffic, and how to attract the lion's share. You've grasped the basics – now here are 21 tips for taking your traffic to the next level.

1. *Traffic and Tracking Go Together*

If you're not tracking your traffic, you're leaving a huge hole in your boat, and making your internet marketing journey far more difficult than it needs to be. At the very least, use your cPanel to check your pages – it will give you monthly stats telling you where your organic traffic is coming from, which pages brought them, which pages are producing bounces, and more.

That's just the beginning. Another basic? Sign up for [Google Analytics](#). (It's free.)

All Google Analytics involves is copy-pasting a piece of JavaScript that is generated specifically for your site into the bottom of each web page, right before the `</body></html>` tags.

But first, make sure you haven't missed these important Google updates...

[Google Analytics IQ: Make Sure You're Searchable!](#) - 1/11/2010

And take full advantage of these tools...

- [Ad Planner](#)
- [Insights For Search](#)
- [Website Optimizer](#)

(Especially the latter.)

Once you have your tracking code in place, you'll be able to "view report" for each site where you've inserted tracking code, and quickly discover:

- How many visitors you had
- which pages attracted them
- Which keywords brought them in
- Where your traffic is coming from (article marketing, organic search, direct traffic, "other")
- The average time spent on each page

Don't be overwhelmed by the plethora of options and information. Click on the links, and learn how to use Analytics.

You will find it especially useful when you start split-testing your pages.

2. Make Full Use of Google Website Optimizer

Once you've signed up for Google Analytics, don't neglect this free tool that allows you to perform simple A-B split testing or multivariate testing. You can use Optimizer to test different:

- Headlines
- Images
- Content

You don't have to be a web genius to use it, either: Website Optimizer provides an easy-to-use, walk-you-through-it, step-by-step interface (as well as a handy video overview). All you need is a website, and alternate images, headlines and copy. Optimizer does the rest, automatically dividing visitors into different groups, splitting and driving your traffic to pages containing your different versions.

The end result: You will quickly see which of these pages (and specific elements on each page) are producing the most conversions.

You can also specify different conversion goals. For example:

- Click-throughs to specific key pages
- Identifying how much time is spent on a test page
- Tracking forms

If you have a Google AdWords account, you can use Website optimizer directly from the AdWords interface.

Split testing refers to simple tests between 2 or 3 different pages

Multi-variate testing refers to testing multiple individual elements on a page

Not performing split testing or multi-variate testing is literally leaving money on the table.

3. *Get into the habit of visiting the official [Website Optimizer blog](#)*

You'll find all the latest news, as well as priceless traffic-optimizing tips, new tool announcements and tips, links to other blogs about tracking and much more information.

4. *Invest More Time Up-Front in Identifying your Exact Customer*

“Work-at-home moms” simply doesn't cut it. By the time you've finished researching your potential market, you should have a vivid picture of who your exact customer is. Typical data you should know:

- Whether she has children
- Her average age group
- Her average yearly income
- What other magazines and web pages she likes
- Her level of education

You can find all this and more at Quantcast.com. Create a free account there and analyze your direct competitors' websites as well as your own, to get an idea of who you should be targeting – and don't neglect the "also likes" page.

(Alexa.com and SEMRush.com deal more with site statistics.)

Remember, the more time you spend narrowing your ideal customer down to a specific individual, the more effective your sales pages will be.

5. Consider Kick-Starting your New Campaign with a PPC Ad

Make no mistake about it: Using pay-per-click is not essential to your marketing campaigns – but nothing gives them a quicker boost.

The whole key, however, is in picking the right long-tailed keyword. You will have a much better chance of success if you know the exact customer you're targeting, as well as the websites and keywords you are competing against.

If you're still on the sunny side of starting out as an internet marketer, a big concern will be keeping your costs down. If you don't track your PPC campaigns carefully, they can quickly rack up hundreds of dollars a month on your VISA! Why does this happen? Usually because you haven't pre-qualified your ad for your exact target customer – and your ad doesn't disqualify people who will click, but not buy. (The worst thing you can do is set up an ad that brings in hundreds of clicks, but no conversions.)

