

x

My Discovery story - In Search For
Success eBook 2018 by Paul Bilek

x



Preface / Introduction

I'm a father of four, a husband, Christian, and online entrepreneur -- lifetime promotional partner of 4%- FourPercent

I help and teach how to be successful online worldwide ... and become the best you can be in all areas of life! Know Yourself; Know Everything. I want all my business minded friends and followers to see this and experience it for themselves.

Don't take my word for it. See it for yourself.

My Discovery Story:

I was born and raised in former Yugoslavia in a small Slovak town - Padina in a family of 7 boys and 4 girls.

While in school I wanted to go to a military school and become a pilot like my grandpa in WW2 or a marine like one of my cousins. After trying and failing entry in grade 7 and 8, due to being too skinny or too short, I gave up on the idea.

My older brother (a technologist and working) had a portable radio/cassette recorder and when he visited once he left it at home. I became fascinated with it and the 'Radio Amateur handbook' that he left. I wanted to know Electronics.

I met a friend John in town, that finished studying electronics and we became very good friends.

Every chance I got I would go with him on his moped as he went around fixing people's TV's.

This was in 1975. My oldest sister got proposed to get married to a man in Canada. Once married, in 1977, they started working on papers to bring rest of us to Canada. It was two years and nothing was finalized and I now finished grade 10 (grade 12 equivalent in North America) and was getting ready to go on a bus to city to register for Electronics Technician school, when my mom said "where are you going? We got papers to go to Canada". I was 17.

So on Sep.19, 1979 we landed in Detroit MI, USA - the airport just across the river from Windsor, ON, Canada. Got out of the customs and to town called Harrow at 5am in the morning. My brother-in-law was a roofer a he took us to work. So I haven't slept for 24 hrs, we went on the roof to tear off old shingles. I was so tired I almost fell off as I dozed off. So my work career started. We later worked on a farm for a local apple farmer during the season.

In winter I got introduced to a Slovak that had a Radio/TV repair shop in Windsor and he employed me as a technician apprentice. Before going to Toronto to George Brown College in 1984 I was laid off and went and finished the 1st semester and later over a period of 10 years I finished the courses at St. Clair college in Windsor and got my mark transcripts from George Brown.

In the meanwhile I started as electrician apprentice and when laid off started as panel builder and junior draftsmen/ controls designer.

At the age of 24, got married to a wonderful Slovak girl born here in Canada. Working allot of hours to support the family of 4 children. Usually had no time or too tired for anything else, most of the time I had a side job in electronics repairs, or AutoCAD drafting or building PC's for friends and

family. I always wanted to have my own business.

I got involved in network marketing with a health products company Alive International and ended up doing pretty good and then the company got bought-out and my network of 300 dispersed. Over next ten years or so I would dabble with this or that not being able to commit to anything fully as I had a family to provide for, house & car bills and would work long hours at work.

A couple of times I lost my job due to shortage of work for six months and had no way to pay bills. I received no unemployment since I declared I had my own business on the side. That was not appreciated since I've paid into unemployment benefits for many years, so I got welfare until next job, struggling to keep the head above water.

Then I got a job again and things were caught up but overspent, living paycheck to paycheck, no savings until 2009-2010. By now I was in debt, buying everything on good credit, when it happened again. The economy fell, I couldn't find any work for 16 months. By now I was \$100K in debt, lost two cars and a home. The only thing I could find was billing sales support at a call center for a phone company. After that I started to train and became an agent for Primerica to sell financial products and life insurance.

I struggled to keep food on the table and kids were forced to go live on their own. We were getting handouts from our church and my wife was working as house keeper in an old age home. Then a friend from church referred me to a financial adviser who did a proposal to all my debtors to clear my credit and pay off debts (I lost my own financial planner license as a result of poor credit). Finally I found some work in my field of controls/PLC programming, with a Slovak boss in town.

It took 7 years and renting and driving beat-up cars and hard work when I finally broke debt-free and my wife's body broke down from hard physical work, and again she stayed home being a home maker.

I kept searching online and trying this or that until I came across a guy on YouTube by name of Vick who was teaching how to make it online and become financially free when I wouldn't have to look at a price tag before I wanted to buy something. I kept following him for what seemed like months, trying outdated things that didn't work anymore, until I caught-up to him in FourPercent. Within a year I was seeing some results and investing in myself came 'The Success Challenge'.

The Challenge is a comprehensive guide and entrepreneur training like no other, multi-income-stream eco-system where Vick teaches and shows you step-by-step to develop you into what we imagine and aspire. Building a list, marketing strategies and mindset to dominate and succeed as an affiliate online marketer, setting your goal, training your mind and learning strategies to become a successful entrepreneur.

I'm grateful and happy now that the hard work is paying off, with the goal, the creative vision – a commitment to a better future, helping and teaching others to succeed worldwide.

**THE SUCCESS IS THE JOURNEY, NOT THE DESTINATION. IT'S WHAT YOU BECOME!
THE SUCCESS IS THE JOURNEY, NOT THE DESTINATION. IT'S WHAT YOU BECOME!**

Check this out for yourself: P.S. Everyone struggles until success is achieved, without giving up.



Table of Contents

1. Members have created over 8,000 Ebooks using Worldprofit's Ebook Creator!
2. Review of Home Business Bootcamp Training offered by Worldprofit's Home Business Experts
3. What's Your Social Signal? A primer for using social media.
4. Do you have what it takes to be a successful online marketer? Read this and see!
5. Simple Ways to Obtain and Use Moneymaking Keywords
6. 4 Great Ways to Drive Ebay Traffic to Your Site
7. Driving High Traffic Volume Using Article Directories
8. Getting Ahead in the Popularity Contest: Tips for Submitting to Link Directories and Increasing Website Traffic
9. Got Code? Ways to Use HTML to Make an Impact on Search Engines
10. Traffic from Your Blog? Ways You Can Benefit from Your Web Presence
11. Better Than Radio: How iPod Casting Can Increase Traffic to Your Site
12. RSS: What It Can Do to Send Traffic to Your Site
13. Two Thumbs Up! How to Use StumbleUpon to Send Massive Traffic to Your Website
14. Building Links To Increase Traffic to Your Site
15. Choosing a Niche Market to Drive Traffic to Your Site
16. Offline Techniques to Drive Traffic to Your Site
17. Paid Listings and Boosting your Website's Traffic
18. Driving Traffic to your Site Using Paid Reviews
19. Videos: A good Way to Increase Traffic to Your Site
20. Shoot Me! Tips for Using Videos to Send Traffic to Your Site
21. Why Ebay Can Be One of Your Best Sources of Traffic
22. Money-making Schemes with Your Captivating Ebook
23. Newsletters and Traffic: Is there a Link?
24. Get More Site Traffic! Join the Link Exchange Program
25. Best Ways to Purchase Ads on Other Sites
26. How to Purchase Advertising in Popular Newsletter or Ezines.
27. Send Traffic to Your Website Using Social Networking Sites
28. Referrals From Old Customers Makes Your Website Explode
29. A Step-by-Step Guide to Giving Away Free Products that Get Traffic-Generating Product Reviews
30. 7 Effective Tips on Using Ezine Submissions to Drive Traffic to Your Website
31. Tell A Friend Form Is The Easiest Way To Get Referrals and Increase Your Website Traffic
32. Testimonials Are Excellent Linking Strategy
33. How Fledgling Websites Can Benefit from Joining Traffic Exchange Networks
- 34.
35. Social Networking Sites: Expanding Your Horizons and Then Some
36. Twitter Tips on Tweeting to Generate Website Traffic
37. How Viral Marketing Can Make Your Website More Popular
38. Effective Tips on Using LinkedIn Answers to Drive Targeted Traffic to Your Website
39. Write Content like A King: Being Authoritative When Filling Your Site Up
40. Into the Future: Advanced Methods to Drive Traffic to a Website
41. Conducting Research and the Use of Polls: Great Ways to Drive Traffic to Your Web Site
42. Video Tutorials for Web Traffic Generation
43. Gain More Traffic, Create and Sell the Right Products

44. Getting a Buzz Started: Creating Controversy Through Your Content
45. Drive Traffic to your Web Space with MySpace
46. Why Do We Need to E-mail The People Who Leave Comments On Our Blogs?
47. Get the Email List for Increased Site Traffic
48. Chain of Websites, Chain of Information
49. Giving Away Freebies on Your Site for Better Marketing
50. Tips on Offering Email Update Options for Visitors on Your Site
51. Buzz Marketing Guys: Word-of-Mouth Advocates for Websites
52. Creating Infoproducts that Drive Traffic to a Website
53. 6 Effective Tips on Posting Non-Spam Comments to Drive Targeted Traffic to Your Website
54. Make an Email Viral Marketing Campaign
55. Brick-and-Mortar Marketing: Networking With People at Speaking Events
56. Paying the Piper: Getting Reviews for Your Site
57. Ten Best Tips in Banner or Link Exchanges
58. Buying Links on Sites for Your Own Publicity
59. Writing is a Breeze: How Email Marketing Can Drive Traffic to Your Site
60. Sending Out Newsletters about Your Site for Better Marketing
61. Two-Way Website Traffic
62. How to Drive Traffic to a Web Site Using a Mind Map
63. 5 Quick Tips on How to Maximize on Your PPC Search Engine Advertising Campaign
64. Pop Culture Online: How Ezine Marketing Can Drive Traffic to Your Site
65. Getting the Best of All Worlds: Using Three-Way Link Building
66. Drive Traffic to Your Website with an Interesting About Me Page
67. Tips on Writing Link-Worthy Articles for Better Site Marketing
68. Everything Good Can be Free, Too: Methods to Drive Traffic to a Website
69. Using Press Release To Drive Traffic To Your Website
70. Article Marketing: Drive Traffic to Your Site
71. Blog Marketing: The Tool to Drive Traffic to Your Website
72. Using Excellent Writing To Drive Traffic To Your Website
73. How Link Building Can Take Traffic to Your End of the Net Universe
74. Carving Out Exclusivity: How Niche Marketing Can Drive Traffic to A Website
75. Brick and Mortar: Offline Techniques to Drive Traffic to Your Site
76. Pay for Place: How Paid Listings Can Drive Traffic to Your Site
77. Paper Still Rules! How Print Ads can Drive Traffic to Your Site
78. Get Scripted: How Scripts Can Drive Traffic to Your Website
79. Good Connections: Ways Social Bookmarks Drive Traffic to a Website
80. Earning Your Popularity Through Social Media: Can It Truly Drive Traffic to Your Website?
81. Ways to Decrease the Bounce Rate of Your Website and Keep Your Visitors Coming Back
82. Ways You Can Drive Qualified Traffic to Your Membership Site
83. How To Drive Traffic To Your Site Using Videos
84. Bull's Eye! 5 Ways to Drive Targeted Traffic to a Website
85. The Road to Conversion: How You Can Drive Traffic That Converts
86. Want Traffic? Tips for Driving Traffic to a Website for Internet Newbies
87. How To Drive Traffic To Your Site Using A Blog
88. How To Drive Traffic To Your Site Using Paid Reviews
89. How to Improve Pageviews of Your Site
90. Retaining Traffic from Social Bookmarks
91. Tips for Using online Directories to Get More Traffic
92. Getting More TRaffic by Using Online Forums
93. Free e-Courses and Driving Traffic to Your Site
94. 8 Tips on How to Use Free Ebooks to Drive Enormous Traffic to Your Website

95. The Right Way Of Using RSS Feeds For Traffic
96. SEO: The Easy Way to Drive Traffic to Your Site
97. Stumble Upon: A Good Tool to Drive Traffic to Your Website
98. Using Traffic Generating Software to Improve Your Site
99. Why is Traffic Important to a Web Site?
100. Cheap Ways to Generate More Traffic for Your Website
101. Paying for Traffic Flow: Yes or No
102. Traffic Is More Than Just Money
103. Viral Marketing: Traffic Generation Made Easy
104. Internet Traffic Needs Quantity AND Quality
105. Drive Traffic to Your Website with Forums
106. How to Use Forum Involvement as a Way of Generating Traffic
107. 6 Effortless Steps to Driving Traffic to Your Website through iPod Casting
108. Tips for Getting People to Subscribe to Your Well-Designed RSS Feeds
109. A Beginner's Guide to Submitting Listings to a Link Directory
110. Tips on How to Make eBay Your Website's Traffic Provider
111. The Traffic-Generating Power of the "Bookmark This Site" Link
112. 10 Simple Tips on How to Make Your Email Signature Generate Traffic
113. RSS Feed Blog
114. 9 Effective Tips on How to Advertise on Other People's Thank You Page
115. Expired Domain Names: Trash Or Treasure?
116. How to Drive Targeted Traffic to Your Website with Free Podcasts
117. The Right Way to Create and Give Away a Software Program
118. How to Drive Targeted Traffic from Amazon.com to Your Website with Customer Reviews
119. 8 Quick Tips on Creating Traffic-Generating Infoproducts
120. Ways to Make the Most Out of E-mail Marketing to Drive Traffic to Your Website
121. Learn Why Opt-in Lists Has the Potential to Make Your Website Popularity Explode
122. Ezine Marketing: How It Drives Traffic to Your Website
123. How to Make Joint Ventures Generate Targeted Traffic for Your Website
124. How PR Can Make Your Website Better
125. Getting Your Articles to Get You Some Attention
126. No Upsells at Worldprofit. Everything you need to start earning online now is included in the Silver Membership
127. Worldprofit Facts
128. George Kosch, From Jet Pilot to CEO of Worldprofit Inc.
129. Worldprofit Celebrates another year in business!

Members have created over 8,000 Ebooks using Worldprofit's Ebook Creator!

By Sandi Hunter

WOW! Worldprofit Members have been busy!

A recent audit of our software revealed that over 8,000 ebooks have been created by Worldprofit Members using Worldprofit's Ebook Creator.

Well done!

We see your ebooks everywhere!

Some of you have created your own custom content and produced and published original works as an Author.

Some of you have rebranded the ebooks available to you in your Member area.

Some of you have even used the demonstration provided by marketing expert, George Kosch to get your own original works published to Amazon.

Ebooks are hot!

It's a huge growth industry.

Ebooks are terrific for building your online business through..

- branding
- lead generation
- list building
- sales incentives / give aways
- sales of information and how-to products
- bridge marketing

If you want to get on board with Ebook publishing - it's easy - do it yourself - no need to pay a designer.

Everything you need to get started is in your Worldprofit Member area. Sign up to be a Worldprofit member and take advantage of tools, training, resources and support to help you build your own online business.

Review of Home Business Bootcamp Training offered by Worldprofit's Home Business Experts

George Kosch welcomed participants to the LIVE interactive training on Friday May 16.

This interactive training is offered to you every week and is included in your Worldprofit Silver or Platinum VIP Membership.

New Members are reminded that if you get LOST in the Member area, you can always click on TRAINING on the TOP menu to get back to the training lessons. Also you are urged to get a Notebook and write down important information.

The LIVE home business bootcamp training offered EVERY week compliments the online lesson plans. Follow the online lesson plans, then attend the LIVE training on Friday mornings so you can ask questions and get demonstrations. The LIVE training sessions are also recorded so don't worry if you cannot attend the LIVE sessions the recordings are posted to the Training section.

George Kosch started by offering some updates relevant to Monitors that have been added to make things easier for new members

Updates relevant to ALL Members

- A new Silver Member presentation has been recorded by George Kosch to introduce free Associate members to the services and training offered by Worldprofit and included in our Silver Membership.

-New INSTANT SALES Pages just added to the AD EXAMPLES section in the ADVERTISING /TRAFFIC area. These landing pages are for signing up free Associate members, and also for sales of Worldprofit Advertising Packages and for giveaways of Dr. Lant's new book "Net Profits", and Sandi Hunter's Ebook, "Internet Marketing For Newbies."

-The SEARCH feature added recently to your Worldprofit Member area is proving very popular with Members. Use it to search by key word(s) for software, tools and resources to help you build your online business. Members are telling us they appreciate this search feature as they are realizing there is far more included in their Membership than they first thought, and by searching they have been able to save money by finding tools/software already INCLUDED in their Membership instead of buying them elsewhere. Some tools not included in your Membership are offered at a discounted exclusive rate or bundled package available only to Worldprofit Members. If you can't find what you are looking for using the SEARCH tool, just submit a Support form for further help.

-George expressed appreciation to the Monitors who are covering time in the Live Business Center. For anyone interested in volunteering to be a Monitor, contact Dr. Lant when you see him in the Member area tell him you are interested. It's a great way to learn about online marketing, meet some terrific entrepreneurs, and snag some really awesome perks for your commitment of time.

-An OFFERS WALL has been integrated to the GOODY BAG for free Associate Member area as well as for Worldprofit Silver and Platinum VIP Members.

Advanced Training Segment

Discussion: How to earn MORE money (higher commissions) from your online marketing efforts.

Related Demonstrations:

FastCash Money Maker Program (turn key sites already set up for you - you just promote them to earn 100% commission) INCLUDED in your Worldprofit Membership.

Money Makers Kit: Hand picked products you can promote to keep all the commissions offered by the various recommended vendors. INCLUDED in your Worldprofit Membership.

CB Promo Kit: This is a treasure chest of hot, in demand products that sell well. We provide you with the promotion materials, and you can easily cloak your link and press SEND. Commissions you earn from the sales are all yours. INCLUDED in your Worldprofit Membership.

Cool Tools This is a very unique section of your Member area, it includes products and services we recommend as excellent options for earning high rates of commission. Some of these vendors do require that you purchase their product or service to sell it but then you earn commissions from 50 - 100%. The commission rate is set by the Vendor not by Worldprofit.

Worldprofit Bonus Builder Give away products to people as incentives when they PURCHASE whatever it is you are selling. Use this to close deals, and increase your sales. Everyone loves a deal or a bonus. Offer your prospects these free giveaways when they make a purchase and you get happier customers and MORE sales! This is a very EASY to use program that is UNDER-UTILIZED by so many of you- and it's INCLUDED in your Membership!

PLR Store: Platinum VIP Members have the PLR Store installed on your site so you can promote and keep ALL commissions for sales of those products.

Remember! It takes time to learn about these products and how to maximize your benefits by using them so take your time, learn as you go. We teach you how to build your own successful online business and that is a marathon not a sprint. Don't expect instant results. Follow Worldprofit's training and you will understand how to use these to make consistent income from a variety of reputable sources.

Featured Question

What is link cloaking and why do I need to do that?

Answer: Cloaking allows TRACKING which is so important for analyzing your advertising results. Specifically it allows your Worldprofit AD tracker to track and report to you on your advertising results. Both the Link Cloaker and the Basic Ad Tracker are INCLUDED in your Membership.

Thank you to everyone who attended the LIVE training session today.

What's Your Social Signal? A primer for using social media.

Before the Internet came along, people would look you in the eye and size you up based on your appearance or perhaps your handshake.

These days people judge you based on your Social Signal without possibly ever having met you. This time, there really may be no second chance to correct the wrong message.

What's your social signal?

It's the vibe, the feeling, the sense that you give off from your social media posts. It's your online "first impression".

That's right, it used to be said that people made a judgement about you in the first 30 seconds of meeting you.

Now they review your social media posts on Twitter and Facebook and form an impression of you immediately and sometimes permanently.

So think about this in the context of being a business owner. Think about what you are posting or not posting, both reveal something about you and your business.

Negative posts reflect poorly on you not just now. Long after you're gone, negative, impulsive, ill-advised posts or rants can live on.

Not posting or not using social media can also be a problem.

The kinds of things you post online form a picture about you, your personality, your interests, what matters to you, your ideas, beliefs and personal and business philosophies. And not just to your friends, but to the the world at large, potential employers, your neighbors, associates, customers, friends and family. Online posts - good and bad - can last forever.

The good news is YOU can control the content. You can create the conversation. You can build a lasting positive Social Signal that conveys the right image for yourself and your company.

One of the downsides to social media is it that it's INSTANT and LASTING. Censor your posts in consideration for the viewpoint of the reader. After-all successful business owners know that it's more about your customer than just being about you. Positive, honest connections with people lead to more profitable long term business relationships and happy customers.

So what do you post to give off the right Social Signal?

Post and share, tweet or retweet positive, genuine stories, and images.

Share images of yourself, your staff, your community projects, your volunteerism, your products.

Video sharing is encouraged for promoting your company, products and services. Videos don't have to be ultra professional, a simple web cam will do and a sincere script will work. An honest unpolished approach is refreshing and appreciated by a smart public. Search engines gobble up video content, so produce and share good quality videos with useful content.

Be sensitive and thoughtful in your posts in what you say and how you say it. It's a lot easier to take a few moments to consider the best choice of words, then it is to issue an apology - if you even get the chance.

If you comment on other social media posts, make them positive statements, helpful, not negative.

✘ If you have a company blog, produce useful content, images and video to both help your current customers and draw in new customers (and search engine indexers too).

If you are a business owner or consultant, make your posts about your business, present yourself as an expert, whatever it is you know about, share it. It doesn't matter if you are a dog groomer, or an exterminator, make your social posts work to promote a positive image of you and your services.

In the online stage, helping is not only well advised it makes good business sense. Help your customers, help your prospects, help yourself by creating a positive Social Signal.

I often hear from people who don't see the value of Twitter, or who think Facebook is a waste of time. Ok that's your opinion, and you are welcome to it but understand that the rest of the world IS using those services. Those people are your prospective customers, now and in the future. Those people DO use those services and want to connect with businesses using that medium. You can't ignore this opportunity to grow your business, and reach a worldwide market that is growing and demanding more convenient communication and access. So by NOT having a Facebook account, or a Facebook Fan page for your company or Twitter account, Linked In account, Instagram account and so forth, you are missing out on business opportunities and connections with your customers. In this way NOT posting ALSO plays a role in creating your Social Signal. It sends the wrong signal to your customers that you don't care about connecting with them, that you don't have an online presence, and you aren't keeping up with the times and needs of your customers. It makes your business (and you) look outdated, behind the times, unavailable, unaccountable.

So having read this, ask yourself, "What's my Social Signal" What message am I sending about myself, or my business? How will people judge me based on my social media presence?

Why not make your Social Signal and your online impression the best it can be.

Do you have what it takes to be a successful online marketer? Read this and see!

By Sandi Hunter

To be a successful online marketer, liken yourself to being a dog chewing on a bone. That means gnarling away hungrily to post and promote every day - or at least as often as you can. You can't expect to make sales if you don't constantly gnaw on that bone called promotion. We teach you all about promotion in George Kosch's online and LIVE weekly bootcamp training sessions. Promotion, and the need for constant promotion is the one thing that many new marketers take along time to fully grasp. Many underestimate how much promotion you must do to see results and give up far too soon.

Grow a thick-skin. When you contact people (people who've actually ASKED for the information) you're going to hear things like "GET ME OFF THIS LIST" or "I never asked for this information" or "how did you get my email address/phone number!" Learn now to convert the negative energy of rejection into the positive energy of moving forward. Move on to the next person, lead or prospect. The Internet is a massive place, if this person isn't interested in your offer the next person is waiting. The more you post, the more you promote, the more you connect with people, the MORE sales you make. Be nice, build relationships with people and you will gain lifetime customers. If you can't do that or don't want to do that you will never make it as a successful marketer.

You've got to have instant access to products and services that are of real value, products that are in demand, new services that people need and want - NOW! You can't be wasting time on looking for what to sell, what's hot, you've got to be able to call up your product list and press SEND on the promotion materials. Not sure how to do that? That's what we offer our Worldprofit Members, instant access to in-demand products/services and the marketing materials to promote them. It's all in your Member area, the Clickbank Promo Kit, the Money Makers Kit, the Fast Cash Products, the PLR Store, the 20+ Income Streams and of course Worldprofit services too.

Understand why and how building a list is so critical to your business growth and cements your long term sales objectives. Your products and services may change, your offers may change but your list is a targeted buyers list that must be grown and cared for with the utmost of your attention. George Kosch talks about this in the bootcamp training. You may very well have found Worldprofit by being on one of our marketing lists. Now we teach you how to build YOUR list so you are a seller not a responder ending up on someone else's list!

You need access to a goody bag of offers - really good offers. Really cool things you can add QUICKLY to your offer that have a real value to entice people to take action today, not next week. Worldprofit Members you have this in your Offer Builder, in your Goody Bag, and more - it's all in your Worldprofit Member area. Offers are what gets people sniffing around and is what helps close sales. You, me, everyone likes a deal - offers are the icing on the cake!

Employ a never-give up attitude. If you're the kind of person who goes hard for a few days then peters out losing interest, then online marketing is not for you. You've got to be prepared to promote as often as you eat. When you are hungry you seek out food, when you want to make money online you must promote. Ask yourself, are you really committed? If you are that means investing the time, and effort into learning and DOING the tasks required, failing, making mistakes then continuing toward your goal.

Eliminate or at least filter out the negative people in your life. You know who they are, the ones that tell you it will never work. They say you are crazy to spend so much time online. The people who are telling you all the reasons why you can't do it, while you yourself are actually doing it. Don't be

x
are telling you all the reasons why you can't do it, while you yourself are actually doing it. Don't be smug though, when you start getting results, simply smile and give yourself a pat on the back. You are one of the truly unique, you think, you do, you tune out the negative and simply focus on your goal.

Be realistic. Don't start promoting online thinking you are going to get rich overnight, or even in a few weeks or months. Put on a "HYPE FILTER" to filter out all the bunk, promises and fake pitches you hear and see. Believe only that with hard work and consistent effort you will get results. Believe in yourself to build your own success not in the pitches that making money online is easy or instant.

Set realistic goals for your earnings, and be prepared to grow your business over time. Build your online resources, build your lead list, build your customer list, grow your profits by nurturing your business. Your business is a tender green shoot, care for it daily and you will have an oak tree some day. Forget to water, overwater, walk away for too long and you will be left with a dead twig.

Get help. You're not going to do this alone, nor should you. Find online marketers, online communities, facebook groups, mentors, like-minded people who think like you do. Network, share, support, give and get back. Worldprofit's home business community is made up of real people from all walks of life and experiences from all over the world with the same goal as you - improving their financial situation for self and family by learning how to earn at home using the resources of the web along with the security blanket of Worldprofit's training and support.

Be willing to learn and commit to applying what you learn. Being a successful online marketer is really no different than being a lawyer, plumber, pilot, truck driver in that you have to learn and MASTER specific skills. Apply those skills consistently, evaluate your progress, try harder, work harder to get the results. Don't think for one minute that this is easy or that you will instantly "get it". If you don't want to learn, won't take the time, and have no patience, find something else. Internet marketing is not for you.

Benefit from having a system, one that incorporates easy access to hot products, ads, services you can sell, reputable places to promote, coaching and training and ongoing support. You can build your business with one single hammer, or better yet, you can assemble an organized team of people, equipment and support services to accomplish the same thing faster and more efficiently. Worldprofit offers our Members the system to build your online business. The place online where you earn consistent income. Worldprofit is your one-stop-shop for all the elements of your system; the website, traffic, software, lead sources, advertising resources, training, support, mentorship, and income programs from a number of reliable trusted sources. We don't just give you the hammer to build your business, we give you the whole tool kit, a blueprint to build it, and the support and help you need to expand it for years to come.

Ask yourself how much time you are going to commit to building your online marketing business. If your answer is an hour a day fine, set a goal, stick with it. If it's 4 hours a day, stick with it. Be sure to adjust your sales goals based on the amount of time you work your business. The more time you put into it the more you get back.

Take responsibility yourself and your success (or lack of). No single product or guru is going to be your secret success solution, the one answer to your financial dreams. The only person who is going to make it happen and DO what needs to be done to achieve it - is YOU.

Have an open-mind. Online marketing is not taught in school, you are an entrepreneur and thus made of a unique kind of tenacity and grit. Successful entrepreneurs don't give up, they don't know it all, they seek solutions, make mistakes, they get up and try again. Be a DOer not an analyst, not a deep thinker, but someone who rolls up their sleeves digs in, gets dirty and insists on results.

✘

I've been in the online home business industry for over twenty years as a business owner, a coach, and a marketer. I've seen it all. People come in, happy, eager, determined. Some last a few days, some a few months. Then you get down to a very small percentage of people, the truly determined, the people I have worked with for years. The one common trait the winners, the non-quitters all have is - are you ready for this?

RESILIENCE. These people weren't the top of their class, they weren't the bottom, they are average people who have the ability to recover quickly from difficulties, from a tough life, from a path full of bumps and obstacles. Who among us doesn't have "stuff" in our lives, problems, distractions that keep us from achieving our goals. The difference is how you recover from life's challenges and go on.

Here's the actual definition of RESILIENCE from Merriam Webster:

Resilience

: the ability to become strong, healthy, or successful again after something bad happens

: an ability to recover from or adjust easily to misfortune or change

If you are a resilient, one of those strong, determined people who never gives up I devote this article to you.

It's over to you now. Do you have what it takes to be a successful online marketer?

Simple Ways to Obtain and Use Moneymaking Keywords

Hunting for the most profitable keywords is no joke to many internet marketers and website owners. In fact, people will pay good money just to be able to obtain these moneymaking keywords because they know that these can translate to incredible earnings. If you're a little apprehensive about paying for keywords, take heart. There are some cool resources on the internet you can use for free. That's right ? at no cost. Here are ways how you can make use of stuff online to hike your popularity factor: Find out how certain keywords perform from search engines. Before anything else, remember that not all moneymaking keywords are right for you. What's the point of using keywords pertaining to techno gadgets if your website is all about scrapbooking? Find out which keywords work best for your website and then use search engines such as Google and Yahoo!. These are free resources you can use on the internet that will give you an idea of how many searches are performed on a given keyword/s and/or keyword phrase. The number of searches you'll find will help you determine the kind of keywords that will land you on the SERPs or Search Engine Results Pages. Submit your website for indexing. It's tough to get noticed online especially if you're just starting your website. Be proactive about letting others know about you by submitting your site to the most popular search engines. The three most popular search sites are Google, Yahoo! and MSN. Go to their websites and add your URL address, start building your site's traffic volume and watch your income grow. Link up. Another great internet resource that is used by many website owners is linking. You can exchange links with other websites who belong to the same industry as you or are at least related to the type of business you have. Linking with other websites is free, fun and very productive. Consider it as being referred to by a friend of a friend. If you link your website to a reputable site, traffic from that site can get directed your way. Imagine receiving just 10% of the traffic from a site that receives 2,000 visitors a day. That's 200 more clicks on top of the ones you already receive on a regular basis ? from one site alone. Be careful, though. Some sites with less-than-good reputation can damage yours as well. Search engines prefer linking sites that offer quality. If you're linked up with a site that pulls you down, consider asking that site to remove links to your website. Use your own resource. We mean your common sense. Some keywords have a lifespan while others shine brightest during a particular season. Keywords such as 'Halloween costumes' and 'costume masks', for example, are much more in demand during the months of September and October. When November and December come along, you probably don't need a free resource on the internet just to find out that certain keywords related to Thanksgiving and Christmas are much more in demand. Keywords are some of the most valuable resources you can use online. They can help you build your business and drive traffic to your site. They can even be a direct source of income for many individuals. Learn everything you need to know about how to use keywords to increase your site's exposure from 'Keyword Research' from The Barking Videos series. Using keywords to increase your site's traffic can be tricky and you'll need all the help you can get. Learn as much as you can so you don't waste your time on keywords that will do nothing for your bottomline.



4 Great Ways to Drive Ebay Traffic to Your Site

Who needs traffic? Everybody does. Traffic is the single most common concern among website owners and internet marketers, regardless of their reason for being on the internet. But did you know that you can actually use internet giant eBay to send traffic to your site? Yes, even eBay, which enjoys millions of traffic each day, can throw a good percentage of its visitors your way. Here are ways you, too, can optimize your presence on eBay. Give away something for free. If you're wondering why in the world would you give away something for free when you're trying to run a business, read on. In the world of commerce, nothing is actually for free. They just seem that way. Giving away something for free now will mean a lot of returns later. And we're not talking karma. Use a free report or e-book and give away free advice. Include links to your website in the document. If you want to cash in a little bit, offer to auction your work for just 1 cent. These acts will do a good job at exposing your site (and business) to prospective customers, who will appreciate your taking the time to give them something for free (or at least really cheap). You get something for giving away something. Don't be shy about your 'About Me' page. The 'About Me' page exists for a reason and that is to give a face and an identity to people who use eBay. If you're an eBay seller, take advantage of this free method to promote yourself and your website. In fact, you can even link your About Me page to your website. Don't worry about violating any eBay rules because they allow this. Your visitors and customers not only get to know you, they also find out about other great offerings you have on your site. Use eBay auctions for advertising your website. eBay is every advertiser's paradise. You have the platform and you have the audience. All you have to do is tell them who you are and what you can offer. Each time you participate in an eBay auction, you'll have to put up your ad. When you do, always mention your site's name. If your site's address is: <http://www.mywebsitebusiness.com>, simply write a sentence informing your visitors that they can view more information about the auctioned product and other similar items on MyWebsiteBusiness.com. You don't have to mention the full address in your eBay ad. This short piece of information about what your visitors can find will help whet their appetites and show them you offer more. Don't break the communication link. Each time you do business with a customer, always follow-up with a short, personalized e-mail. This is a good way to let your customers and site visitors know that you appreciate their business and presence. To make sure they don't forget about your site, always include a link to your website in your signature. You might also want to mention your site and some of your other products or features that your recipient may be interested in. Driving traffic to your site from eBay eBay is a massive opportunity for millions of online entrepreneurs. In fact, it has launched many of today's home-based businesses and online ventures. Find out more about the ways you can monetize your eBay presence through 'EBay Traffic' from the Barking Videos series. The specific steps toward making your eBay venture a success are presented in this video. You'll also find plenty of trade secrets from experienced eBay entrepreneurs here, along with tips on how to drive strong traffic to your website and grow your business.





Driving High Traffic Volume Using Article Directories

One of the most frequently asked questions about maintaining a website is how to get good traffic. Traffic is a website's lifeblood. You could keep it active as much as you want but if no one comes to view it, there isn't much point to it, is there? Although there are several ways to drive traffic to your site, one of the most highly recommended is using article directories. Here are ways how you can use this resource effectively: Help your traffic find you. Always include a link in your article that will lead your readers to your website. Otherwise, you'll lose the opportunity to increase your site traffic. Remember that several people will be viewing your article and they could refer your write-up to others. Imagine how you could mess up an excellent chance if you don't include information about you and your website. People coming in from article directories have to find you, so help them do so. Write good quality articles. If you've used article directories before, you've probably noticed how well-crafted and useful the write-ups are. But don't be intimidated. Your articles don't have to be sophisticated pieces of writing. As long as they are informative, entertaining and relevant, your articles will find an audience in directories. Write according to the standards. Many article directories impose stringent quality standards for articles that get submitted to their sites. This means that not every article they receive gets posted in their directory. Always check the directory for the type of articles they accept. You might also want to browse the site for the category you want to write for. Take note of the style, tone and subject areas considered popular in that site and try to tailor your article to the standard. You don't have to clone an existing article but just make sure that you can compete within the category you will be writing for. Find your niche. If there are two or three areas where you excel, you might want to focus your articles there. People tend to flock to authors who exhibit expertise in certain fields. It will also help to write specifically for the industry or subject in which your business or website is involved. You'll drive more traffic to your website if people see the relevance of your website to what you write about. Write as many articles as you can. One article will not make you a hit. Try to produce numerous articles in several topics but make sure you don't spread yourself too thin. A hundred mediocre articles will not win you any fans and they will mistrust you too much to even take a look at your website. Don't stop with just one article directory. If you're getting good traffic from one article directory, you might want to submit more articles to that site. However, don't limit yourself. Submit articles to as many directories as you can. You'll drive more traffic to your site by doing so. Using articles to attract traffic Other than viewing products, images and videos online, most people actually log on to directories to find information and be entertained. Knowledge has a high premium online, that is why site owners beef up their traffic appeal factor by writing articles. Hone your skills in using article directories to drive a high volume of traffic to your website using how-to resources such as 'Article Traffic' from the Barking Videos series. You'll find an excellent step-by-step process here to help you benefit from a mutually productive relationship with article directories. As competition for traffic tightens, you will need as much help and advice as you can get.

Getting Ahead in the Popularity Contest: Tips for Submitting to Link Directories and Increasing Website Traffic

Web directory submission can be a very efficient and cost-free method to build links and drive traffic to your site. It's the equivalent of joining a club offline just to get exposure and increase your prospects. However, it can backfire badly if it's not done well. Here are ways you can use link directories to increase your web popularity: Make sure your website is link-ready. Don't submit a website if there are pages that are still under construction. Link directories don't exist for the sake of linking one website to another ? they actually have a job to do. Before submitting your website to a directory, check to see if it's ready for viewing by other people. Get objective points of view from people you trust or at least allow your website to run for several weeks or months. That way, a number of people should have seen it and could give you feedback about your site. Check for broken links and old, irrelevant entries. Avoid too many advertisements and pop-ups. And lastly, make sure your website is an original, not some self-replicated site from your affiliate program. Verify with the web directory about their preferences so you avoid any rejection or delays. Look for web directories

Your next step is to find the appropriate web directories to which you can submit your site for link building. Try Yahoo! (dir.yahoo.com) and DMOZ (dmoz.org). You can also check out stpt.com and lil.org. Read their FAQs carefully to make sure you follow certain rules they might implement. Some websites, for example, prefer your list of keywords separated by spaces instead of commas. You might also want to check the type of categories available in each directory, so you'll have an idea with which group you'll be listed with. Prepare your site details. Use your computer's text editor and type your site information. This will allow you to cut and paste the data and immediately use it for submission. Type your site URL, your site's heading or title and a short description of what your site is about. Use the third person point of view. Next, type your name and e-mail address. Use your full name and not your screen name. Include the relevant keyword to help visitors using search engines find your site. If you have more than one, separate each keyword with a comma or a space, depending on the requirement. Don't make the mistake of promoting your site here ? don't use exclamation marks and no hypes, please. The directory will want to see your site's description and not your ad.

Web directory services: are they worth the money? For those who have no time to submit to link directories themselves, using a web directory service may be a good idea. The fee varies, depending on the number of web directories the service will submit to, the time period they will continue the submissions and the type of PageRanking these directories have. If you're using these web directory services, make sure they offer you an opportunity to appear in numerous directories. Otherwise, it will be a waste of money. Using web directories

Web directories are the equivalent of your local Yellow Pages. It gets you categorized and helps people find you. Learn how to use this web resource from The Barking Videos' 'Web Directory Traffic'. You'll find the essential steps on how to submit your site to a web directory and begin enjoying the traffic sent your way through your newly established links.

Got Code? Ways to Use HTML to Make an Impact on Search Engines

The way you use HTML in your web pages affects your standing in the search engines. Search engines are like the casting directors to a potentially lucrative movie production ? they approve whether you appear in the listings or not. If you're not careful about using HTML, you might just miss getting cast yourself. Make your appearance by learning how to write HTML pages in a way that search engines will love. Here is a step-by-step guide to help you: Learn the language. If you don't know HTML yet, you better learn it now. This is the language of the internet, the very foundation upon which millions of websites rest. Without HTML, it would be difficult indeed to create and view websites the way we do today. Thanks to this language, we can read text the way we would from a book, navigate the world wide web without losing our way due to too many codes and even convert a simple link to a whole new webpage. You don't have to be an expert at it ? just make sure you know basic HTML. That way, you'll understand how tiny changes in the letters and symbols that make up a code can make a huge difference in how a web page appears. Know your search engines. Search engines rank websites differently so you might want to know their methods if you want to adjust your site's structure accordingly. Google, still the most popular search engine in use today, uses 'spiders' that 'crawl' into a website to check for keyword relevance and density. Google also ranks sites according to the number (and quality) of other sites that are linked to it. There are also search engines that use spiders exclusively, which categorize websites depending on what they find. Some search engines use actual manpower (that's real humans, folks) to rank sites while others, such as pay-for-placement-sites, will work on your ranking based on what you'll pay them. Take a look at your meta-title. Most search engines rank websites depending on their headings. Make sure that your meta-title includes your main keywords. Search engines love website headings that point directly to the site. It's like someone putting up a sign that says, 'Doctor who handles eyes, ears, nose and throat problems' instead of just 'Doctor.' Don't use dynamic URLs. Dynamic URLs use HTTP GET variables. When search engines send out their spiders to look for websites to assess, they tend to avoid or ignore those sites with this type of URL. Use URLs that contain your keywords instead. It's also a good idea to use keywords for your directories and files because your keyword density increases. You will also appear more frequently in search engines should someone use your keywords to look for something. Learn to compare. Imitation is the greatest flattery so other websites won't mind if you check them out in order to improve your own site. Try to compare your site with another website in the same category or subject. Click the 'View' button on the browser to view the source code. If you understand HTML by now, you'll see why this website rocks the search engines and why yours doesn't. Using HTML in a way that search engines love can be complicated for some people. To make sure you're not left scratching your head, learn more. Use a reference such as 'On Page SEO', a Barking Videos presentation that teaches newbies and experienced website owners the art of manipulating HTML codes in your web pages in order to produce a more relevant website. Don't let the concept intimidate you because once you understand the basics of this language, your website will be on its way to becoming a star that search engines will readily recognize.