Again, it goes back to targeting your exact customer.

And try to find a long-tailed keyword phrase that has some competition, but not too much. Keeping it down under \$1 per click will definitely help, too. Have a budget, stick to it. Specify a start and end date.

6. Watch out for the Google "Double Serving Rule"

If you are using profitable PPC keywords to drive traffic to an affiliate site, be aware that someone else may also be direct linking. Google only allows one ad to direct link under its "Double Serving" rule. The only way you can make this work for you is to outbid your competitor for the keyword, in order for your ad to be shown.

7. *Make Use of Relevant Tools*

A good place to find a lot of traffic and AdWords related tool links in one spot is at:

[Ad \(Words & Sense\) Tools Directory](#)

8. *Prequalify (and Disqualify) Visitors to your Site*

It's a myth that more traffic is better. What you really need is targeted traffic. Set up your keywords, headlines, URLS and resource boxes to both prequalify – attract visitors who are likely to be truly interested, resulting in conversions – and disqualify – let potentially interested parties know that your site is most likely not for them.

Think about it: 100 visitors with 27 sales is far better than 100,000 with 2 sales – especially if you're driving them to your site with pay-per-click ads!

9. *Consider a Facebook Ad*

It's incredibly easy to create a Facebook ad – and if you do your proper targeting research, Facebook does allow you customization and control.

Create the ads the way you would a PPC ad: You are allowed up to 25 characters for the headline and 135 characters for the body.

You can also ad images – automatically resized to fit in a 110px X 80px box. And as with Google PPC ads, you can set your daily budget and schedule (the minimum starting budget is slightly higher than AdWords: \$1.00 per day.)

You can set your ad to run continuously, or specify a start and end date.

You can also choose between pay per click or pay per view. (The FAQ section has some helpful tips on how to decide this.)

Bid as much as the minimum suggested bid (you'll be able to see what other advertisers are bidding for your target customer's attention.)

You can target your customer by:

- Location
- Age
- Sex
- Keywords

- Education
- Workplace
- Relationship Status
- Relationship Interests
- Languages

10. *Focus your Article Marketing*

Hopefully article marketing is such a basic part of your traffic driving, you won't need this reminder – but there are two key points to article marketing that are often overlooked...

- A. Your Resource Box** – it's amazing how many experienced marketers dash off a resource box almost as an afterthought. As with identifying your target customer, writing a strong resource box should take up a significant portion of your time
- B. Don't Use Your Actual Niche Keyword.** When you are writing an article for a directory site such as ezinearticles.com, use strong keywords related to your niche, but not your actual niche primary keyword phrase. (If you use the latter, you'll be competing with your own website or blog.)

Use a keyword that has at least 360 searches per month, but less than 40,000 competition in Google with quotations.

11. *Use Web 2.0 to Drive your Traffic*

Again, not taking full advantage of all areas of traffic generation is leaving money on the table. Consider how rapidly traffic to the web in general is increasing via web 2.0 devices such as hand-held PDA's, Palm Pilots, notebooks, Smart Phones and mobile phones. Make sure your sites are Web 2.0 optimized.

Also make sure you have covered creating a presence on as many web 2.0 social media sites as possible:

- Stumbleupon
- LinkedIn
- Technorati
- Twitter
- Digg

- MyBlogLog
- Google Knol
- Squidoo
- Hub Pages
- MySpace
- Facebook

If you're not familiar with some of them, don't assume they have nothing to offer: The fact is, each has a very distinctive set of benefits. Learn about them, and decide which ones are best suited for your purposes and your business goals. If you can't cover them all, you can at least ensure you're using the best few for your needs.

12. *Don't Forget iTunes*

If you create audio files or podcasts, an additional way to increase targeted traffic more quickly than by any other method involves using iTunes.

How do you do it? By submitting your podcasts and audio files to the **iTunes directory**. It really is that simple!