Traffic from Your Blog? Ways You Can Benefit from Your Web Presence

What does a blog do for your website? For one, it can be used as a supplement to your site, providing your visitors with extra information, using a more personalized and informal approach. It can also give your website excellent exposure and is an excellent means with which to drive a high volume of traffic to your site. Here are ways how: Find a niche or specific industry to blog about. True, you might be a really entertaining writer but most of your visitors could care less what you had for dinner last Monday or what you thought about your spouse painting your bedroom green. Although a blog still functions and is treated as a web diary, remember that some topics that might excite you may not mean anything to your readers. Why not write a blog related to the industry your website belongs to? If your website sells organic fertilizers and seeds, for example, write a blog that discusses organic gardening or farming. You could also discuss the different planting methods used for organic gardening as well as the pros and cons of organic and artificial fertilizers. That way, your blog visitors will find relevance in the topics you discuss with the content found in your website. Always provide an association between your blog and your website. Never treat your blog as an end in itself. It should provide support for your website and complement its purpose. Whatever it is that your website lacks should be provided by your blog. To make sure your visitors never miss the connection, always provide a link to your website in your blog. Include your name, your e-mail address and your site URL. Traffic will find their way to your website easily. Entice your visitors to stay. The more interactive your blog is, the more visitors will be interested in it. Make use of different elements to make your blog appealing ? images, audio, even video files. Provide links to archives and use a search box to allow your visitors to look for keywords found only in your site. You can also increase visitor interest by allowing them to post comments after each of your blogs. In case someone asks for advice or recommendation, you can refer them to your website. So if someone posts a comment on your blog asking you which combination of organic fertilizer is best for lilies, direct them to your website using a link, with a short note stating, 'There is a comparative chart on www.myorganicwebsite.com that discusses the different fertilizer needs of plants. You might want to check it out using this link.' That way, you never lose the opportunity to help your visitors and still drive traffic to your website. Join blog communities. This is another great way to use your blog to drive traffic to your website. Sites such as MyBlogLog can help you gain a wider audience. All you have to do is set up your own account and provide your blog's URL address. Blog communities not only expose you to better traffic but also allow you to socialize online. You can also build relationships with other bloggers in the same industry and enjoy their valuable support. Blogs are some of the fastest growing segments in the internet and communities therein are very supportive of one another. You can take advantage of the existing traffic that's already there and simply just lead them to your website. If you need more advice, check out the tips and tricks taught by 'Blog Traffic', part of a video series produced by www.thebarkingvideos.com. Learn the secrets to maximizing your blog to increase your website's exposure and receive quality traffic at the same time.



Better Than Radio: How iPod Casting Can Increase Traffic to Your Site

Thanks to the iPod, the way we listen and store music and audio files has significantly evolved. No longer is the iPod just a thing of beauty and desire ? it has also become a must-have tool for internet marketers and website owners. Thanks to its flexible functionality, the iPod has given birth to podcasting, a method that has made use of the thing that made radio great and turned itself into an internet darling. These days, iPod casting is a common practice, bringing more exposure to web personalities and driving more traffic to websites. What is iPod casting? The more generic term is podcasting but the science behind it is one and the same. iPod casting is a means to produce digital media files and publish them in the internet. These files may be played using computers or portable media players. Frequently, iPod casters prefer to syndicate their posts, since this type of content often contains unique topics, subjects and takes by different people. Uses of iPod casting In terms of use, iPod casting has plenty up its sleeve. It's incredibly flexible and easy to learn. It can be used in a wide range of industries, so it's virtually impossible for you not to find an audience. The market is there and you simply have to be ready in order to take advantage of it. There are also variants of iPod casting that are steadily gaining popularity ? the audioblog and the autocast. Audioblogging, like its name suggests, is blogging with the use of an iPod. Essentially, it uses audio to post blogs, with entries presented as audio files indexed chronologically. Autocasting, on the other hand, is using RSS feeds of text blog entries to produce an audio version. Software is used for this purpose in order to automatically convert a blog into an autocast. It can then be downloaded and played using a computer or synchronized using a portable media device. Why it's different iPod casting is similar to traditional radio with one glaring difference: you can choose which audio files you want to listen to and stick to them. With radio, you will have to listen to other stuff that you're really not interested in. So if your interests focus on internet marketing, those are the types of iPod casts you'll receive. You don't have to bear iPod casts of topics in entertainment, fishing or car detailing. Using iPod casting to send traffic to your site Using iPod casting to expand a business is relatively new but it is fast becoming a popular method to reach a wider audience. Just imagine the possibilities of using audio files to persuade, intrigue, entertain and attract potential traffic. Not only that, since people can choose their preferred categories, you get to promote your business or website to a targeted audience. They're ready to listen to you because they're already interested in what you have to offer. So if you're promoting a consultancy business dealing with home-based ventures, there's no need to waste your time trying to market to people who want to know more about travel, fashion or antiques. iPod casting is actually quite easy, provided you know how to use it to your advantage. Learn more about how to take advantage of iPod casting to promote your website through The Barking Video's 'iPod Casting', the 8th in this particular series. Find out how you, too, can enjoy the benefits of iPod casting and easily send traffic to your site in no time.



RSS: What It Can Do to Send Traffic to Your Site

Can you use RSS to send traffic to your site? Definitely! RSS has become the format of choice in terms of news and article delivery. It is also changing the way we view web content, as more and more publishers and website owners are using RSS to syndicate content. Furthermore, it's also a way for people who regularly go online to stay current and informed. What is RSS? RSS is a group of Web-feed formats that are used online to post or publish content, particularly those that are regularly updated. These include podcasts, blogs and news. The RSS document itself is called a feed or channel. Depending on the source, a feed can be a full text or just a summary. RSS makes it possible for visitors who visit certain sites regularly to subscribe to a feed. That way, they get updates immediately, without the need to actively seek out the new entries on their own. RSS feeds may be read with the use of an RSS reader or aggregator, software especially designed to process the content. Using RSS to obtain web traffic It's not rocket science but using RSS to send traffic to your website will require a few strategies and some effort. However, all that hard work can be translated into website popularity, a high volume of traffic and even profitability. Consider these factors to ensure that you'll be able to utilize this tool successfully: Fresh, updated content RSS exists for the sole purpose of updating regular visitors. Don't use this tool if you can't produce new content or stories on a regular basis. If you're the type who blogs once a month, for example, RSS isn't the right vehicle for you. Visitors who subscribe to an RSS feed do so because they want the latest. They'll appreciate the new stuff you post online, particularly if it's not some rehashed topic you've already written about the week before. Syndication This is a simple matter of having your RSS feeds appear on other people's websites and still get backlinks to your site. Syndicating your feed will require a few technicalities but the use of software will fix that easily. An advantage to syndication is that you are not limited to having your stories appear on only one site. With syndication, you can link with multiple websites and make use of the traffic already inherent in that site. Let's put the word out there for your RSS feed We suggest you go with the most popular indexing sites, such as Google Reader and MyYahoo! Once you submit your RSS post to these sites, they will send electronic crawls to check your site or blog for updates. Check with Google and Yahoo! for a guide on how to start submitting your posts. You can also sign up for a membership with RSS service sites such as Delicious, Digg, Netscape and Reddit. It's not a matter of choosing which of these sites to join because you'll want to ensure you send your posts to all of them. You'll expose your post to more people that way and send a higher volume of traffic to your site. If you post in only one or two, you will be limiting yourself needlessly. As you can see, RSS has the potential to give you serious web traffic, provided you use it correctly. If you want to learn more about specific techniques, go and get 'The Barking Video #9: RSS' from TheBarkingVideos.com. You'll find all you need to know to use RSS to send traffic to your site and avoid common mistakes regarding the use of this wonderful tool.

Two Thumbs Up! How to Use StumbleUpon to Send Massive Traffic to Your Website

StumbleUpon is similar to social bookmarking sites whose presence has been so ubiquitous in the internet for the past few years. StumbleUpon has been the method of choice for many site visitors to rate a website and give it an approval technique that's been tried and tested for centuries ? the thumbs up and the thumbs down. However, it has also become a means with which website owners promote content from their sites and in the process, give their site the much needed boost. This makes StumbleUpon an important resource for many website owners. How does StumbleUpon work? StumbleUpon is based on a very simple and basic concept actually. Remember those times when you came across a really great thing and you told people about it? You always said, 'You know this really great power drill I stumbled upon in a garage sale? It works great!' And then you go on to talk about its amazing features. StumbleUpon is like that ? you find a great thing and spread the news. Anyone who uses StumbleUpon does not need to make a listing of all the best and most popular write-ups they find. Instead, they give a story the Thumbs Up for approval and the Thumbs Down for rejection. Using this method, visitors can tell other people what they think about an article, in plain black and white. StumbleUpon also allows visitors to view only those sites that they find relevant, depending on what they prefer. Web traffic from StumbleUpon StumbleUpon does not produce a surge of traffic like Digg and Del.icio.us. With these two bookmarking sites, a really great story can earn thousands of visits or hits in just a short span of time. With StumbleUpon, you'll probably get traffic in the hundreds, only it gets sent your way more consistently, not in surges. Don't let the numbers fool you, though. Although relatively small, they can be quite significant, particularly because they can extend for a longer period of time. How can StumbleUpon work for you? StumbleUpon is a community, more than anything. So whatever it is you do, you'll find others who do a similar thing. It's like one happy village, with users who have similar interests and goals. To use StumbleUpon, you need to be involved actively in this community. Participate in the website ratings by reading stories and giving them a Thumbs Up or a Thumbs Down. When your turn comes, you simply have to download the toolbar, submit your web pages to the site and allow others to start viewing and rating it. Once you have submitted your web page to StumbleUpon, you only have to choose a category for it, write a description for your site and tag it using keywords. It will then be included in a database. What's great about StumbleUpon is that users don't need to use a search engine in order to look for specific topics or subjects. By tagging an interest and channel surfing, they will be directed to sites that are related to their preferences. They can then share their preferences to others. Learning more about StumbleUpon StumbleUpon is an incredibly easy and efficient means with which to improve your web standing by sending traffic to your site. Want StumbleUpon to work for you? Learn more from TheBarkingVideos.com's 'Stumble Upon', an excellent tutorial that details the tips and industry secrets used by many of the most successful site owners in the internet today. Use these techniques and optimize your StumbleUpon presence today.

Building Links To Increase Traffic to Your Site

Link building is a very good method to increase traffic to your website. In fact, link popularity means so much to webmasters, internet entrepreneurs, and website owners. Link building can bring massive traffic and regular visitors to any site. And everybody knows that regular visitors are the main sales and income generators of sites. Indeed, building links is the second step to building a new website. Here are the ways you can build links to generate the traffic that you need: 1. Agree to a link exchange deal with another website that has substantial internet traffic. If you look hard enough, you'll find several websites that are more than willing to exchange links with your in exchange for similar advertising spots. These are done so that the number of guests is maximized for each site. It's preferable to make deals with websites that have high page rank. If you do this, the website's popularity is going to brush off your website somehow. 2. Maximize the use of web directories. For those who don't know it yet, web directories are the websites containing links of different sites that are usually classified according to its designated categories. There are many web directories in the internet today. To know where you can send your web directories, just find them using search engine. Search for such sites and build the popularity of your link by making use of their services. 3. Compose good articles and distribute them to article directories. If there are web directories around, there are article directories too. And webmasters who don't have time to write their own content are settling for pre-written content available over the internet. And since they can't merely copy what's on another's website, they have to go to article directories and use the articles contained therein. As per the article directory agreement, they have to publish the whole thing to their website, including your name as the author and the link to your site if you have included it. The more people publish your articles to their site, the more link backs you get. And more link backs means more traffic for you. 4. Use the powers of a blog site and its RSS feeding ability. Blog sites are very popular these days. There, you can publish content, share your stories, and even put up your personal views about almost everything you feel like talking about. But more importantly, blog sites are places where people can interact with each other through adding comments and replies to the items appearing the site. People like blog sites because it can be updated regularly. And it could a good tool to build your link because you can gain subscribers from it or send regular emails to them. 5. Utilize forums. Needless to say, there are lots of forums over the internet today. There are forums that are very well populated. Search for them and be an active member. Forums provide their members a space for signatures. You can put the link of your website there. So every time you write a post or create a new thread, your link would appear, giving you better search engine popularity and of course, more visitors. 6. Add downloadable content to your site. It is very hard to find sites that assure people of a totally clean and virus free downloads. If your website have several things to share to your audience, you could very well put it up to your site. People would definitely go back to your site if they have proven that all downloads you offer are not only clean but very useful too.



Choosing a Niche Market to Drive Traffic to Your Site

Innovative thinkers over the internet have successfully proven their point when they said that niche marketing generate more sales than traditional marketing techniques. Your niche market refers to the narrowed group of people that qualifies as your potential customers. With that, niche marketing pertains to attending to the special needs of a specified group of people, rather than accommodating everybody, regardless of their social classification. Niche marketing requires you to focus on the special needs of those people that belong to your chosen group. Maintaining several niche websites could generate enough traffic for your website. For example, you're selling bathtubs. To apply niche marketing to your business, you have to offer bathtubs for a special group of people like the disabled, children, and families. In one website, you'll sell bathtubs especially made for the handicapped. You'll then proceed to list all the goodness of your tubs on that page. On another website, you'll offer bathtubs that are kid-friendly. You'll then proceed to promote that tub in the light of a kid's special interest. All materials should be relevant to kids alone. Finally, you make a website that offers bathtubs for families. These are the tubs that can accommodate several people at a time. Your subjects for this site should be fathers, mothers, and even extended family members. Now to make niche marketing work for you, you have to tie all these sites together to one main source. And that would be the website you'd like to delegate all traffic to. With all the traffic these individual sites generate that leads to your main site, you should be able build up traffic necessary to make your site popular and productive. With substantial amount of traffic, you should be able to generate good income to your site as you wish. To create niche sites that's perfect for niche marketing techniques, follow these tips: 1. Know your products or service. To create a good niche, you have to analyze each and every product that you have. Try to classify them accordingly. Group the products that you can sell to different segments. The more niche markets you can create the more traffic you can generate. 2. Analyze the current trends in the market. The main purpose of creating niche markets for you is to generate enough traffic to your main site. But it is not right to just create those niches aimlessly. You have to specifically select the markets that you are sure are going to be profitable. Some niches include more people than others. Choose the niche that has better traffic than the others. You can find that out by analyzing the current market trends. 3. Please your niche. To please your target niche, you have to make sure that you give them exactly what they want and what they expect. Pamper your niche if you must. This is the only way you can attract more visitors to your site that would eventually provide you with the results you want. Niche marketing is a good way to generate substantial traffic to any website. If you do it well enough, your site may just rose to popularity in a matter of a few months. And with that much traffic, you have power in your hands.



Offline Techniques to Drive Traffic to Your Site

Offline techniques could drive traffic to your site in many ways. If your website can easily be seen in a billboard across the metropolis, then people will be reminded to always check it out every time feel like buying something that you offer. The internet world is not an entirely different world. The 'real' world and the world wide web meet every now and then. So it is important that you implement offline marketing techniques as much as you promote over the internet. There are many offline techniques that you can take advantage of. You can distribute leaflets and brochures to interested people that contains your website and your email address. This way, people would go to your site if they want to check out the rest of your products. Offline techniques keep your visitors informed. They really are good marketing tools. Aside from fliers and brochures, you can also conveniently put the URL of your website on frequently used items like mugs, planners, book marks, and other similar items. The more you remind people of your site, the more they visit it. But more importantly, offline promotions similar to this are lasting. For as long as the item is functional, it works. And the more people see the site more new visitors are enticed to check out what you have to offer. Other than printing your URL on the right places, you can also hold shows, TV and radio ads, and magazine advertisements for your websites. Some sites are even sending out free cards to people and use vehicles to promote their sites. The main idea behind these offline techniques is to make people familiar with your website and retain it in their minds. These offline techniques would make people store your site in their subconscious. And if you do it right, they would remember it conveniently at the right time. They can even suggest it to their friends who are looking for a product or a service that you offer. Offline techniques make your site achieve popularity to the maximum level. It also suggests going out of the box and into the 'real' world. Just imagine the number of people who see your URL in a bumper sticker, button, or cap. You will definitely double your visitors in no time. Offline techniques are proven effective. This is the reason why it has been used and reused by all people. The internet is supposed to be part of the tri-media. But then again, it was so strong and self-sufficient it can stand on its own. However, there's no reason why the tri-media can't be used to promote internet sites and vice versa. So whenever you are thinking of promoting your site, you have to try and use all resources available to you. Don't limit yourself to online promotional methods. Several offline methods are as effective as them. Besides, you want all the traffic you can get so you really have go use everything you can use. Don't underestimate the power of offline techniques. Just make a test. Try to level up your offline promotion techniques on a certain area. Then try to trace where the newest visitors your site came from. You will surely see that most of them came from the place where your offline promotional techniques are implemented.

Paid Listings and Boosting your Website's Traffic

There are simply too many web directories today. Just for the benefit of those who don't know what web directories are, they are websites that works similarly to the yellow pages. They contain different links that are usually submitted by website owners themselves. They are sorted and classified accordingly so that web surfers can effortlessly find the links they are looking for. Web directories could either be free or paid. For free directories, you just have to send your link and after a certain period of time, your link will be placed up there. Paid directories works similarly. But you need to pay a fee before they would include your site in their list. Paid listings could boost your website's traffic in many ways. It's true that users can always use Google, MSN, or Yahoo search to find the thing they are looking for. But there are times that people would like several options presented to them all at once. And only paid listings could give that to them. With paid listings, you'll get more back links to your site. And more back links means more visitors for you. You might say that you could take advantage of free directories so you really don't have a need for paid listings at all. Right? Wrong. Some times, investing some amount is all worth it. And it is always the case with quality paid listings. You need to choose paid listings over free directories to promote your site and gain traffic because these sites are already popular. Their page shoots up whenever directories are called. So if your URL is part of that page, then you will have better chances of gaining a good number of traffic. But is it very important to choose which paid listing you should go for. If there are many paid directories in the world wide web today, there are a good number paid listings around too. But not all of them are worth your bucks. If you want to get quality traffic, you have to settle only with the best. Here are good suggestions if are currently looking for paid directories to list your site with: 1. Yahoo Almost everybody uses Yahoo. So if your website is part of their directory, there are higher chances you'll get to your audience fast and easy. Yahoo's page ranking is a 10. And that's the highest you can get as far as page ranks is concerned. 2. Business.com Business.com is for a service or product-oriented website. If this is the type of site you own, you could submit it to Business.com for inclusion. What you're really paying them are professional visitors. Business.com regular users are true-blue businessmen that you want to reach. And you'll certainly do that if you get included in the Business.com paid listing. 3. Alive directory Alive directory works best for people on a budget. They are not as pricey as Yahoo or Business.com. But they work as well as the two. It's really value for your money. These are just some paid listings that you can check out. They should be able to give your website a good stream of regular traffic. They are simply the perfect complement to all the free directories out there. Try them out and see for yourself.



Driving Traffic to your Site Using Paid Reviews

The internet is full of talented writers. If you have a pool of them, you're lucky. An indispensable tool is right within your disposal. Do you know what are the biggest pull products and services have these days? It's rave reviews, that's what. If you have good reviews about the things you offer, chances are, people will come looking for it. Your website will definitely drive the traffic you want for your site. Using paid reviews would help you help your website popular. For one it would help you spread your link all through out the Internet. Paid reviews would naturally have your links embedded on the articles. Aside from the organically driving traffic to your sites with the use of search engines going through the articles in your paid reviews, it would also create a certain image for you website. Creating traffic is basically making your website popular. By using paid reviews, you can help increase the number of your visitors. How? If someone read through these articles and reviews, they would certainly check out the site that the review is talking about. This would not only give you just any kind of traffic, but it would give you quality traffic. Choosing the website that you would place your paid reviews is a very crucial. It would be wise to choose a website with a high page rank. If not, you are not likely not have visitors check out your site since the paid review website itself is not attracting visitors anyway. Nevertheless, placing your reviews in low page rank would strengthen your link building. You should choose a website that has a page rank and has quality visitors. Aside from the fact that placing your links in high page rank sites would help you be on top of the search engine results, it would also mean that you have a much bigger audience. More and more people would get to know your website and thus create more traffic to your site. The quality of the website that you would place your paid review on is also important. For instance, if you were selling bracelets, rings and accessories on your site, it would be best to place them in websites talking about fashion or girly stuff. Doing that would give you the traffic you need for your site. Paid reviews could take your website to a different level. It would definitely get you the amount of visitors you need. Paid reviews are all about good feedbacks about what you have, what you market, and what you are offering. It is something people are looking for before they buy anything. And if in case the paid reviews are created for your website itself, people also would come streaming to your site because they have heard from someone or have read somewhere that your site is good in term of content, credibility, and quality information. Web surfers are always looking for data. And if they are lucky enough to get them from your site, they are more than willing to share what they have found to other people. This is how important paid reviews really are. So if you want to promote your site and gain enough visitors to last you a lifetime, go for quality paid reviews. You'll never regret the investment at all.



Videos: A good Way to Increase Traffic to Your Site

The most popular website today must be YouTube. YouTube is a video sharing website wherein members are allowed to upload their personal clips and have other people view them. YouTube is very popular because it uses video - videos that have a tremendous pull when it comes to traffic and a regular stream of visitors. Now your website could be another YouTube. You can create a website as popular as YouTube just by using videos. Or you can use the popularity of YouTube to brush some of it to your site. All you have to do is to create or use videos. And everything else will come naturally. Videos have been proven to create the necessary impact to your site. It is a very potent tool to drive traffic to your pages. And it works to two ways. Use of the two suggestions below and start using videos to make your site as popular as you would like it to be.