13. *Remember the Point of SEO: To Draw Visitors to your Site*

Don't worry about "nofollow" links in authority blogs. Create backlinks anyway. It's not about "Search Engine Optimization" – it's about getting visitors. Don't overcomplicate your SEO and give yourself headaches.

Stop thinking in terms of keywords, statistics, traffic. Think of your **end user** – your ideal customer – instead. If you have a vivid picture of this person in front of you – if you know what he eats for breakfast, and how many times he exercises a week; what his main needs and desires are and what he fears the most, you'll be miles ahead of people who get bogged down in SEO and statistical details and lose site of the user.

14. *Remember you can Always Outsource*

You can outsource just about everything nowadays – and that includes traffic generation activities! There are VA's and companies who specialize in article directory submissions and helping you optimize your site for your target market.

15. *Take Full Advantage of YouTube*

One of the most powerful ways to drive traffic to your websites, blogs and landing pages is through using YouTube videos – particularly if you have a product you want to sell, and you can provide a “How To” video demonstrating how easy it is to use!

Even if you are not comfortable in front of the camera yourself, screen capture software such as [Camtasia](#) and [Jing](#) will allow you to create an effective video. (Jing comes in both a free and paid version, and is much easier to use than Camtasia.)

However, all the YouTube traffic in the world won’t help you, if you forget to include links to your site! Make sure you not only have your links searchable in YouTube, within your accompanying information, but display them at the beginning and end of your video too.

(You can also use JavaScript to embed links within your video that are actually clickable.) Provide a widget to help visitors easily embed your video on their own sites, helping it go viral.

Pay particular attention to the:

- Title
- Keyword
- Content

Keep your content tight, with just a single focus.

If you are driving people to a version of your video on your site, make sure that page is optimized with your video title as the URL slug name. (E.G. [www.myvideo.htm](#))

16. *Don’t Use Reciprocal Links – or Links from your own Sites*

This will reduce your traffic to a trickle, because Google will catch on and rate these as “poor quality” links. It will affect your page rank. The best backlinks to create come from related blogs and forums.

And it should go without saying, never use Link Farms (companies that promise to provide thousands of links for a fee) or backlinks from spam sites.

Do link farms place your links within thousands of websites?

Yes.

Do they do this legally?

No.

Let me illustrate: I went to upload a file to my server the other day, and came across a folder I didn’t recognize, called ‘uzzbwpi’. These folders usually have names that are a combination of alphabetical letters, so I knew instantly what it was: a “planted” folder put there by a link farm company. Inside were keywords and URLs for over a thousand unrelated sites. Not only is this highly illegal, it’s spam and spyware. Having your site contained in these illegally-planted folders does you no good with Search Engines – you’ll see your rank plummet.

And that's just one of the techniques they use (the most common being placing links to your site(s) on their own customers' sites – and links from these same customers on yours!

Besides, who wants millions of visitors looking for anything but your product? That isn't traffic – it's server-clogging spam!

17. *Plan to Use Press Releases and Offline Traffic Strategies*

A campaign of regular press releases, mapped out over the year in advance, is a vital part of targeted traffic generation.

When you plan a year in advance, there are huge advantages: You can target specific holidays and upcoming events you know about, setting yourself up to create a “natural”-feeling story around it.

Remember that a press release is not promotional: It is targeted first and foremost, not so much at your potential readers, but at your press release directory or offline newspaper's readers. You are giving those readers what they want and need the most. And you're making sure your story is dynamic, to the point, and entertaining.

Press releases always contain **who, where, what, when** and **how**. Their real impact comes from the resource box you provide, which should contain your full URL. As with an article, a press release should always contain a strong “hook”. A good, short, curiosity-arousing title and first sentence are a “must”.

Other offline traffic-generating strategies? Don't forget your lowly business card. Make sure it contains both your URL and a highly relevant catchphrase.

And do make use of the back of your business card: Use it like your own personal PPC ad!

Oh. And one last thing – having done all that, get into the habit of handing it out!