1. Uploading videos to your site. People like to watch something new, something funny, and something interesting. Use videos to capture the attention of your audience. With today's internet world, static web pages are slowly becoming a history. People want something moving. People want interactivity. And you can provide all of that through videos. A simple 2 to 3-minute video should do the trick for you. Record a video clip that would provide your visitors the information they need without going through your site page by page. Some people would like to hear data rather read them. But more than that, videos give spice to your site. It provides your site with something to look forward to. Playing videos gives your visitors something more to check out. It can be used to provide proof that your product is indeed working. A simple video of testimonials of satisfied customers would give you and your products a big advantage over your next best competitor. If you really want to increase traffic to your site, try uploading original videos that people can't resist. They would surely come running to your site just to check out what the buzz is all about. People would like to get ahead with the times. And if it is an internet video that's making noise, they would surely want to watch it for themselves. If it's in your site, you are going to be the lucky recipient of all that traffic.
2. Upload videos to popular video sharing sites. This is where sites like YouTube come in. YouTube is a video sharing community that has millions of members from all over the world. If you want to delegate some of the traffic YouTube is getting day in and day out, you could simply add your own special video to YouTube and invite others to watch it. As they watch it, they would find out who made it if it was really good. And in your profile, you can conveniently put your website's URL so that they can know more about you. That way, people will begin to click the homepage you placed in there. Your website would definitely gain traffic as you invite your viewers to watch more videos directly to the site you have created it for. These are the two ways to drive traffic to your site using videos. Try them today. It could just be the only boost you needed for your website.



Shoot Me! Tips for Using Videos to Send Traffic to Your Site

If you still doubt that videos can improve your site's traffic, you've probably never heard of YouTube. That site was single handedly built, sustained and made popular by videos, loads of videos. In fact, some of the most well-known videos were first seen here, launching careers and personalities within a short span of time. Not only that, some of the biggest companies in the world, such as Coca-Cola, General Motors and Cisco Systems make use of videos in their websites. Don't miss out on this terrific opportunity. Here are tips on how to use videos to send traffic to your site:

Have a good story line. It all rests on the core of your video's purpose. What's in it, anyway? Something about your website or business may keep you up all night due to excitement but it might bore half of the world's population. This is why you should be careful about the kind of material you will be using for video marketing. Find a topic you know and understand, something that you can relate to your website or business. How you make the video will of course depend on what you're trying to promote. Write a short outline on how the video will progress, what you will present in it, what you will say, how it will end, etc. Be prepared to edit. Don't hire someone else to do this for you. Edit the video yourself using video editing software already on board your computer. Video editing software allows you to cut and splice scenes, add texts, colors and side effects, along with background music and spoken narration. Try to keep the video complete but as short as possible. Two to three minutes' worth of video should be enough and if you could manage a minute, that's even better. If the video is longer, say 5 to 7 minutes, it better be worth it. Remember that you will have to compete with hundreds of thousands of other videos on one site alone. Since most people have a short attention span to view your material, make sure your video is appealing and short enough to be noticed. Advertise your site on the video. Make sure to insert your website address or URL within the video itself. Better yet, you could embed a link in an icon or logo that will appear in the video that viewers can click to to arrive at your site. Submit your video to the most popular sites. The logic here is quite simple: popular sites are more likely to be visited by more people so your video has a better chance of gaining better exposure. Although nothing should stop you from sending your videos to every site you find, there are some sites will not send as much traffic to you as others. Choose carefully, making sure that your submissions are strategic to maximize your efforts. Use tags for your video. Tags function like keywords, in that they help categorize or index your video. If you have a fishing site, for example, and your video is about fishing, use tags such as 'fishing', 'salmon fishing', 'fishing gear', etc. People who will search for items related to fishing are bound to come across this video and go to your site. Using videos for marketing and to send traffic to your site is a proven method, provided you use it well. Find out more about the essential components a successful video has from 'Videos', the 12th in a series presented by TheBarkingVideos.com. Learn the ways you can present an idea, what to include in your shoot and how to use the numerous free resources on the web to produce videos that will send traffic to your site and build your online reputation.

Why Ebay Can Be One of Your Best Sources of Traffic

Are you interested in joining Ebay? Then perhaps you're one of the millions of people who have seen the many benefits one can reap from this mega-auction site. First of all, there's no fee when it comes to registration. So you can choose any day that you want to sign up and you're good to go. There's practically no limit as to the kind of goods that you can possibly bring. But how can you drive as much traffic as you can to your Ebay page? Here are some excellent suggestions:

1. Be creative in your auction title. There's definitely a good reason why there are some articles that are getting attention from their readers, while others don't make it at all. One of their secrets lies on their title. The same goes with your auction title. If you want to drive traffic into your Ebay site, make sure that it sounds attractive and contains the keywords that will likely be used by your targeted customers. They don't have to be truly complicated—just enough to capture their curiosity and click on your auction listing.
2. Focus on your descriptions. There are too many Ebay sellers who think that photos are more than enough to inform their buyers about their products. They're dead wrong. Though pictures paint a thousand words, they need to be described thoroughly. You don't have to limit yourself when it comes to your description. What's important is you can cover as much as you can about your product, including its features and benefits. You can also make it keyword-rich too so it will also be convenient for your target customers to find you in Ebay and search engines.
3. Answer people's feedbacks. There will always be people who will inquire about your products, and not all of them will be sensible. Still, be gracious enough to spend some time in answering their queries. When they can feel like you're easy to talk to, they will most likely visit your Ebay store again and even recommend you to their friends. Also, when someone buys from you, don't forget to send a feedback and ask them to place one in your site. Feedbacks do matter in Ebay, as there are more smart buyers nowadays. They want to get to know first the seller, if he can be trusted or not, or a person they can transact business with smoothly.
4. Be conversational. Buyers tend to become more open to sellers who are easygoing and amiable. It doesn't mean, however, that you have to let go of professionalism. What this tip means is to more cordial to your buyers. You will certainly leave positive impression on them and will definitely do business with you more.
5. Offer guarantees. There's a whole bunch of offers you can give to your buyers. For one, you can give them money-back guarantees, where you will refund them every time they're dissatisfied with your product. You may also provide some freebies, like an ebook or a compilation of your articles—anything that can entice them to visit your Ebay store and hopefully purchase something from you.

Are you ready to begin your Ebay business? It's going to be so easy that you'll realize it's no-brainer. Sticking to these 5 golden rules can guarantee never-ending customers going in and out of your Ebay store.



Money-making Schemes with Your Captivating Ebook

You can never underestimate the power of the ebooks. After all, there are too many benefits a reader can get from them. First of all, they're quite easy to make. As long as you have a topic to write about, outline, and a compiler or converter, you're good to go. Also, you can allow your ebook to earn higher revenue for you and your business. Here are the different ways on how you can increase your profits by selling or creating your own ebook: 1. Create your own ebook. This is one of the traditional ways on how you can earn your money through your ebook. You can then sell them for a good price, depending on your topic. Easier ones can go as low as \$5; those that are more difficult to discuss can be as expensive as \$20. Nevertheless, you can't simply produce your own ebook. There are a number of things that you have to consider. First of all, it's ideal if you can develop your outline. This is to ensure that you don't get lost while you're in the process of building up your pages. Because you're banking on your contents, you also have to focus on your writing style. The best-sellers are those that sound conversational, where technical terms are carefully explained in layman's terms. You can also try to add some images and tables to further emphasize the different points of your ebook. Don't forget to include subheadings. It will be more convenient for your readers to scan and read your ebook. After all, you can't really expect them to read the ebook from cover to cover. 2. Sell your ebook rights to your buyers. When it comes to your ebooks, you don't have to limit them to your direct customers. It can even be viral if you can allow your buyers to resell them to their own targeted customers. Moreover, it will also increase the traffic going into your website, if you have embedded links into your ebooks. 3. You can carry advertisements in your ebook. Do you have some free space in your ebook? Why don't you sell them to different advertisers? This is also one of the best ways on how you can practically earn more money through your ebooks. However, don't wait for your ebook to be near completion before you can actually look for advertisers. Even in your planning stage, you can already approach some of them. Nevertheless, because there are a number of them who may not be too keen on having their ads on your ebook before it's finished, you can talk to your webmaster-friends. Surely, they'll be glad to put up some of their banners and text ads in your ebooks. 4. Sell your licenses. You can actually sell the license of your content to companies and markets that may be related to your chosen niche. A good catch, though, is to provide a license fee for your ebook. This way, they can make use of the data and information in your ebook to further their growth while you continuously earn from their usage of your material. You see, there's definitely money in ebooks. What's more, you don't have to settle for long pages. What's basically essential is you can express your thoughts properly and concisely.



Newsletters and Traffic: Is there a Link?

There are a lot of new things happening everywhere. And people always want to get updated. They want to know the first thing about something. You can say that people love rumors and gossips. It doesn't sound real good, but it's true. And you can capitalize on that need for information to drive massive traffic to your website. The good thing about online newsletters is that they're very easy to do. Unlike the newsletters sent in the mail, you need not buy loads of paper, send the manuscript to the printer, and distribute the newsletters to your subscribers. You will certainly need big money to complete the whole cycle that way. And it repeats every time you need to deliver another issue of the newsletter. On the internet world, you can create a newspaper very simply. And sometimes, even for free. All you need is good newsletter or graphics software, a penchant for writing, nice images, and a functional email system. You can even create the perfect newsletter in hours. Then submit it to every person in your subscriber list within minutes. And there are no trees that get hurt in the whole process! In order to make your newsletter successful, here are good tips to follow; 1. Make sure you have a comprehensive email list. The most striking newsletter would be nothing if it fails to reach the right people. Newsletters usually revolve around a certain topic, group, or idea. Don't send car-racing newsletters to elderly people or to women because there are lesser chances that they get interested in reading it. Target your newsletter. Then distribute it over the right channels. 2. Sprinkle links to your site optimally. The whole purpose as to why you are creating a newsletter is to make sure people will get interested enough to regularly check out your website. Don't ever forget to put the correct anchor links and texts on the right places. Put just enough of them. Putting too much would turn off readers. Putting too little may not produce the desired effect. 3. Leave your readers something. Newsletters should not be used for mere marketing purposes only. Content and information is very important. If you fail to stimulate the minds of your readers, they might not read your newsletter in the next offing. Worse, they could merely delete it or tag it as spam. That's the worse thing that could happen to you and your dream to drive traffic to your site. 4. Don't forget the gossips. Hard facts and pertinent information are good. But sometimes, they can be boring. You've got to find ways to put some harmless gossips on the pages of your newsletter. It doesn't have to be real gossips all the time. Freebies, new offerings, and promotions that could get your readers interested should be good enough. Give them something they can't resist. With these things in mind, you should be able to create the type of newsletter readers look forward to each day. And when that happens, everything flows naturally. The traffic to your website will be much more than you could have expected. And you definitely deserve it, after all the hard work you put on those newsletters! So start creating one today. With a good target list, you could have loads of fresh new traffic tomorrow!





Get More Site Traffic! Join the Link Exchange Program

How many times have you visited websites today? The internet is the best thing that technology has developed ever since. Through internet we can do almost everything, from online purchases, educational and medical instructions and many others. The internet houses a million of websites for every person's needs and preferences. The webmasters are the people behind the creation of the websites and they are the one who advertise them. Through link exchange system, the sites will be promoted and will get more traffic than the usual. Link Exchange is very important; it definitely increases and adds popularity to your website. Now, how can one join in a banner and link exchange program? What are the tips to achieve a more popular site? Read on to get the few tips on how to participate in a link or banner exchange program.

1. First you need to get a link exchange partner. Choose a link exchange partner with a good Google PageRank. . Pagerank is the one that rates the website's quality in a 10 point scale.
2. If you have chosen already a link exchange partner, sometimes they allow you to exchange banners or links for free. You should then place your link partner's banners in your own homepage.
3. Some link partners require their banners to be placed either in the index page, top, side or even at the bottom on the other pages of your site. Like for instance, it can be placed in the page which displays About us, Services or Contact. Do not just put their banners in your main page.
4. You should notify your link exchange partner that you have already placed their banners. But make sure that the banners you have placed on your pages have a link that directs to their site.
5. Now you can choose the available pages from your link exchange partner where you want your banner to be placed. You can actually tell where you're going to place you're banner since your link exchange partner place a static like this. "This could be your ad space?". Then you are ready to place your own banner in their site.
6. If in case your link exchange partner does not have any space, they can create you a default banner page depending on how many banners you need.
7. Another way to participate in a link exchange is to purchase an advertising space from your link exchange partner. Definitely, if this will be your option, your banner will be the first priority, and you can choose where you like it to be placed.
8. Now if you opt to buy an advertising space, you can be added in their index.html page. Sometimes only few space remains with your link exchange partner so grab the opportunity for these banner placements.
9. You can buy banner space from your link exchange partner for 6 months or a couple of years. Anyway you will be notified by your partner that your banner space will be expired. Now it depends on you if you still want to renew it or not.

These are some of the activities happening when you want to participate in a banner or a link exchange program. It is just very easy to do. Rest assured that more visitors will get into your site. Not only do you get more traffic in your site but it will definitely create a good partnership with some webmasters. Exchange links! See the difference it will make in your very own site.





Best Ways to Purchase Ads on Other Sites

Advertising is one of the oldest ways to promote products or services through the years. Advertising has been done through different mediums such as print ads, magazines and televisions. Technology has changed the way advertising is done. Now the most effective way to advertise is to place them on popular websites. Internet based advertisements really made a boom to every business. May it be a car business, pesticides, shirts and many more. Now the question is this, ?How can a business owner place their advertisements online? Simple, to jumpstart their business on the internet they need to purchase online ads. What are the ways to purchase online ads? Read on to know how it is done. 1. Focus your mind that you need a great deal of financial investment, time and energy. 2. Next find sites where you want to purchase online ads. To start negotiating with most sites, you need to know their official rates. Make sure that it is neither a fast rate nor a hard one. 3. Phone around sites you want to put advertisements on. You could actually set the price you want to pay. Tell the sales representatives that you are always ready to pay checks whenever they want to deal business with you depending on your terms. 4. Know your target audience depending on your product. They could be a homeowner, car enthusiasts or parents. Make a good search where most people spend their time when they are online. Definitely those sites are the best place you want your products to be seen. Find sites where most people became customers. 5. The effectiveness of the ad is very important. When you're going to purchase them, learn first how good it works. The most common ads are banners. These appear as boxes on the Web pages. But it will still depend on you what kind of ads you want. 6. You need to negotiate your prices. Always choose the price terms that will work out for you. The following are some of the price structure requirement for some online ads. Per impression ? You are going to pay a CPM (Cost per thousand) price structure when your banner appears. Per click through ? You are going to pay every success your ads get. Per lead ? You are going to pay when somebody gets online registration or they request some of your catalog. Per sale ? You are going to pay when someone purchase the products you have advertised. These are some of the payment terms for ads. Anyway you can negotiate your prices since there is actually no ?standard rates?. Rates are always variable depending on your negotiation. 7. Choose the best sites to cover your advertisements. You don't want your efforts and money to go futile since you're talking about serious business here. 8. After you have purchase ads, you need to review the results. Make necessary adjustments if needed. Some changes might occur and they might be completed within days. So check if your ads met your standard goals. Those are some of the guidelines when purchasing advertisements on other sites. Online advertisements should be attractive enough for your main customers. Online advertisements made a real impact on the businesses. Business enthusiasts should be very careful when choosing the site where they want to advertise their products. Let your business grow! Online advertisements - a sure fire for your business.



How to Purchase Advertising in Popular Newsletter or Ezines.

One of the easiest ways to sell products, get customers to sign up and make profits is to use newsletter advertising or the Ezine advertising. What is an Ezine Advertising? Ezine is also known as the newsletters. Ezine stands for Electronic Magazine. This is a low cost medium that gives good results on your advertisements. Ezine advertises on emails through newsletters. For marketing experts working online, they say Ezine is the best choice when it comes to advertising. Advantages of Ezine Advertising

1. Ezine advertising has a trust factor. More and more subscribers trust publishers than any others.
2. Ezine has the ability to deliver more. Since Ezine are published online and are delivered through emails, more people will have the chance to see advertisements than the usual marketing on emails.
3. Ezines has a sense of readership. Most subscribers read the Ezine contents where they are subscribed to because most of them are highly educational.
4. Ezine has a targeted audience. Most Ezines cover topics for most of the interest of the readers.
5. Ezines and Newsletters are profitable and highly cost effective. They are proven cost effective and generate a lot of responses than the traditional advertising. Purchasing advertisements through Ezines and newsletters won't hurt, because it offers good values for your money and your advertisement. Now what are the best tips and guidelines to purchase an advertisement through newsletters? Before you purchase an advertising space on Ezine, you need to evaluate first this Ezine. Here are some of the ways to get you started.

1. Always watch out for the frequency and the types of advertisements on that particular Ezine. When you find that some ads have never been repeated then you can tell the advertisers on that Ezine that it does not generate good results.
2. Always watch out your budget. Make sure that you can comply with the rates the Ezine will charge to you. When you think that it is very high the advertising cost per issue then you can ask about reports on the response rates from the site advertisers.
3. Always check if the Ezine has a satisfaction guarantee.
4. Carefully ask an advertiser about the response rates they had on their ads. Also ask them how many times they advertise them on Ezine. If you are still looking for some Ezines, tell them that you consider advertising with them. In this nice way, you can get any information you want to know with that Ezine.
5. Always be direct when dealing with advertisers because like you they are business owners and they don't want to waste time. So be brief and polite to ask them what you really want.
6. The Ezine publisher is the other one you need to communicate with when you want an Ezine advertising. You can ask questions that will give you the things you are interested at. Such questions include feedbacks from past and current advertisers, policies on advertising, subscribers and the type of ads they are accepting. Also you can ask if longer ads have special offers. These are some of the guidelines you need to know when you purchase advertisements in Ezines. Most business enthusiasts put a considerable amount in these advertising tools and Ezines never failed them. Just make sure that you properly evaluate the Ezine to find the one that will serve your target market. Ezine is the best way to get prospective customers with less cost. Start with Ezine to move your way and earn more!



Send Traffic to Your Website Using Social Networking Sites

Marketing using social media is nothing new. Businessmen all over the world have been doing this for decades. However, it was only after the advent of social networking websites that the virtually limitless possibilities of these sites were realized. After all, these sites naturally catered to people ? lots of them. Are you ready to send traffic to your site using social networking sites? Here are steps you should take: Join and become an active member. Don't expect to use the traffic coming from social networking sites and just sit in the corner passively. If you want to get traffic from these sites, you have to be ready to participate. There's no reason to be hesitant. These sites are composed of very active communities and you'll love the dynamics here. Once you start, you'll enjoy it so much you'll find it's almost like second nature to you. Spruce up your profile page. Your profile page will say a lot about you and the business you run. Try to tailor your profile page to the type of website you have. If you have other social network memberships, use your profile page to link with your other social profiles. Do the same for sites and projects you might have. This lets you take advantage of the traffic clicking on your profile page and promote your website at the same time. This also lets you win more friends. Start building relationships. Got friends and colleagues who are members of social networking sites? There's your first batch of traffic for your website. Invite these friends and then begin expanding from there. Adding friends to your network is important for several reasons ? you get to become a familiar face or personality, you have a core group of people you can rely on for promotions and campaigns such as viral marketing and you get a good number who will happily visit your website and become part of your regular traffic. To take advantage of social networking sites, begin making friends. Look for members who can share interests related to your site or business. Majority of people who join social networking sites are friendly anyway so you can start sending them reminders each time you have a write-up or story. Utilize bulletins. Once you've gotten a good list of new friends, you'll probably have more reasons to use your bulletins. However, try not to advertise your site too much here. People go to bulletins to talk, share views and opinions and basically just to have fun. If you must use your bulletin to try to send traffic to your site, use it sparingly, like once a month or so. Keep things simple. Not everyone on your friends list will appreciate your sending them shouts every other day. Sometimes being too enthusiastic can backfire. Worse, it can make you look like a spammer, something you don't want to happen considering how people dislike them. When using social networking sites, make it a priority to make friends and do business later. Hey, even seasoned businessmen first shake hands and make small talk before getting down to business. Your goal in using social networking sites is to build strong, reliable relationships, not to annoy and bore people. Let them have fun and they'll be more willing to follow you where you go. Using social networking sites If you're still not confident about using social networking sites, try to learn more using resources such as 'Videos', the video tutorial presented by The Barking Videos. You'll find advice on how to use social networking sites such as MySpace and send traffic to your website in no time. It's not the kind of task that will change your site overnight but it can help you improve your chances.



Referrals From Old Customers Makes Your Website Explode

Think referrals if you want to increase your website traffic without paying a cent! Referrals are old-fashioned way of advertising yet still are very effective today. Think about it, every customer on your website has neighbors, co-workers and friends with similar incomes, backgrounds and interests ? they are the perfect customers for your website. Therefore, through building firm relationships with your existing clients and catering to their needs, indeed you can turn existing and contented customers into talking and walking advertisements. All you need to do is simply ask for a referral. Yup, sounds so simple but most web owners just do not do it hard enough. According to experts, referrals are very precious part of your website business transaction; at times, even more vital than taking your client's order. Don't be shy to ask for referrals ? if you are providing good service, then ask for a referral. Here are guidelines how to ask for referrals from existing customers: 1) Offer incentives to existing customers. It is already a routine, to website owners to offer free services, samples or discounts to somebody who refers them a customer. However, experts recommend you offer the incentives to the client as well as the referral; this way, your customer feels good that they have done something good for their friend. 2) Simple thank you note. Send an email to say thank you for the referral. Your customers will greatly appreciate this and will be encouraged to refer more of their friends to you. 3) Update old customers of new offers, new products and what's going on in your business regularly. Never ignore old customers as they have already developed trust in you. While it is also important to find new customers, keep your old customers updated about what's tantalizing and new in your website. Tell them about the honor you just received or a new product you are offering, anything. 4) Recognize good customers. Acknowledge good customers for their loyalty. You can send them freebies or offer discounts every year and an email telling them how you appreciate their loyalty. 5) Inform the client who gave you a referral what went on. If your business is remodeling, for instance, after you finish your customer's neighbor's kitchen remodel, make certain you send some pictures of the kitchen the referring client with a letter saying: look how beautiful your neighbor's kitchen is now, because of your referral. 6) Give it back to your customers. Certain customers will have a business and a clientele that is similar to your business; refer people to them too. Here are other ways where you can get referrals: ? Forums Forums are a great venue to get your website noticed as well as get potential customers to click your website's referral links. Make sure you join online forums with topics similar to the products or services that you offer at our site. Make certain to include a link back to your website at the bottom of your signature. Though almost all sites do not allow obvious advertising, they do permit that you place your link under your signature. ? Blogs Here's another way to get not just referrals, but also establish good relationships. You can comment on high page ranking blogs having similar content to your site and also include your site's link at the bottom of your signature. Just remember, offer products and excellent services so you deserve those referrals. Cheers to your success!

A Step-by-Step Guide to Giving Away Free Products that Get Traffic-Generating Product Reviews

Product reviews, especially when they're positive, can definitely generate traffic for your website. But people will rarely review a product for free. If you don't have to pay them, you'll have to give the product to them for free. And unless you're selling digital infoproducts or any other type of product which doesn't cost you too much money to produce, you'll have to be pretty careful choosing which reviewers to approach and how to word your proposal.

Step 1 Determine how many products you can afford to give away for free. Now, even if you can afford to give as many as you want, it's still better to limit your giveaways to a few every month. Flooding the Internet with raving reviews of your products might give off a fishy smell to your readers and you certainly don't want to have that happen.

Step 2 Be careful when choosing the people you'll give your products for free and in exchange for reviews. Here are several factors to consider when making this all-important decision.

Expertise ? Professional product reviewers are your primary target when giving away your products for free. But they can't just be any product reviewer. The best type of reviewer is the one with substantial knowledge, familiarity, and expertise with the product you're marketing. You cannot expect a food critic to create a valid review on the latest Microsoft OS, can you? **Need ?** The second type of reviewer you'd want to target are those who you believe will benefit from the use of your products and services. If you've designed a new online tool for bookkeeping, you should target small business owners, home-based professionals, and others with basic bookkeeping needs. These people are in the position to better appreciate what your product or service has to offer.

Writing Skills ? With professional product reviewers, there's no need to worry about their writing skills. But with the second type of reviewer, not all of them would have flair for writing. Give your products to those who do have them or otherwise, they'll just be put to waste since their reviews won't be as clear or detailed as you need them to be.

Website ? Another important factor to consider is the popularity of their website. Most product reviewers have their own websites and if not that then their own blogs then. Research and see which websites have the highest rankings. It would be better to get as much exposure for each product you give away for free, don't you think?

Step 3 Now that you know which individuals to approach with your offer, it's time to create an email regarding your proposal. Your letter must explain your product offer in exchange for a review. Be very clear that the offer does not require them to sing praises of your product. All they have to do is be honest.

Step 4 Explain your requirements. You might have a certain format or word count in mind for product reviews. Inform them of this if so. You might also want to suggest that they focus on discussing the features and benefits of your product or maybe add an anecdote to the review.

Step 5 Lastly, require them to post a short description about you or your business and to include a link to your website.



7 Effective Tips on Using Ezine Submissions to Drive Traffic to Your Website

If you don't have the vital resources needed to create your own ezine then don't. You don't really need the hassles of publishing your own ezine, do you? Instead of worrying about getting enough subscriptions for your own ezine, you could start enjoying the simple and easy life by submitting traffic-generating articles to other ezines. Let others do the rest while you let yourself enjoy the rest! It's a good deal, isn't it? Tip #1 Start by creating articles with valuable content. Whatever Internet marketing strategy you employ subsequently won't work if your articles aren't worth reading in the first place. To refresh your memory, here are a few essential guidelines for writing articles for ezines. Keep it brief. Online readers are rarely in the mood to digest excessively long articles. Take note of your word count and make sure that your articles are readable in one sitting. Keep the paragraphs short, too. It's better to have several short paragraphs than few long ones. Focus on creating attention-grabbing headlines and sub-headlines. These will make it easier for readers to skim your articles. Start and end strong. Your introduction must be informative but not without giving it away. That's what you have the body for, after all. Your ending paragraph must also include a strong call to action: you have to emphasize the need for readers to learn more about, if not buy, your products and services. Lastly, don't forget to add a short description about your business and your contact details. Don't use any fancy codes when providing your website URL. Tip #2 Choose the right ezine publishers to submit your articles to. Ezines mostly cater to niche markets. If you choose the wrong ezine publisher to submit to then all your hard work will be for naught. People will still get to read your articles, but they won't be interested in what you have to say. Simply put, choose ezine publishers whose readers belong to your target market. Tip #3 Choose ezine publishers with the greatest readership base. Aim to get as much exposure possible for your article. Focus and prioritize ezine publishers with established reputations and with wide distribution scales. Tip #4 Browse online forums, blogs, and websites regularly to find new ezine publishers you can submit your articles to. Don't hesitate to ask people you've just met online about it. Use all the resources available to you to have as many prospective ezine publishers you can work with. Tip #5 Be familiar with the work aspects that make ezine publishers unique. If a particular ezine has made a habit of celebrating its anniversary then you should create articles that would at least match its theme. This will help endear you to the publisher and its readers. Tip #6 Monitor the results. Consider conducting surveys once in a while or using your sales forms to determine how people found out about your site. If they mention a particular ezine then you should submit more articles to that ezine. It must be doing something right to have generated not just traffic but sales for your website. Tip #7 Show your gratitude to ezine publishers that were able to contribute a lot to your website's profits. Good business etiquette never hurts anyone and it can usually lead to lots of indirect benefits.

Tell A Friend Form Is The Easiest Way To Get Referrals and Increase Your Website Traffic

Web owners are always looking for ways to increase website traffic. In fact, they do everything ? get their website listed on top search engines, submit their website to big directories and exchange links with similar websites. Viral marketing is also very important. Viral marketing is using different methods in order to get customers refer your website to their relatives, acquaintances and friends. Personal referrals are very important as these are, according to experts, the greatest tool for getting website visitors as well as sales. When a person trusts somebody, most likely that person will trust his or her referral as well. The "tell-a-friend" form is one effective way of getting referrals. The "tell-a-friend" form makes it very convenient and easy for existing customers or customers who have visited your site and liked your service to refer your website to their friends. A recent survey revealed that about 53 percent of web users had taken the time to visit websites which were referred by their family members and friends in the last 4 weeks. A ?tell-a-friend? form typically is a kind of form which you can easily include in your website. A ?tell-a-friend? form permits your customer to fill out this form in detail then tell another individual about your website. Yes, you can hope that people would refer your website to their friends using their own e-mail or by word of mouth, but usually they don't ? it?s too much of an effort for them or they just forgot about your website. The ?tell-a-friend? form works better. Take a look at these ?tell-a-friend? form benefits: ? Automated promotion of your website. Just put up the ?tell-a-friend? program and the rest is up to your website visitors to do the promoting of your website. ? You get higher quality and targeted website visitors. This is because your visitors or customers will only refer your website to people who are really interested in your services or products. ? Your email will not be considered as spam. People who will participate in your ?tell a friend? referral will only be those that visit your website and therefore the email will be sent only by individuals which the recipient is acquainted with. You can find different a variety of ?tell-a-friend? forms in the internet, several of which you can link to your website and others can be scripts that you can run on your web server. You will generally get the best outcome with a ?tell-a-friend? form when you offer your web visitors an excellent reason to utilize them. Individuals won't just tell their family and friends in order to be of help; they want something for them in return. So offer incentives and think of a great twist. Keep in mind, however, to check out rules on paying ?tell-a-friend? forms. Additionally, make certain to put your ?tell-a-friend? form in a very strategic place in your website, ideally close to the most attractive content on every page of the website. If your visitors can not see your ?tell-a-friend? form, they won?t use it. Here are guidelines on how to maximize ?tell-a-friend? form: 1) The navigation bar or not? You will notice that most websites put the ?tell-a-friend? form on or near the web?s navigation bar; perhaps it?s because that the navigation bar is mostly used compared to any part of any website. But is it a strategic place? Although experts would say ?no? to this question, they recommend placing your ?tell-a-friend? form in your website?s navigation bar for the sole reason that it will establish consistency for your website. 2) Scatter links. Place a ?tell-a-friend? link to interesting contents. The ?tell-a-friend? link must open immediately the referral ?tell-a-friend? form without the page that is viewed by the customer being refreshed. 3) Make it fast and easy for your visitors. Your web visitors, at most, should click only once in order to open your ?tell-a-friend? form and they should fill out just few fields and submit it. Internet users want everything done fast, so don?t make the mistake of having them to out a long survey before reaching your ?tell-a-friend? form. 4) Let your web visitors know that you won?t spam any of their family or friends. One reason why web visitors don?t want to fill out a ?tell-a-friend? form because they have to enter their friends? or relatives? email account. So make certain that you promise them that you will not sell or spam their email adds by incorporating a short privacy statement or link where they can check out the privacy policy of your company. 5) Express your gratefulness by saying thank you. Place a very short note on your ?tell-a-friend? form and offer freebies such as free ebook download, discount code or

special report. Remember, simply asking the recommendation of your customers is not enough. Place a ?tell-a-friend? form or a link on each website page, you?ll be glad you did!

Testimonials Are Excellent Linking Strategy

One very natural way to promote any service or product is through testimonials. This is so because of the fact testimonials are freely given by your customers, those who found satisfaction in your service or product. So that this alone is one huge bonus which should really be looked into by all web owners. Writing positive and constructive testimonials for similar websites as well as have testimonials in your website are very effective as these not only give reverence to websites you utilize often or admire, but testimonials are also an excellent method to increase your website traffic. Website testimonials illustrate how your customers feel about your product that they have bought from your website and used. When a buyer offer a testimonial on your website, this makes other web visitors develop trust in you. In the same way, when you write a testimonial with your name as well as your website address on other similar websites, this now can be converted into website traffic as your testimonial will expose your website to people looking or visiting at that particular website, especially if that website is a very popular site that offers a very high demand product or service. The fact is, testimonials are excellent linking strategy. Keep in mind to always include your website link and make sure that you write testimonials to high page ranking websites. With this, you will eliminate the worry of linking unto competitor websites as well as you have avoided the troubles of reciprocal links. In addition, if you utilize similar but non competing website links, you will attract their traffic also. This mostly occurs because of search engine requirements. When somebody keys in the name of a particular website which your testimonial also has a link to, in order to have access in that website, most likely, your website will also be displayed because you have included that website's link in your site. In fact, address of other websites or links can be utilized as an entry way to your website. People will have the chance to visit your website and most likely examine your website before they go to the website which they have planned to visit. Here are guidelines on writing testimonials: 1) After writing positive testimonials in favor of other websites then see great traffic results on your website, its now time to select which websites are best to write testimonials to. Experts recommend using websites which are used highly, but not excessively advertised. Getting the right combination can be very challenging. Try to look for websites which are requested often on top search engines such as Yahoo!, Google, MSN, etc . The important thing is to keep in mind that websites which are advertised highly are normally simple to remember so that people will not anymore make use of search engines in order to access them. Sites however, that contain complicated or difficult names yet are used highly can be better alternatives because internet users will more likely use top search engines in order to access them. 2) Decide exactly what you want to say. Keep in mind, do not write any testimonial prior to visiting the website. Look through the site first, because you most certainly do not like to write an encouraging and positive testimonial about a horrible site - they will make your website look ugly to visitors. Make certain that you conform to all that the website is representing. Write a review of the website's services or products or outline of the business. Make sure that you mention the web address in your testimonial as frequently as possible, so that it will be more likely that your website will show up whenever somebody searches for that website on search engines. 4) Don't limit yourself to sending positive testimonials to websites. Send positive testimonials also to free internet services and ezines. Send your testimonials as a complimentary note and compliment their services or products and express how they are useful to you. Interested websites in enhancing their sales will regularly utilize them and your web address has a high chance of getting printed when you give a positive testimonial. Keep in mind, only write a positive testimonial for products and services that you really believe in, because your reputation in fact is at risk when giving out a testimonial. Giving your support to an awful product can destroy your name.



How Fledgling Websites Can Benefit from Joining Traffic Exchange Networks

A traffic exchange network requires website members to browse other affiliated websites to earn credits. The more credits you get, the greater visibility or exposure you get with other members of the network. Membership is usually for free, but those obtaining paid accounts are naturally accorded with privileges like better credit ratios. Joining a traffic exchange network isn't that helpful for established websites, but if you're just starting out then it just might help your website get noticed by the right people. The Benefits of Joining a Traffic Exchange Network Affordable ? Even paid accounts don't cost that much but if you really don't want to spend then you don't have to because most traffic exchange networks offer free membership. Easy to Do ? As a member, all you have to do is just browse some sites and spend enough time on each and every one of them to understand what they have to offer. The more sites you explore, the more people will get to visit your website. It's a very simple exercise of mutual exchange. Get Credits from Referrals ? If you refer other people to the traffic exchange network, they can be made a part of your downline. When they earn credits, you get to earn credits, too. Pretty soon, you might no longer need to browse other sites since your referrals are doing the work for you. Choose Your Ad ? Some traffic exchange networks allow you to select the ad you wish to be viewed. This is a great way for evaluating the profit potential of new and untested ads you've created for your website. Instant Exposure ? It's always hardest at the start and the same goes for building your reputation online from the bottom. Joining a traffic exchange network gives you instant exposure and with people who are unlikely to have even known your website existed. Who knows where else it could lead to? Tips on Making Good Use of Your Membership in Traffic Exchange Networks One of the greatest complaints traffic exchange networks are troubled with is the low-quality traffic it produces. With the way they work, you can't take steps to ensure that those viewing your website belong to your target market. Secondly, most people who'd be viewing your website might just be interested to rack up credits. But since this is for free, you're not in a position to argue. Rather, it's better to be productive and find a way to work around those disadvantages. Consider the following tips. Tip #1 Join well-established traffic exchange networks. They've got more time, experience, and members in their side, all of which will make building awareness of your fledgling website easier. Tip #2 Join traffic exchange networks that only allow manual browsing. With this, there's a stronger chance that members will truly pay attention to what your website is marketing. Tip #3 Choose traffic exchange networks that offer the best credit ratio. A 3:1 ratio would mean that your website receives one visitor whenever you get to browse three websites. Tip #4 Members are only required to browse just one page of your website. Make the most out of that. Your content must be brief but compelling. Focus on getting their attention and convincing them to just know more about your product. Don't sell outright. You just don't have enough time for that.

Offering Free E-courses To Drive Quality Traffic To Your Site A free e-course is one of the most-responded-to offers by the millions of websites hoping to attract visitors or traffic. Internet users turn to the search engines as the first step in getting information. Every request for the e-course is an addition to an internet marketer's mailing list. E-course Setup E-courses consist of a series of lessons about any topic related to the website. An example is for a site selling computers and accessories to offer free e-courses on how to assemble a personal computer, how to set up a wireless internet connection, or how to protect the computer from viruses and malwares. Prepare the e-course modules to be sent in a series of e mails. Determine the number of e mails it will take to send the initial response, the complete e-course and additional information to advise the recipient on what to do next. The lessons are usually e mailed but are also available by accessing the website. To manage the lessons requested for, an autoresponder is needed. There are many auto responders available, with Aweber and Get Response as the two most widely used. It advisable to use an autoresponder that has been tested by the well known internet marketers to have at least some assurance of its track record in terms of reliable service. After the e-course is set up with the auto responder, it sends the e-course on autopilot. Benefits From the Free E-course 1. The words "Free e-course" on the search engines is most likely to be clicked, even sometimes just out of curiosity. With the almost instant reply from the autoresponders, the information searcher becomes has not lost the initial interest and will most likely leave the name and e mail address to receive more information. Good autoresponders require confirmation of the e mail address and then an activation code before the first part of the e-course is mailed. So, a double opt in mailing list is built through the free e -course, 2 It brings the website to the attention of the e-course recipient Through the series of e-course e mails, information about the website and its other features can be added. If the recipient is satisfied with the e-course, it is more likely that a visit to the web site follows with each new e mail. The visit is what is called a quality traffic because the visitor has an interest on the items or information on the website. 3. Another benefit of this e-course is relationship development with the e mail recipient. Relationship development takes time and goodwill between the two parties involved. Each e mail should be a delight to the recipient for the site to get the best conversion rate from the traffic. Each e mail is a chance for the site owner to convince the recipient that there will be more benefits in buying the product offered in the website. Whether the e-course recipient will trust the ads that go with the e mails depends largely on the quality of the e-course. The quality traffic resulting from the subscriptions to e-courses are valuable assets of any internet marketer. Valuable information is very important to many people. It is a worthwhile investment on the part of the site owner to regularly update the e-courses offered so that the visitors will have something to go back to the site for.

Social Networking Sites: Expanding Your Horizons and Then Some

Okay, so you probably know MySpace and Facebook. But did you know that there are numerous other social networking sites that you can use for network marketing, expanding your friends list and sent traffic flying to your site? Furthermore, there is one social networking site that very few people know about but is currently making a splash in the internet? Using social networking sites for business and website promotion is actually a natural progression, considering all the possibilities provided by these resources. From small, exclusive 'friends and acquaintances only' sites, social networking sites have grown in size and influence, becoming highly visible platforms for communications, information and even profit. What are social networking sites? Even if you're new to the most popular activities on the internet, you've probably heard about social networking sites. These sites are basically virtual clubs in the world wide web that people can join, add their profile, extend their invitations for friendships, business and personal relationships and communicate. Social networking sites have also become the showground with which people express their individualities and proclaim their beliefs and opinions. They are probably the new cure for agoraphobics. Consider a social networking site as one humongous house party where the invitation has been extended to everyone. You'll find plenty of personalities here ? people looking for genuine friendships, businessmen looking to expand their market, self-proclaimed pundits of change, even the occasional unsavory character. Your friend, sibling, neighbor, spouse, high school classmate, barber, maybe even your boss could be a member of these sites. It's really just a matter of time before you find out yourself. Why social networking sites? Social networking sites function mainly to facilitate communication between individuals. One person who wishes to meet others can join in and earn more friends and acquaintances. For some people, social networking sites are just part of an ego trip ? a way to be noticed, to stand out, be wanted and admired. However, by their very nature, social networking sites are also excellent platforms for business relationships. In fact, thousands of web entrepreneurs use these sites to promote their businesses, boost their marketing campaigns, recruit their members and subscribers and even snoop around for some industry insider gossip. Social networking sites are driven by technology that makes it a lot easier for website owners and internet marketers to conduct their business in a manner that is fast, efficient, effective and cost-friendly. The most popular social networking sites offer their services for free, a fact that its members take advantage of. And there's no sign that this free-of-cost hosting is going to change anytime in the near future. The secret social networking site? If you can name just five social networking site, you've greatly underestimated the power of the internet. There are dozens of social networking sites (established, semi-established and new kids on the block) that you can use to market your business to and send traffic to your own website. Furthermore, there's one social networking site that has remained as one of the best kept secrets of many clever and enterprising individuals. Want to learn about this site? Find out what it is, how to join it and what you can expect through TheBarkingVideos.com's 'Barking Video # 14: The Secret Site'. The secret isn't out yet and you just might find it highly useful (and profitable) if you start learning about it now.