18. *Offer to Guest on an Online or Offline Radio Talk Show*

Done properly, this can be a powerful traffic generator. However, there are certain steps you need to take, for maximum effectiveness...

- A.** Make sure you're familiar with the show first, and that it will reach your target customer base. Listen to at least 2 episodes.
- B.** Take note of whether or not the host allows the guest to promote their site or product, and how many times. (Your chances of creating traffic decrease dramatically, if you don't get an opportunity to at least tell listeners where your website can be found.)
- C.** Remember, you're not on there to talk about your products: You're there to be a fascinating guest – one the listeners will feel connected to. If possible, bring them information they'll find either highly entertaining or (preferably) highly relevant to their needs. And you're there to make the talk show host “look” good.

When you approach the host, do let her know if you have any prior experience guesting on internet radio talk shows.

Some supertips on being a popular (and repeat) radio show guest:

- Create a list of suggested questions for your host – you want to make this as easy as falling off a log for her
- Publicize your interview: Tweet it, blog about it, email your list, talk it up on Facebook
- Remember to thank the radio show host. With your thank you letter, provide a link so she can download your eBook for free as a thank you gift.

19. *Create A Viral and Buzzworthy Product*

This can be a video, eBook, graphics – anything you can think up that people will want to naturally and eagerly pass on to their friends and colleagues.

What makes something go “viral”?

It has to be absolutely irresistible.

One way to make it irresistible: Make it hysterically funny, outrageous or amazing. Be careful with humor, however. In business, humor needs to be “true” and highly relevant to the subject dear to the viewers’ heart. It needs to be honest, and avoid unintentional areas where one can really, deeply offend people. (Avoid race, religion, and assumptions about gender or lifestyle.)

If your product is not a video – make a video about it! Be sure to publicize it well on all your social media and blogs.

20. *Find a JV Partner*

This doesn’t mean getting into the headaches and hassles of creating a product with someone else, dividing responsibilities and figuring out who’s doing what. It merely means:

- A. Making sure your product is priced as high as possible – the higher the price tag, the more appealing it is to a JV partner
- B. Making sure you have **affiliate banners, buttons, code** and **resources** ready to go
- C. Contacting a competitor whose list is larger than yours – it doesn’t matter how big: if you’ve followed all the steps and got a dynamite product that will appeal to her list, you have a strong chance that this better-known marketer will consider promoting your product.

- D.** Asking if he or she will review your product, mentioning that you have affiliate resources already in place, as well as the highest commission you can manage (at least 75% - it will be worth it in the traffic it brings in!) Provide a download link to your product, right up front – your goal is to make reviewing your product as attractive and easy as possible

If you follow these steps and really created something the more prominent marketer's list will love, you'll have the benefit of her list members getting to know you.

21. *Always Capture Contact Information*

This may seem like a no brainer, but again, it's one of those things that even experienced marketers sometimes overlook. For example, if sales are coming in via an affiliate, get creative in ethically capturing her list members. Consider requiring an email address entered by the customer in order to receive their download link. Don't just have a sign up form on every web page: Have a sign up form with an irresistible lure attached to it – a free eBook, report, mini-consultation, email course, etc.

Wishing you lots of targeted traffic!

If It Sounds Like a Lot of Work – Let Us Do It Instead

Keeping up with a web traffic campaign can take a lot of time and if it's work you don't enjoy, it can be a real drag. From link building, creating and submitting content, video marketing, social networking, affiliate management, dealing with contractors...there is tons to do.

That's why we've put together a unique **FULL-SERVICE web traffic plan** for you. We take care of:

- Brainstorming a monthly traffic plan around your business
- Creating and submitting keyword rich content
- Building inbound links for higher search engine rankings
- Syndicating your content through the top social networking sites
- Writing and submitting press releases to generate Internet based publicity and traffic
- Creating and submitting videos
- Putting together new tools to help you keep your affiliates active and working for you

Space is ***extremely limited***, so get all the details and secure your service at:

WebTrafficSweetie.com

I look forward to working with you!