Twitter Tips on Tweeting to Generate Website Traffic

Twitter is one of the newest social networking websites in the Internet. Unlike many of its peers, however, Twitter helps generate traffic for your website based on the latest or most interesting news you can offer and not how big your network is. What's Twitter? Twitter.com officially answers the question "what are you doing now?". But as today's Twitterers show and according to Twitter experts, the question is gradually evolving to "what has your attention now?". Twitter allows you to update your profile with posts that can't contain more than 140 characters. This is a great challenge for the eloquent and verbose but offers vast relief to those having a hard time stringing words together. Updates may be made through SMS - thus, the character limit - email, IM, and other applications. Because of the character count and content structure, Twitter is also referred to as a micro-blogging service. When you make a post, this is referred to as "tweet". Your friend may have "tweeted" yesterday about the latest fashion trends. Users of Twitter are referred to as Twitterers. Tip #1 Pay attention to tweets about your website. These may contain vital clues about how your website is performing and what you can do to improve your website service. Consequently, this will help generate more traffic to your website. Tip #2 Encourage your customers - old, existing, and prospective - to subscribe or be a "follower" of your Twitter. Whatever strategies you've employed to expand your network in other social networking sites like Friendster and MySpace would work just as well with Twitter. Although a bigger network doesn't necessarily generate greater traffic, having greater exposure doesn't hurt either. Tip #3 Make full use of the 140 characters you're provided with. It's important to make your tweets as informative as possible because you only have a limited number of characters to work with. If you can summarize everything with one powerful and dramatic statement then go ahead and tweet that. But if you can't, it's better to seek safety in detail. Tip #4 Twitter is all about updating the latest and hottest news. Now, consider the products and services you're offering. What industry does it belong to? What are the hottest topics affecting your industry? What's the latest news? Can you find a way to connect them to your products and services? Tip #5 If there's no way to connect the news to your website then consider using your tweets as a teaser. End your post with an invitation to read more in your website. Don't forget to post your website URL! Tip #6 Follow other Twitterers. Choose those who can help you make up new ideas for your next tweets. Websites like BBC also have their own Twitter so you definitely should follow those tweets, too. Because of how the system works, feeds from BBC's Twitter would reach you more quickly than those provided by your RSS feeds. Tip #7 Last but not the least, don't tweet irresponsibly. Remember that each tweet costs recipients money. If you flood their inbox with useless tweets, you might force them to unsubscribe from your Twitter. Tweet only when you have something important to say. Combine several items in one Twit and make sure there are intervals between each tweet sent. Those seven tips will just help you start out at Twitter. For more help to generate website traffic with Twitter, only experience and effort can give you that.



How Viral Marketing Can Make Your Website More Popular

In the offline world, viral marketing means that you are spreading the word about your product or service, and the rumors about it are catching and moving fast, like wildfire ? or, actually, more like a virus that has lost control. In this case, however, a marketer has full control of the situation, because all that he needs to do is urge his boss to release the product or service in order to satisfy the curiosity of the target market. This can be the same disadvantage that makes viral marketing so dangerous: customers are so inundated with advertising messages and promises, so that if the product or service fails to live up to expectations, the company that produced it just might fall into ruin. In the online arena, viral marketing can be even more dangerous ? in fact, it can work extremely well, or backfire and spin out of control. This is because there are many chances for viral marketing to take place online. All that viral marketing needs is a short message, a set of recipients, and a mode of delivery. A short message can be easy to come by for companies or businesses that know their products and services well. A set of recipients can also be obtained fairly quickly from directories or lists of contact details of prospective customers. It is the mode of delivery that makes viral marketing so easy online. There are actually many modes of delivery online that can make viral marketing spread even faster than it would offline. Because of the paradigm of Web 2.0, more and more people are finding their way online and finding it easier to express themselves in the online arena. This means that many people will have their own websites, a means to react to entries on the website or blog that the person has produced, and membership in various social networks where friends can come together to discuss their favorite topics and ways to indulge their interests. If word gets out on a blog or social network about a great product, service, or website, the word spreads quickly through the web of people and online personas, and viral marketing is born. So what does this mean for your website? It means that there are many ways for your website to succeed online only if you know how to exploit the different ways that Web 2.0 can spread the word on your website, products, and services. You can start by maintaining a blog, and then being a member of forums and online groups at the same time. Your membership will allow you to post your opinions, help other members out with their problems, offer tips, and give advice. Once you have sealed your reputation, you can then direct people to your blog, where they can make comments and get a chance to tell other people about your products, services, and website. Make sure, however, that your products and services really do live up to expectations, and that you update your website regularly. Once viral marketing gets started, it can be difficult to control. Of course you will not be able to please everybody, but at least you know the techniques to employ when you want to try. These are only a few aspects of viral marketing that you may want to consider. For more information, read about Web 2.0 and the importance of social networks. Once you get into these networks, it will be easier for you to market your website, products, or services.

Effective Tips on Using LinkedIn Answers to Drive Targeted Traffic to Your Website

Doing good deeds are said to be a reward in itself but if your way of showing kindness is by providing valuable answers to questions in LinkedIn, such actions can also drive targeted traffic to your website. What is LinkedIn? LinkedIn is similar to a social networking site but with one marked difference and that's its focus on building a professional network for its users. Simply put, LinkedIn encourage its users to create a network of trusted business contacts. Those that make up their network are referred to as Connections. You can add connections by invitation. Even non-members may be invited. There are several benefits to enjoy just by joining LinkedIn. Firstly, your connections can help you find mutual acquaintances and arrange for introductions to people you wish to know and who belong to the network of one of your connections. LinkedIn can also be used to find jobs or work opportunities, hire trusted and highly capable individuals, find potential joint venture partners, capitalists, and angel investors, and achieve other business goals. One key feature of LinkedIn is the LinkedIn Answers. Here, members get to ask and answer each other's questions. They work similarly with Yahoo! and Google Answers but with just two notable differences. Firstly, most questions in LinkedIn are business-oriented. Secondly, people answering and asking questions can't hide their identities since they have to be members before they can participate. Tip #1 Work around the gated access approach by letting people know you through LinkedIn Answers. Because LinkedIn adheres to the EU Safe Harbor Privacy Framework, it does not allow members to contact each other if they don't have either a pre-existing relationship or without the intervention of a mutual connection. Thus, you won't be able to make a request to just any person in the website. While you can send them messages however, this approach is frowned upon by many and considered intrusive. To work around these problems, all you need to do is answer key questions in LinkedIn Answers then wait till your answers are viewed by the right people. Once people become familiar with you, they might even take the initiative and ask for a connection with you. Tip #2 Focus on providing quality answers rather than aiming for being able to produce the greatest quantity of answers each day. If you answer as many questions as you can in one day and this reflects badly on your responses, people might instead consider you as an irritating spammer rather than the expert you wish to portray yourself as. You need to build other people's trust in you until they're convinced of what you're saying and become interested in visiting your website. Tip #3 Always check LinkedIn Answers for updates on questions you've answered and wish to answer. One day wasted without checking LinkedIn Answers is a valuable amount lost! Tip #4 When making recommendations, you should always include but never limit them to your website. Make it instead a part of one of the various websites included in your list of recommendations. Tip #5 Use actual experience to reinforce your answers. In most cases, drawing from personal experience at work will more than do in making you believable and trustworthy. People also tend to like stories better when they learn that it's true and awe-inspiring.

Write Content like A King: Being Authoritative When Filling Your Site Up

On the Internet, content still is king. That is, you may have the best color scheme mingling amongst your background, text, and menus. You might have the best animation, the best font colors, and the best games. You may have the most sophisticated software running on your site, and your site may be so secure, anyone can store their information on it without any worries. However, your site can ring empty if you are not able to fill it up with useful content. What, in this day and age, is considered useful content? It is content that is short, easy to read, but informative. It may be a few paragraphs of a short article, a research essay that is broken down into simple text, or even a few flowcharts or visual aids for your customers to better understand your processing procedures. Useful content is a way to help your clients go about their daily lives knowing that they know something that can help them get out of emergency situations or tough spots. Useful content is a way to show your customers that you care about them: if you show them that you care enough for them, then they will care enough about what you know. Your content, however, may have useful information for your website visitors, but if the content is not written professionally, and if you are not authoritative in writing your content, you can turn your website visitors off sooner than you think. In other words, it does not only matter what you know and what help you can provide, it also matters how you say it. You need to speak out about what you know in a voice and tone that people can trust. You do not need to be dry and humorless, and neither should you be too full of humor. You need to strike the balance between fun and serious, and you need to be engaging. That is, you should be able to both entertain and educate your audience. To which side of the divide between fun and serious should you lean? This will depend on your topic: if you are discussing serious topics and if you have a relatively older audience that you conceive to be more serious, then sprinkle a few jokes here and there, but be largely sober. If you are working with a younger audience and your topics are less serious, keep your tone light and be as fun as you wish. Moreover, back up your statements with research. You do not have to quote constantly from books, nor do you have to keep on placing citations after every sentence. A few statistics wouldn't hurt, but avoid confining yourself to percentages (you don't want to make your website visitors reach for their calculators too often). Instead, quote a few whole numbers, state what this percentage is, and tell your website visitors and web page readers what these numbers mean. In other words, have research to help you out, but the ideas have to be your own. On the whole, it seems as though you have to know your audience thoroughly, and this indeed the case when you are making website content. You need to know what your audience likes and dislikes, how it behaves, and what it needs. Only then can you write authoritative website content, and only then can your website content be believable enough to propel your website to the top and thereby increase your credibility.



Into the Future: Advanced Methods to Drive Traffic to a Website

With the thousands of websites now on the Internet, it is not difficult to imagine why traffic is such an important issue for online marketing experts. Website traffic, at its simplest, means that people go regularly to your site ? and by this, we mean unique, human, living and breathing visitors, not just search engine robots (which, of course, count for visitors on many tallies). Another dimension of traffic includes the duration of stay of visitors on a site. Some people will stay on a site for a few seconds, then click away from it because it is not attractive or useful enough, or even because it is difficult to navigate or confusing to look at. Other people will stay on a site for hours, and for many different reasons: a site's contents can be extremely useful, its navigation can be intuitive and easy to decipher, and the site itself is friendly to visitors and entertaining or engaging to readers. In order to make your site all these, and to drive traffic to your website, you will need to employ many different methods, both site and traffic wise. First of all, you need to know the power of the two major bigwigs that ensure Internet surfing ease today: the taggers and the search engines. Taggers are actual humans: they are your average Internet users who access digg and stumbleupon, who look at social networks, and who are immersed well enough in the universe of the Internet so that they know the likes, dislikes, whims, desires, and quirks of the members of the web world. In order to prosper online, you need to catch the attention of these taggers. First of all, start making yourself visible in social tagging networks. Digg and stumbleupon are only the two major players; try to network as well in larger places such as FaceBook, MySpace, Multiply, or Friendster, or anywhere where people congregate and exchange ideas and links. When fashioning your profile in these networks, always include the URL of your website, and maintain a simple blog that either links to your main blog, or has useful articles that will make people go to your main URL. The other major players are the search engines. Search engines index your site under certain keywords or key phrases, and through the help of crawling and indexing software called spiders or robots. Such software will pick up keywords and key phrases from the text content of your site, and will place your site under the listings for these keywords and key phrases if the keywords and key phrases appear at a certain density. When users search for these keywords and key phrases in the search engine, then your site will appear at a certain ranking, depending on your popularity. Take note of the fact that it is your site text content that is considered when determining your indexing status, not your graphics. Search engines crawl only through text, so you may want to put your important information in text, not graphics, such as animation or videos. If you have important animation or videos, then places descriptions for such files so that the search engines can still recognize the presence of such multimedia. You also need to take note that not all your users will be patient enough to wait for large graphics and multimedia files to download, so you may want to take advantage of text and place all important information on immediately. There are also advertisement networks that you can join in order to make your site more visible, but you need to take care of your website first to ensure that traffic is directed again and again onto your online home.

Conducting Research and the Use of Polls: Great Ways to Drive Traffic to Your Web Site

The Internet is considered by everyone as the fastest growing medium in all history. It has the capability of offering a wide range of opportunities for people in the world of marketing and business. It can make or break one's business by how well the creator of the web site operates it. Why conducting research or use polls helps in driving traffic to one's site When you are generating an income in your web site, the best way to obtain more cash is to generate maximum traffic to your site. With web site traffic, you must take notice not only in terms on how many unique visitors visit your site, but you must also be able to get a deep understanding on who those users are and what are they really looking for in your site. Getting to know the real reason behind their visits to your web site can aid you in marketing your site directly to the most responsive and regular target readers. One of the easiest ways and can be considered as a very efficient method is to find out more information by conducting research or the use of polls. In the past, surveys were mostly conducted through clip boards and phone calls, with the presence of the Internet today however, brings more effectiveness, resourcefulness and effortlessness to the whole process of conducting research or using polls. Adding these surveys or polls allow you to get feedback from your visitors and is also a great way to engage customers into you web site. What type of information should be answered to one's research or polls The information that you would want to collect would somehow depend on how to make the best out of it. Although you may need to include general information such as name, gender, age, education level, location, occupation, etc., you must also avoid asking too personal questions. People might not be comfortable with your questions thus you'll turn people off resulting to an unproductive goal. How to distribute and conduct one's research or polls You may get better results and feedbacks if there are more people who can answer to your questions. To reach more people would mean distributing your surveys as widely as possible. Here are some services that will help you distribute your online surveys: ? Zoomerang. Zoomerang allows online businessmen to make online surveys. ? Survey Site. Is a site that dedicates in evaluating web sites, e-mail surveys and pop-up polls. ? InfoPoll is an online survey software which offers anyone in generating questionnaires and gather an instant feedback easily. ? Add-A-Form gives anyone a professional series of surveys containing more options than any other surveys and also offers a free public domain. Benefits of conducting research or the use of polls Here are some of the benefits you could actually get out of providing online surveys to your audience: ? Capacity to collect unbiased information from unsystematic sample, ? It is a cheap and simple way of gathering data. ? Immediate results can be sent directly to an e-mail address or to a database. ? Provides more number of visits thus driving more traffic to your web site. Other than effectiveness, an advantageous aspect of conducting an online research or poll is the assortment of the methods with which you can execute. You could always employ short polls and surveys into pop-up windows of your home page or send your HTML polls straight to your registered members or subscribers of your web site.



Video Tutorials for Web Traffic Generation

There are many ways to drive more traffic into the web site. All it takes is to know which way can work best for your niche and for your goals. This is where you can best explore creativity with entrepreneurial skills. One such option is to create a video tutorials that are useful to your site visitors. Creating a Video Tutorial Modern technology has made it possible and easier to create videos with minimal resources. This also led the way for many people to use this tool to come up with more creative and attractive presentations to get their message across. Using videos can help invite more people into the web site because they are very entertaining and easy to understand. This is where creating a video tutorial can become very handy. This will allow you to maintain the relationships you established with your clients and visitors. At the same time, it can help more people to get to know about your web site therefore get more traffic coming in. Creating a Video Tutorial Generates More Traffic Most of the products sold online are eBooks, softwares and programs. They are purchased by people because the products cater to their needs or interests. However, not all of them will be adept right away in using the application or in getting around the details of their purchased product. As such, they will need a little extra help to maximize the use of their purchase. They will find ways to get more information. If you are able to create a video tutorial that is useful to your visitor and tell them this information, then they are more likely to return to your site. Clients returning to the web site can help establish stronger relationships. This video tutorial that you will provide will also help in engaging the interests of your clients and visitors. Once they take your advice and tutorials and found them useful, then they will trust you more. This can contribute in creating a more credible reputation in the internet community. How to Execute the Task to Create More Traffic into the Web Site One can get more traffic by making a video tutorial available in the web site. The video tutorial can be created through your own resources especially if you consider yourself an expert in the field you are selling. There are also programs and services available online to assist you in accomplishing this task. Just make sure that you review well the contents of the video tutorial. See to it that it is informative at the same time entertaining. Do not make it too long or else the viewers will get bored. Take also this opportunity to display what you know about your business. Another thing to consider is the possibility of reaching remote individuals when you make a video tutorial available in your web site. Clients who have made good use of your video tutorial can make recommendations to other people. They can also help spread the word. You can also make use of the products you sell to make the people know about your site. For example, indicate in the product that there is a video tutorial available in your web site. This can be more useful if a link is also provided. Conclusion Creating a video tutorial is a functional tool for your internet business. Make sure to make the most out of this tool. Create the useful video tutorial that will make clients keep coming back to the site.

Gain More Traffic, Create and Sell the Right Products

Making money online can be an easy thing to do for those who know where to start. It pays to know exactly what to do to make more profits come in. Find ways to get more traffic into the web site. Traffic is very important in any internet projects. The earnings depend largely on the amount of people and visitors that can view the web site and purchase the products. This is where creating and selling the right products become very critical. Selling the Right Products There are different kinds of items and products that can be sold online. It is important to know the right item to use for selling. There are copyright and property rights that can be attached to the product. Thus, pick the product that you can sell without much hassle. Resell Rights Products with resale rights give enough freedom to the online entrepreneur. It allows one to pass that a particular software or eBook without much limitations. One can sell it at whatever price. The seller also gets all the proceeds of the sale. These resell products can be easily searched for online. Just make sure that the item specifically provides that it comes with resale rights. They are often provided with product images and sales details. Give Away Rights Give away rights provide a different kind of limitation on the products included for the web site. These rights provide distribution rights in general. They do not allow reselling. They can only be given away or passed on to another user without cost or profit. Furthermore, the aspects and details of the products cannot be modified. How to Gain More Traffic in Selling Give Away or Resell Products Using resale rights and give away rights in your internet business can be profitable. It demands less work on your part when preparing the product. Also, it increases the chances of getting more traffic into the web site. This increased traffic movement can be best achieved by maximizing the features of the products. For example, the give away products are often in the form of an eBook or software. Even if they may not bring money directly into the web site, they serve a good purpose for promotions. The owner can include a link in the product that will automatically lead to the web site. Individuals who use the resell and give away products will be able to find their way back into the web site and get to know more about other things that they can purchase. The big advantage of including a link in the resale and give away products is that the online entrepreneur is able to maintain connections with their clients. This allows the owner to build a good customer base. Also, even if the product gets passed on to another user, that remote individual can find his or her way back into the web site. The product gets passed around and you still maintain that right connection. These products can also be used for other traffic generating techniques. Giving away a free software or a free eBook can contribute to building the opt-in list for your web site. Users or purchasers will have to give email details in exchange of the product. The products can also help in developing a good reputation in the internet community, even if little by little. Conclusion Never underestimate the good use of resale and give away products in the internet business. This can definitely generate good traffic and improve sales.

Getting a Buzz Started: Creating Controversy Through Your Content

The world of Web 2.0 is simply a world where the World Wide Web has entangled everyone into a fruitful mess. In the world of Web 2.0, anyone who has a computer terminal can make a website, create content, make friends with everyone on the rest of the planet, and spread news immediately thanks to the increased integration of a network. It is this concept of virtual networking that has made Internet marketing and advertising so easy: the more people there are in a network, the faster the news can spread, creating viral marketing that is so rapid, it can make news in the same way that it can report it. This means that if anyone picks up anything of any worth on the Internet, if this person is part of a social network, and if this person places news about this thing of worth on the network, then news about this thing of worth can spread immediately. That same thing of worth may be an interesting website, a thought-provoking blog entry, a heartwarming image, some state-of-the-art animation, or anything online that might catch anyone's fancy. Such a method of viral marketing has propelled websites to the top of the heap, and has made millionaires out of the anonymous, simply because these ordinary people knew what ordinary people could appreciate. You, too, can be part of this viral marketing campaign by generating content that will make you king of the Internet kingdom. However, you cannot simply write something on your website that people will expect to be there: you must give them something unexpected, something controversial. Of course, there are many lines that you might unknowingly cross: you may create controversy, but avoid posting controversial pictures or placing disrespectful text. Controversy does not mean racism or pornography: it means that you have to make something thought provoking. What might this mean to you? This means that you have to create content that is revolutionary. For instance, if you are in the textbook selling business, why not post a study on how expensive college textbooks now are? and add links to bargain textbook shops where college students can get more information on how to get cheaper textbooks? This can be considered a slap in the face for major booksellers, but you can think of it as throwing water over them to wake them up to the fact that they are eating college students out of house and home. Moreover, you are helping college students get more for their money, so if your content finds its way to major social networking sites such as FaceBook, you will certainly be all the more popular. The key to making controversial content is to aim not to please one market, but to still walk the line and make sure that you do not adversely affect or offend anybody. This might mean that you will have to do more research on your website visitors, as to what they like doing, what they do not want to read online, what other things they are interested in, and why they are visiting your site. Then, start springing your surprises. You can surprise people only when you tickle their fancy and go after something that they are familiar with, not something that is totally alien to them. These are only a few tips on how you can create controversial content. Make sure that you write useful content that is as revolutionary as it is helpful. This way, you can help people, awaken others, and still make yourself popular without looking like a writing demon.



Drive Traffic to your Web Space with MySpace

So you have a website, but you are having difficulty to decide which medium to use to drive traffic to it. There are a lot ways to drive traffic to your website, and you can get it for free or for a fee. The most popular and effective way to drive traffic to your website today is through MySpace. What is good about MySpace is that it is absolutely FREE! MySpace is an online social community network that allows you to meet new friends. With over millions of users that congregate on MySpace on a daily basis, it is no wonder that webmasters, internet marketers, and online businessmen wannabes targets this medium to drive traffic to their websites. Who would not, the potential of MySpace in driving traffic to your website is endless. Everybody knows that any traffic of any kind, in any way, and in any form can be converted into earnings. MySpace is not at all an exemption. Numerous online businesses, marketers, and webmasters are vying to succeed in advertising their products and services on their websites through MySpace. The results are unprecedented, especially if you do it the right way. The downside of it could be that there is a humungous quantity of spam advertisements all throughout the online social community of MySpace. It would not be safe to say that using MySpace in driving traffic to your website is somewhat complicated now due to market saturation. This is possibly because of numerous online businesses that are competing to get a hold of a piece of that profitable MySpace pie. Still, advertising and marketing through MySpace is a very interesting technique because of its absolute market magnitude. You could still be positive enough to consider that there is still a big possibility to profit from MySpace. You just have to be very skillful in choosing the appropriate technique and know-how about the diverse campaigns you can utilize to advertise your products and services through MySpace. MySpace and its Marketable Activities There are a few things you should know first before you dip your finger on MySpace, especially if your intention is to do advertisements to drive traffic to your website. ? Just so you know, advertising products and services candidly on MySpace is actually not allowed based on their Terms of Agreement. It has to be approved or endorsed first by MySpace. ? Compiling email addresses of MySpace members by any method for the sole purpose of sending spontaneous emails is prohibited. ? Commercial marketing and any form of solicitation can and will be removed from the members profile, this can be done even without prior notice and this can also result to the termination of the membership. These are just information to bear in mind before you start any form of advertisement or marketing on MySpace. It just means that hard-line and obvious advertising will not work. Anything that you plan to do should be under-the-radar, particularly if you are planning to market your products and/or services. Two Tips to Advertise on MySpace 1. Advertising through Bulletin ? Dominating this, is a primary and essential step en route to profiting with MySpace. You have to add friends as many as you can. Then find out how you can send comments or bulletins that will result in driving traffic to your websites. 2. Create a MySpace website about your online business ? For instance, if you're selling t-shirts, you can create a MySpace page that emphasizes a particular part of your website (summer, winter or spring collections), which would attract your MySpace targeted market. This normally will drive traffic to your website and will eventually lead to a sale.

Why Do We Need to E-mail The People Who Leave Comments On Our Blogs?

Getting comments from your blog is a great way to generate traffic to your site. According to Jakob Nielsen, a total of 90% of online visitors are lurkers or those who read without actually contributing anything to the presented article, while 9% are leaving comments but are not always consistent and only 1% are actively participating on blogs and contribute anything that is of relevance to the content of a blog. Thus, maintaining a positive relationship with your readers is very necessary to make sure they will keep a regular visit every time they connect online. So if you have at least 10% of your readers who leave comments on your blog, better make sure that they are properly addressed and make sure you communicate with them to maintain interesting lines of conversation. Reasons why readers should leave comments on your blog While it's true that only very few readers are actively participating on your blog through the comments and feedback they left you, however, you could always encourage readers who subscribe to you by sending e-mails to them encouraging them to take part in an online conversation so their voices and feelings could also be heard with regards to your articles. Comments are really very necessary for someone who likes to blog. Aided with other people's comments, you could therefore improve your future posts to make sure your readers are satisfied with your work. Comments also show what your readers minds are and allow you to post articles concerning what they are really looking for in your blog. Why e-mail the people who leave comments on your blog Since only a few people would actually comment at what you write, you should also need to make sure that their comments are not wasted to you. Make them realize that their comments are very much appreciated and show them how these comments have greatly helped you in your future posts. The best way to show appreciation and interest to their comments is to e-mail them personally. Your e-mail should consist of words of thanks for commenting and your reaction to what they have written. Be honest and straightforward. If in case you are not inclined to agree on what they have written, then tell them and explain briefly your point of view. Post what you have written on your e-mails and on your blog too so that you could attract more people in posting their reactions. When your readers who comment on your articles receive your e-mails, surely, they would appreciate it that you have devoted your time in responding to their comments. In addition, they'll likely post more comments on your blog as long as they are also interested from what you have written for them thus generating more traffic to your web site. Other ways to increase you number of comments on your blog Aside from sending out e-mails to your readers, you can also do the following things to increase the number of comments: 1. Invite comments. If you ask your readers to put what they have thought of your writings, then it may trigger them respond to your articles. 2. Ask questions. Asking questions would somehow activate readers to answer what you throw at them. 3. Be humble. Allow your readers to take part in every online conversation and don't make immediate conclusions to every comment that is being posted. Allow others to share what they know and encourage them to defend what they have to say.



Get the Email List for Increased Site Traffic

Driving more traffic into the web site is a rewarding achievement for any internet businesses. However, this does not come in easily if the web owner does not do his or her homework. To ensure a more successful try at this task, use the email list for increased web traffic. If you do not have one yet, then get one now. The Email List Using the email list is very critical in driving more traffic into the web site. It allows the web site to create linkages and relationships. This is a very essential marketing tool. It allows one to come up with a client base who can trust the products offered by the internet business. However, not everyone is able to indulge in that privilege. Those who have no lists to start with will have to start from scratch. If so, then it is best to get one as soon as possible to benefit from increased traffic benefits of email lists. Getting the Email List Get started with building the email list. Be sure to employ the techniques that will let your site clients and visitors to give their email information to you. This is normally done by asking the purchaser or visitor to provide the email address whenever they purchase a product or use an application. Asking for the email information is usually easy. However, most people are wary about spamming. Thus, be sure to provide an assurance to the users that the information they will give will be put into good use. At the same time, stay true to the word that you will not do any spamming. Collect all the email and contact information. There are programs online that can be used to facilitate this task. The technology and programs available can improve on each day. Be sure to constantly check the changes that can help more in maximizing the email lists. Once this has been secured, maintaining and building the email list can be a whole lot easier. Keep in mind also that numbers in your email list would be meaningless if they are not responsive to the purpose. Make sure that you take care of the people in your lists who are regular clients or are likely to purchase the products. On the other hand, you can take the time evaluating on other strategies to make the other people more interested. It is also important to update the details on your email list. There are some emails that may not be working or are not valid. This happens because email addresses change as the individuals change their jobs or internet providers. Securing this aspect will ensure that you are not wasting energy and time when using the email list option. Finally, make sure that you use the email list properly. To repeat, spamming is not favored by many people. Rather than gaining their confidence, you might end up irritating the clients if you give too much messages. There are also certain legal issues that may be involved in using the email options. Thus, be sure to get to know the regulations well and comply. Conclusion The email list is a sure way to build links and relationships to client. It is an important marketing tool for the internet business. Make sure to get one now if you do not have yet your own mail list.



Chain of Websites, Chain of Information

The internet is not just a source of information, it has also become a platform for amazing online businesses. Websites, themselves, have become great channels to earn income. However, the only way to make them as profitable as possible is to ensure that there is a considerable level of traffic and significant amount of interested customers. More visits, subscribers, referrals, leads, and even feedback are indeed what most website owners are aiming for. Referral links in similar but non-competing sites have shown to be a powerful marketing tool. These links create positive traffic jams in any website. Visitors are attracted to stop by and explore a website with several of these referral links. Some visits to sites may be unintentional but can lead the surfer to what he is looking for in the first place. Recent studies have shown that around 50% of internet surfers have gone to a particular website first time through a referral link. Meaning, without these links, some websites may not have been discovered by people. What would be even more interesting is when these visitors brought in by referral links turn out to be customers. This process is termed as conversion. Obviously, these types of visits do not only cause website traffic, they also bring in more business for the owner, especially if the website owner's business is primarily dealing with selling a particular product or service. Moreover, if these customers happen to be satisfied with the product or service, further visits and business transactions may be expected in the future. The relationship becomes more long-term and there is a potential for buzz marketing. Therefore, it is possible that even without additional effort from the owner, word-of-mouth will do the rest of marketing. With all these endless possibilities, when utilizing these referral marketing tools, website owners must keep in mind that attractiveness of the contents and look of the site is extremely important. Otherwise, if visitors find it boring, it will be very easy for them to just pass by and immediately go to another, without the potential of them going back. Eye-catching graphics and bits of information will surely help a lot. Some even include interesting music to hold the visitors' attention. Moreover, others resort to soliciting agreement to receiving further information in the future and updates on offers. This kind of approach takes the chance of making a customer out of the visitor in the future, especially when the current referral effect is a mere visit to the website. Of course, website owners should also keep in mind that they need to make their targeting of visitors as focused as possible. Knowledge of existing market is what should be sought in the first place. It is true that there can be customers by accident. However, it will still save more time and effort if there is background information studied at the beginning. The internet is indeed a bridge between the information seekers and providers. However, if the information is not conveyed properly and strategically, it may not find its way to the seeker at the right time. Such benefits of technology will only be maximized when there is careful planning as well as enough knowledge of the target audience. Good thing that technology has also provided the many tools that make this task possible.



Giving Away Freebies on Your Site for Better Marketing

The adage goes, "The best things in life are free," but on the Internet, free things mean more than just good things. In this age where everything has to be paid for, getting something for free can mean happiness for a customer, a greater web presence for a company, and perhaps profits in the long run. Some companies might look down on giving away free things, thinking that it cheapens their name and takes away their profits. However, giving away free things has its advantages, which include the following: - If you notice, most of the free things that companies give away will be useful things that have the company's name on them. These things might include key chains, notebooks, ball pens, gift boxes, gift bags, or even umbrellas. But the point is, the free things will have the company name on them. This can foster name recall much faster than an advertisement on TV that very few people can see in comparison with someone who walks around with a company's name on something that they own. This person can literally be a walking billboard for the company! - Who does not like free stuff? As long as it's not a free shot in the arm or a free dose of poison, people actually like freebies, be they as simple as bookmarks or as useful as golf umbrellas. If you are able to meet this need for free things, you might be able to endear yourself faster to customers than by showing an ad on TV that can end up with them getting exasperated that you are interrupting their favorite show. - Despite popular opinion, free things do not cost a lot. You can carry out bulk orders on different items such as knickknacks or key chains, have your name printed on them, and worry only about items getting damaged during shipment. Bulk orders mean profit for companies that produce these giveaways or freebies, so be sure to haggle and bargain for a lower price on your large orders. In the world of the Internet, however, it can be much harder to give away freebies, and simply because you have to spend a lot on shipping things to your customers. There are, however, different ways that you can get free things to them, and still have your name up in lights and noticeable. - Give your customers a chance to download things for free, such as wallpapers or screensavers. You can place your name on these wallpapers or screensavers, but make sure that these items are attractive enough to be used. That way, your customers not only have pretty desktops, they get constant reminders about you and your company name. - If you want to stretch the desktop idea a bit farther, you can also have software specialists design desktop widgets. These little software programs can sit on a person's desktop and act as clocks, search engines, computer speed monitoring devices, and other things. Place your name across these widgets, and you not only make yourself useful to your client, you have your name on a client's desktop constantly. - If you have a large enough budget, you can mail in free samples to a lucky few, say the first fifty or one hundred clients who visit your site and fill out a survey. The samples are free and you can satisfy your clients. You can have a marketing survey that will give you a glimpse into your market. Turn it into a win-win situation, and you may have greater profits in the future. These are only a few tips that you might want to follow when you consider what to give for free through your site. If you play into the need for freebies, you not only make your clients happy, you can have a happy bank account too.



Tips on Offering Email Update Options for Visitors on Your Site

Who knows when Lady Luck will come and smile your way? That day may arrive anytime, the same way how any day, any moment, a visitor on your website might feel inclined to subscribe to your email update. You can never know when that's going to happen but it's important to be prepared for it, don't you think? Create an Email Update Button Yes, of course, a simple text link containing the words "click here to subscribe to email updates" or something similar would do, but you don't have to rely on that completely, do you? Such text links have their uses but they're not the best choices for all situations. In your front page, an email update button would be better than a text link. Your button should be small but still noticeable. It must also be visually attractive and clearly contain the words "subscribe to email updates" or something similar. They must match the color theme of your website. These buttons may later on be used by your affiliates as well and which they can similarly offer to visitors of their websites. Provide a Brief Description We're still on your homepage. The email update button you've created may be successful in gaining the attention of your visitors but it won't be enough to convince them to subscribe to your offer. What will tip the scales to your favor is the brief description accompanying your button. The description must outline the various benefits that they'll receive when they subscribe to receive email updates from your website. If you don't know what those benefits are, no need because we're here to spell them out for you as well.

CONVENIENCE ? Email updates will let them receive the information they need or have even requested for directly from their inboxes. With email updates, they don't need to visit your website everyday to check for updates.

PROMPT ARRIVAL OF INFORMATION ? With email updates, they also get to receive information in advance and certainly before other people who haven't subscribed to your offer. This is especially important if your updates contain information regarding sales or offers made on a first-come, first-served basis.

FREEBIES ? As a way of thanking your visitors for their interest in your website, you should offer some freebies in exchange for their decision to take you up on your offer. These freebies don't have to cost you a penny. A free ebook that you've personally written would more than do and can even work as another marketing tool for your website. Those are the three main benefits you should include in the description for your email update button. If you can think up other benefits then include them as well.

Feature Email Update Offers in Every Page of Your Website Not all visitors would come to your website through your homepage. If there is more than one way to enter a house, the same rule applies to websites. That's why it's highly important for you to offer your visitors to subscribe to email updates in every page of your website.

End Your Articles with Email Update Offers With every article you write for your website, you should always end with a brief but attention-getting offer to subscribe to email updates. You should also offer them a link to where you've listed the various benefits they can receive when subscribing to email updates.

Buzz Marketing Guys: Word-of-Mouth Advocates for Websites

In any business venture, the amount of customers is what always keeps the business alive. No matter how good the product maybe if it is not attracting a significant amount of patrons, then it is tantamount to being unsuccessful. True, whatever the industry maybe, strength of marketing is key to making the business last long-term. Any marketing strategy may not target the entire audience at once. In fact, it is probably impossible to reach all potential customers directly. Instead, what has been proven to be a very powerful tool more than anything is word-of-mouth, now popularly termed as buzz marketing. Not only does it save the business owner time, effort, and monetary investment as it usually happens spontaneously, it is undoubtedly the most credible compared to the rest. Several researches show that information communicated via buzz marketing is more likely to be believed as an honest one over those other promotional methods which are conventional and formal. This is mainly the reason why, in this technology-driven world, such concept on buzz marketing is being employed by website owners to increase traffic to their sites. What really is important is to generate as much attention and interest as possible from a variety of audiences located anywhere in the world. In line with the credibility factor that buzz marketing brings, several website owners resort to hiring people who are only tasked to create online buzz about the site. So how does these buzz marketing guys go about with their jobs? Basically, their main goal is to penetrate into the web social network and spread the information there. There are various sites that are commonly visited for social purposes and these are often what buzz marketing guys frequently visit. Examples are various chat rooms, Friendster, blogs, community forums, employment search websites, online stores, and many others. For instance, buzz marketing guys would go around several forums starting threads about topics that may directly or indirectly link to the website. Some guys explicitly write down the site as a recommendation for others to visit while citing briefly his personal experience of going through it. Others prefer more subtle and implicit methods and begin the thread by making a controversy or curiosity out of the website. For example, some would quote certain parts of the website and ask others what they think about it, sounding like it is a mere inquiry on his part. Others may write down interesting statements such as a commentary on a certain website, drawing the rest to the site to actually see where the commentary is coming from. Through the years, this kind of strategy has been effective since, nowadays, the World Wide Web is undoubtedly becoming a primary refuge for those seeking to have any social involvement or participation. Other buzz marketing guys prefer to exert efforts on a targeted basis. One way is to read certain blogs that may have any relation to the promoted website, and post comments urging the blog owner to actually visit the website. If the blog owner becomes satisfied with what he has seen in the website, more often than not, he will write down a relevant post and the chain of buzz goes on and on. There are still many other ways of creating buzz over the internet and, therefore, increasing traffic. Whatever the methods maybe, these buzz marketing guys remain focused on their goal of reaching more and more people by tapping into their curiosity and giving them satisfaction so that in effect, they will voluntary, and perhaps unconsciously, help in the task of marketing to others. No doubt, this basic principle of buzz marketing is still very much relevant in this technology-driven world.



Creating Infoproducts that Drive Traffic to a Website

Website traffic is an issue that we all have to deal with for our websites one day ? and it's not a small issue either. Traffic can spell the continuance or death of a website. A website, after all, will be nothing without visitors, and the more human, living, breathing visitors you have coming to your website, the better it will be for you in the long run. The more that your visitors translate their visits into sales, then the better it will be for you: this is especially true if you are selling products and services exclusively online and need every click to translate into sales. There are many ways that you can drive traffic to your website. People use search engine optimization, or the tinkering and tailoring of website content so that it fits the requirements of major search engines. This requires the work of writers called search engine optimization specialists, who specialize in turning ordinary articles into keyword or key-phrase-dense ones. Once the search engines pick up these keywords and key phrases, they can properly index the site under a word or phrase that an Internet user would use to search the site using the search engine. Other web designers and web developers are more interested in the profit side of web business, and they will usually stop at a single round of search engine optimization. Search engine optimization actually works on multiple rounds, because updates from other sites tend to swallow up old websites, changing rankings constantly. For those who do not update their sites too much, there is affiliate marketing, where web designers or web developers can earn commissions based on clicks of visitors on advertisements posted on their websites. Both methods, however, should not be used on their own ? in fact, the best web designers and web developers always consult with marketing strategists in order to provide the best service for the client. Web design is not enough to create a useful website: the best websites are those that cater to the needs of its market, which can change constantly. If you are hoping to meet your market's needs, then why not create informational products, or infoproducts? Infoproducts can come in the form of software, graphics, videos, or electronic books. In whatever form or shape they come in, infoproducts are meant to educate people on different things. Hence, there is tutorial software for potential graphic designers, graphics or photos showing flowcharts that can help students better understand video editing techniques, videos showing how to publish electronically and how to market an electronic book, and electronic books that instruct people how to use a certain software. The list goes on and on and on. So how can you make an infoproduct for your website? First of all, look for something that you want to educate people on. This will help you select the best medium of instruction, whether you should use software, graphics, videos, or electronic books. It will also help you market the infoproduct, and help you streamline your budget for marketing, whether it be online, offline, or both ways. Next, look for potential sources for the infoproduct. Check at your local college or university if you are presenting something academic; many professors are willing to help for a minimal fee, or sometimes even for mere mention. Talk to your friends who are experts in certain topics. When you finally get the text or graphics or video together, get someone to critique it and see if it works. Marketing and pricing will be entirely up to you. What is important is that you identify something that your clients need. So ask around, send out emails, or hold a survey amongst your potential market members. Meet their needs, and you will earn.





6 Effective Tips on Posting Non-Spam Comments to Drive Targeted Traffic to Your Website

Most people know these days that leaving comments on websites and blogs are one good way of driving targeted traffic to your website. But what few people don't know is that there are good and bad comments to post and if you happen to post one of the latter, it could be enough to ruin your reputation for good. You could be banned from these websites and turn off prospective customers permanently. Comments can drive targeted traffic to your website, but only if you really know what to do. Read What's Been Posted Don't write any comments without taking careful consideration of what the writer has been said. Neither he nor the other readers would appreciate if you unthinkingly posted a comment that only echoed the content of the entry. To Comment or Not to Comment Consider the information that's been provided. Is there anything relevant that you might add? Here are a number of ideas for you to base your comments on. If an entry is focused on one point of view or perspective, think of another perspective, not necessarily opposing though, that could make readers see the entry in a whole new light. You could also provide insightful anecdotes or examples to ideas outlined in the post or entry. If possible, provide examples that clearly show how you not only understood the concepts explained by the writer but how you've also been able to apply them in real life. If a question has been posted by the writer, that's one clear sign that comments would be appreciated and you definitely have to answer that question. If suggestions or remarks have been requested then yes, of course, you should give your two cents' worth. Quality over Quantity Don't aim for posting the greatest number of comments each day. Concentrate instead of making quality comments. Choose carefully which websites or blogs you wish to leave comments on. Make sure that when you do leave a comment, it's something that people would appreciate and benefit from. Keep It Brief and Concise Comment boxes are just that ? fields made available for you to post your comments on. They are not there for you to write a whole new article. If you discovered a new idea because of the entry, you should just write a comment detailing the gist of your new and related work then provide a link to it instead. Make Small Changes to Your Comments If you've come across a series of related articles or entries and you only have one opinion about them, it's better to just post a single informative comment for the entire series rather than posting the same comment for each article in the series. If you really care about the number of comments you make though, then make sure that you incorporate small changes to your comments. It will prevent you from being labeled as a spammer. Don't Forget Proper Grammar Although this has nothing to do with having your comments labeled as SPAM, it's highly important that you write grammatically correct and concise comments. Doing otherwise could terribly harm your reputation. Take note of your spelling and punctuation. Last but not the least, don't forget to double-check your comments in a word processor or anything with a grammar check mechanism.

Make an Email Viral Marketing Campaign

These days, email viral marketing campaigns seem to be more like legends and myths than actual techniques you can use in the Internet. But the truth remains and it's a fact that email viral marketing campaigns do exist and if you're lucky then they can also drive targeted traffic to your website. What is an Email Viral Marketing Campaign? Let's talk about viral marketing first. This method is also known as word-of-mouth marketing and it utilizes just about any strategy that would potentially cause people to advertise about your business with or without knowing and caring. What's important is that they're doing it without you paying a cent. Now, email viral marketing campaigns are simply viral marketing techniques utilizing mainly emails as a means of passing the message to other people. Creating an email viral marketing campaign is simple, affordable, and easy but first you need an idea. Well, not just any idea but a great idea to base your campaign on. 6 Tips on Making an Email Viral Marketing Campaign Be aware that statistics show how satisfied customers relay their positive feelings about something they've availed of to an average of three people. Negative feelings reach more ears however or eleven eager listeners. The latter figure may be daunting but don't let yourself get intimidated. Just remind yourself of the three prospective customers who may have heard nice things about your business and you'll do fine. Tip #1 Email updates must always include pertinent details about your website. This must not be limited to contact information but also include the products and services together with other promotions you're offering. Last but not the least, include an option for members to forward your email. Forwarding is already one simple way for people to participate in your email viral marketing campaign even if they don't know it. Tip #2 Create or have a professional create games that promote your business. You can then email this to members of your e-zine subscription. If the game's simple, fun, and easy to download you can definitely trust your members to share the fantastic (free) game you're offering. Tip #3 Set your readers on fire. Successful email viral marketing campaigns have at least one thing in common and that is its ability to command your emotions and set your heart racing until you can't resist its powerful pleas to visit your website. Tip #4 Keep people on their toes. Another way to incite excitement from your readers and ensure that they'll spread news about your website is by doing the unexpected once in a while and surprising people around you. People just won't be excited to talk about you if you're only doing the same thing over and over. Tip #5 Never imitate. People who have participated in email viral marketing campaigns tend to have excellent memory. If they notice that you're doing the same thing over and over, be prepared to have other companies to retaliate for bad business practice and for people to turn their backs on you. Be creative. Be original. Use your imagination and your customers will do the rest. Tip #6 Make follow-ups. Your first campaign was successful. What next? One thing you should never do is rest on your laurels. Instead get right back to the drawing board and start planning for the next email viral marketing campaign. Constantly bombarding your customers with one excellent offer after another will carve a permanent place of your business in their minds.

Brick-and-Mortar Marketing: Networking With People at Speaking Events

Internet marketing has become extensively popular with marketers. This is because Internet marketing has become a versatile tool: you can speak with more people all over the world and get your message across to them relatively quickly. You can have your pick of different media online so that you can better tailor your message to fit the needs and desires of as many people as possible. You can post advertisements through plain text, banner ads, animation, video, and sound. There are many ways to reach out to people and you can choose games, short stories, poetry, or images. Indeed, Internet marketing has been so popular, people have often forgotten that the main audience of the Internet is still people. This means that every kind of Internet marketing must have a social aspect to it. True, you can reach out to people by writing content that touches hearts, have banner ads that feature heartwarming images, animation that is fun and humorous, videos that are of high quality and featuring people that have a lot in common with your customers, and sound bytes that can help your customers get closer to you. However, there is nothing like real brick-and-mortar networking, and nothing like meeting people face to face in order to establish connections. How might you benefit from real social networking, when there are wider networks online, such as FaceBook and MySpace? First of all, you are not sure about the identities of members of social networks. True, a social network can be a great place to generate viral marketing, but you will eventually have to meet with people in order to put up your business. Second, people will still want to meet you in order to gauge if you are to be trusted, so why wait? Start looking for a place to meet people that you might be interested in working with, or he might be interested in your products and services. The best place for you to start is at a convention or at a speaking event, where people who are interested in the same thing congregate and have a good number of meals together. When at a convention or a speaking event, be gregarious but not overbearing. Shake people's hands firmly, introduce yourself in a clear voice, and be polite. Do not interrupt conversations, and do not claim to know everything or put on airs; at the same time, do not be too humble or quiet. Walk around, know people, and ask questions: this way, you will know more about people and see how well you can convince them to either join your prospective company or visit your website. If you are in a circle of people, try to draw quiet people into a conversation. Always have your business cards handy, and bring at least twice the number you need when you go to a convention. On your business card, have your name printed out, along with one contact number, a professional contact email, and the URL of your website. Present your business card midway through a conversation, when you have successfully introduced yourself and made known your career or what exactly it is you do. By presenting your business card immediately, you may appear to be presumptuous, so establish your reputation first. First impressions count for a good deal, so be gentle but fierce, and be friendly and open to people. These are only a few tips that you may want to follow when doing brick-and-mortar social networking. If you are able to meet up with people and be the best person face-to-face, you can be easily trusted online.



Paying the Piper: Getting Reviews for Your Site

Getting your website reviewed is like getting a book reviewed by a wide audience. You will need to provide a copy to all your reviewers, every single word of your content ? as well as your code ? may be scrutinized to within an inch of its pixilated life, and not everyone will like what they see and read. Moreover, not all your reviewers will have the time to go through your site, nor will they have the time to even know that a site like yours exists and has to be reviewed. A website review is actually important: if it gets good reviews, it can become more popular because its URL will be posted on an award-giving website?s page; and its credibility can increase because of the stamp of approval given by experts. If a website gets bad reviews, not all things come to an end: most reviewers will give constructive criticism and tips on how to improve the website. A review, therefore, is a chance not only to shine, but to make a website look and feel better. Because getting website reviews can be difficult, some website developers, owners, and designers usually apply for paid reviews. Paid reviews are sometimes looked upon with disdain, and not only in the world of web design: if you pay someone to review your book, product, service, painting, or work of art, you appear as though you are asking someone to say something good about you, or that person will appear as though he or she has no gratitude. The truth is fairly simple in paid website reviews: getting a paid review may allow you to fall into the trap of reviewers singing your praises but not really meaning them, and simply because you filled their wallets. One way you can curb this is to send notes to reviewers to be as honest as possible. The payment, you can tell them, is simply a way to get someone to take the time to look through your site and see the finest details, and make comments on the finest details. If your website reviewers appear compelled to give overly good reviews, ask them to limit their good reviews to a sober minimum, and to avoid making an overbearing review that might grate on your audience should you choose to post your website reviewer?s comments. Remember, even if your website achieves high scores in a review and gets good blurbs, it is ultimately up to your audience to judge whether or not these blurbs and scores have any merit. Moreover, ask your website reviewers to give you their negative responses in private, say through a private conversation, or through confidential email. Some reviewers might find it difficult to say bad things about a website that they are being paid to review, so a private correspondence can be a good way to still get pointers on how your website should appear and feel. There are many traps that you can fall into if you pay people to do a review. However, you can avoid these traps by remembering that you are not perfect, your website is not perfect, and you should not sit on your laurels and pretend that your work is complete. Instead, take the paid reviews as a chance to get people to notice you and do a review, and you might just get good tips on making your website better, along with praises about the things that you already have done.



Ten Best Tips in Banner or Link Exchanges

Your web site stares at you from off the computer screen. It is finished and polished and there is just one question left unanswered?who would view and appreciate it? Not too long ago, a bulk of link exchange programs abound. Say goodbye to those days as link reputation is now being measured by the quality and even popularity of the available links. So when you are wondering ?exactly? what to do to on link or banner exchanges, read from start to finish: 1. Do you want your web site to become accepted? First, make sure that it has essence and it is not a waste of time. Ascertain that other sites would find your site extremely useful and information-filled. Keep your site concise but extremely helpful. A site that can be utilized would definitely be ?linkable?. 2. Link your site on already established or well-known sites. You do not need further advertising when you are linked to a certain name that people already recognize. These recognized sites that would link you are common market targets. Highlight all the good points that your site has. Think like you are the one who is about to view your site. The inevitable question is, ?Why would I link to this site?? 3. Search and consider all options before jumping into any one site. Which sites would give the most advantages? Which ones are not that practical? Know what you are getting into. Perhaps the simplest way to gain knowledge of who you are dealing with is e-mailing the site Webmaster. Set aside enough time to review each and every site that you are considering so that you would never be caught off guard. 4. Be specific. In order to have a successful exchange, give out the precise link text that should be used. Make available all the necessary information that they would need so that linking would go smoothly. 5. Links that reciprocate should at least have some of the few existing links that you have. Having a common denominator is tremendously important. 6. Do you know that old saying that you should keep your friends close but you should keep your enemies closer? Know who your competitors are. Take note of their strengths. Know who you are up against. 7. If ever you would need to move your site, make sure that your existing links have all the necessary information to link back to you. 8. Have as many links as possible that point back to your site. Give time to think of fields that are related to your site. Find directory themes that are parallel to your site?s purpose. Seek out all opportunities to leave a link. 9. Do not forget the quality of your links. Do not sacrifice quality when you are out to get the quantity of links. Make sure to properly arrange all the pages that link to you. Be artistic and creative. Do not focus more on marketing or selling. People hate solicitors but appreciate sites that ?understand their dilemmas and emotions?. 10. If you can, offer an incentive to those who link back to your site. Who doesn?t want freebies anyway? There are so many ways to hype your web site. These ten are just some of them?but definitely one of the most important to have down pat. Bear that in mind.



Buying Links on Sites for Your Own Publicity

Being popular online does not necessarily mean that everyone knows your name and goes to your website: it can take a long time for a website to achieve this special status, but getting linked to helps a lot in making this process much faster. In other words, if more people link to you, you can get popular much faster; if you link to a lot of people, you contribute to their popularity; you can see the metaphor of the World Wide Web becoming more and more clear through this version of online popularity. Why is linking so important to popularity? This is because the major search engines, such as Yahoo! and Google, measure your popularity through people's links to you. The more people link to you, the more popular you become; the more popular you become, the higher your ranking on the page ranking services offered by these search engines; the higher your ranking, the easier it will be for people to find you when they query keywords related to your website. So if you are able to get a lot of people to link to you, you take advantage of the software of the major search engines, and you can get yourself quicker out of anonymity. So how can you get people to link to you? The long way would be for you to search for sites related to yours by querying your keywords or key phrases into major search engines. You can then go to each website, contact each webmaster, and email them a bid for reciprocal linking: that is, if you link to me, then I will link to you, and our cross-linking will allow us both to be more powerful and popular online. This "I scratch your back, you scratch mine" scheme can be convenient if you are putting up a website that has very few keywords and very few equals. But if you are seeking to widen your network and make money, and be popular as soon as possible, then you may need to buy links. Link buying can appear like a shady scheme to be more popular, but it really isn't. Link buying simply means buying a spot in the links page of a popular but relevant site. True, you might get links from blogs and countless small websites, but these little links count for but a bit toward your ranking score. In the last few years, search engines have begun placing higher value on a link coming from popular, relevant sites, which is why it is important for you to know what sites are popular and relevant to your business, website, product, or service, and to get a link from this site even if you have to pay for it. There are link building and link buying services online that cater to this need of Internet business owners. Such services allow Internet business owners to buy link spaces and links through relevant sites that fall under the umbrella of the link buying services. This ensures that the websites are not only relevant, but are reputable. All you need to do is to provide the link buying service with a list of keywords or key phrases that are relevant to your site, and they can do the searching and link buying for you, with help from a fee from you, of course. These are only a few aspects of link buying and how they can help you and your website become more popular. For more information, talk to owners of link buying services, or consult with friends or colleagues who have engaged in link buying. Soon, you will be able to get the popularity you need, and the profits that you want.

Writing is a Breeze: How Email Marketing Can Drive Traffic to Your Site

If you are concerned about your website traffic, you only need to know that you are not alone in your worries. There are about a thousand other websites in the world that have the same aims and goals as yours; and there are millions of websites on the Internet. You have a place in the global market, but can you pull people to your side of the Internet universe and get them to buy your products and services? Even more simply and basically, can you pull people out of their Internet domains and drive them to your site? There are many different ways to drive traffic to a website, and nearly all of them require a great deal of effort, if not thinking, on your part. You can tailor your website content to fit the requirements of search engines in a process called search engine optimization. This way, you can aid the search engines in finding your site, indexing it properly, and putting a proper ranking on it. When people start searching for your site using keywords or key phrases found in your site content, your site will show up on search engine results, and if you are a top ranker in search engine results lists, you will be seen immediately and you get the traffic that you need. However, such a process can be tedious and costly, and it has to be done regularly. This can cause a strain on you if you are especially prone to having larger offline workloads, so if you are used to updating your site once or twice every few months at the most, you will have to hire search engine optimization specialists to do the work for you. This means more costs and more time spent editing and looking through the new content for your site. On the other hand, if you would like to spend a little bit less, then maybe you can look at email marketing. At its simplest, email marketing is sending out emails to your potential clients and customers about the benefits of your products and services, as well as the features of your website. Email marketing is also time consuming, but only at the start: you simply need to look for email lists of people who are going to be interested in your products and services, and you only need to tailor an email that will invite people and make them interested. With this in mind, be reminded that email marketing is not spam. Spam happens when a server randomly sends out email to as many different people as possible, with no regard for how content can help these email recipients. On the other hand, email marketing makes use of third party institutions that actually collect email from people, such as offline banks or insurance companies, online businesses and service providers, and even schools. As long as a contract or information sheet says that the email will be provided to third parties, and the signer agrees, then the email can be shared with other people ? including you. You need to select a list of people, obviously, who will be interested in your products and services. This means that you will have to do some market research and check out the demographics of your market. Are they young people who like fancy graphics in emails, or not so young persons who want a simple and straightforward email? Are they primarily women who might be more interested in household appliances and things for the garden, or are they primarily men who might like hardware stores and gadgets? What are their interests? What are their goals and dislikes? These are only a few questions that you might ask before sending out that email. Moreover, use a secure server and a reputable one so that your email does not end up in the trash bin or the spam folder. If you use your mailing methods properly, and if you create a personalized letter that will convince people to buy your products and services, then you can be assured of profit soon enough.

Sending Out Newsletters about Your Site for Better Marketing

Marketing a website can be difficult if you consider how many sites are already out there. There are millions of websites out in the Internet, most of them alike, with almost the same format, color, font, and appearance, and differing only in content. This difference is actually all that matters, because no matter what the graphic designers or animators say, content is still king. The better your content is, the more useful a website is, and the more people it serves, the more popular it becomes. The paradigm of Web 2.0 exists perhaps as the best evidence of how content is king. In the Web 2.0 universe, people are able to freely deliver and read each other's opinions; participate in social networks and know more people all over the world; and make one's private life as unguarded as possible. This means that if word gets out on a product or service, word also quickly spreads. This can spell profits for good products and services, and the demise of poor ones. The same goes for websites: great websites or extremely bad ones can get a lot of hits, but the good ones stay online, while the bad ones, after their sensational debuts, die a natural death in the graveyard of anonymity. So how can you make use of this paradigm and appeal to as wide an audience as possible? One way is to exploit the use of content as king, and to show how useful you can be. There are many ways to do this, say by producing great articles on your website, or sponsoring web events. Supplement these marketing efforts by bringing your content out into the web universe. You can have a newsletter about your site. Forget about printing newsletters. Online newsletters can be a great thing for your clients to read. All you need to do is to know what content will appeal to your audience. Before you start planning out your format and content, work on your marketing plan. Study your audience. What is its age range? Do you have teenagers, young adults, adults, middle aged parents, or senior citizens in your market? Are you appealing more to girls, men, or both? If you know what your audience is like, you can better tailor your articles and newsletter content to fit your audience's needs and wants. A web newsletter cannot be as long as an offline newsletter, where you can have long articles that draw out many details of a story. A person's attention has to be captured in five seconds or less: that means that your newsletter stories should be extremely short, but likewise extremely engaging. Employ writers who write short feature stories, and make sure that they write in a simple language that is easy to understand. Your articles should not only be about your products, services, website, or company. Talk about issues that are relevant to you and your audience. For instance, if you are dealing with accessories, talk about the history of the diamond trade in very few words; or talk about the price of gold on the world market and how it can change; or talk about what clothes go with what jewelry. Give your customers something useful, and they will remember you better. Engage in hard selling techniques, and you will end up alienating them. Lastly, update your newsletter constantly. You can have three or four articles, and perhaps add some illustrations. But you need to constantly remind your clients of your presence, so save articles for next time. You can choose a weekly, bi-monthly, or monthly update, depending on your budget. The advantage to having more frequent updates is that your clients will always see you in their inboxes; the disadvantage is that you have to do more work. There are many different ways that you can get people to subscribe to your newsletter. You can have them sign up through your website, and tell everyone on your social networks to subscribe. Avoid spamming people and make sure that you give them an option to unsubscribe. If you think about the needs of your market when writing and distributing your newsletter, you can better meet its desires and make profits in the process.

Two-Way Website Traffic

It is indeed amazing to see how the internet has paved the way for a lot of things that were once impossible to reach. With this constantly advancing technology, there appears to be no boundaries, in terms of information to explore, businesses to conquer, interactions to develop and nourish, and so many other things. However, in spite of this increasingly active exchange of activities in the internet, maintaining and improving website traffic remain to be a challenging task for the website owner. Sticking to very few marketing strategies may not be enough considering also the amount of competition there is. One way to improve website traffic is through the use of various traffic exchange services. A lot of companies are offering this kind of service and, in fact, majority are offering such for free. In essence, a traffic exchange service allows a person to visit a particular website which is a member of the same service provider which, in return, causes a visit to the person's own website. It is mutual exchange service. Thus, one visit to a member's site causes one reciprocal visit. With the speed of every visit, technically, a person can earn for his website at least one visit for every 30 seconds. This is actually the minimum amount of time the visit should be to earn credit. The earned visit may not be good in terms of quality, meaning the visit may not be so long, but it still offers a good potential for loyal and long-term website traffic. There is also another type of traffic exchange service, which directly links to other websites which can return visitors as soon as one opens his browser. Services like this offer to their clients a particular URL which is set as the browser's startpage that leads to members' websites. Some service providers even offer a leverage system that gives a certain credit percentage for every referral down to the fifth level. In addition to these, there are also banner exchange services available which lead to a visit every time two banners are opened. Similarly, there are service providers who also inflate the credit system through a referral system. In general, down to the third level, the website owner can earn a credit percentage. There are also more generous services available. For instance, several of the owner's websites may be listed in various promotional pages. Some providers allow listing down all the websites in just one page or banner and this can be done in many others. Not only are most of these services offered for free, they usually have very good referral system. For example, if one website owner is able to refer another one to become a member, points leading to more visits are earned automatically based on the referred member's activities. No limits in visits to members' sites and banners are usually imposed. Thus, this is indeed a good tool to increase website traffic as only internet speed and patience of the website owner are potential hindrances to achieving high traffic. There are many options available, offering various packages and conditions. Although there is not much risk involved since these are usually offered for free, enough time must still be devoted in choosing the best one. The best traffic exchange service remains to be the one which brings back more reciprocal visits with lesser time or effort exerted in making the investment visits.



How to Drive Traffic to a Web Site Using a Mind Map

When you start a web site project for you or for your client, you would probably generate lots of ideas about your final project. Ideas are either vague that you need to flesh them out more or they could be too specific that you must keep them organized and realize the real reason behind them. To put it simply, you need an efficient plan to drive traffic to your web site and make it a success. What is a mind map and what is its use? A mind map is an illustration used to symbolize tasks, words, ideas or any other items which are linked together and arranged accordingly around the innermost key idea or word. It is simply used to visualize, produce, constitute, and categorize ideas and generally aids in the organization, study, and decision-making of carrying out a plan. A mind map is quite similar to that of a cognitive map or semantic network, however, the difference between them is that a mind map has no formal limitations on the types of links used. The elements are normally arranged instinctively according to the relevance of the ideas and more importantly, they are structured into branches, groupings, or areas. All this well-organized group of ideas aids in making your plan easier and simpler. With a mind map's centralized structure of ideas and their connections with each other, it can always encourage a brainstorming approach to a given task. Thus, it eliminates the difficulties of establishing the right and important theoretical framework to the work ahead. Creating a mind map to drive traffic to your web site

The success of a web site will solely depend on how you are going to plan out all the ways that can possibly drive the most traffic in a site. This is where you need a mind map in constructing your web site. To make your mind map useful, you have to follow these guidelines in forming a mind map:

- Begin at the center having an illustration of the topic.
- Make use of symbols, images, dimensions and codes throughout your mind mapping.
- Each word or image must have its own line.
- All lines must be connected and could all be traced by the central image.
- Make the length of your lines correspond with the length of their images sitting on them.
- Make use of color coding to be familiar with your own mind map.
- Create your own style of your mind map.
- Emphasize the things that are of great importance and show associations in which how all of the things are linked together.
- Always make sure that you have included everything in your mind map and make it as neat and understandable as possible by the use of numerical order, radial hierarchy, and outlines to hold together all its branches or groupings.

When you are done with your mind map, you may immediately carry out your plan in creating the web site that would drive the most traffic. One should not spend a great deal of advertising the site; instead one could always use his mind to generate out ideas that leads to the success of the site. You could always improve your ideas and link them together to obtain positive outcomes. With the use of mind map, these brilliant ideas cannot go into waste and may lead you to your web site's success.

5 Quick Tips on How to Maximize on Your PPC Search Engine Advertising Campaign

PPC Search engine advertising involves the creation of a small short ad then having it displayed on a search engine results page. You pay the search engine company every time a visitor clicks your ad. PPC search engine advertising can be a blessing or a curse so make sure you know what to do if you make use of this Internet marketing technique. What and What Not to Expect from PPC Search Engine Advertising PPC or pay-per-click ads are simple text ads containing your heading, a brief description for the ad, and the URL of whichever landing page you've chosen for your ad. In most cases, PPC advertisers will have to adhere to word count requirements when formulating their ad. Certain PPC search engines can be quite strict when it comes to the title and description you've chosen for your ad. Make sure you read their terms and conditions before creating your ad to avoid wasting your time and effort. To use a PPC search engine ad, you'll have to include your bid in your application form. If the search engine deems your bid acceptable, you can see your ad uploaded in a matter of days at the most. PPC search engine ads can cost as low as 5 or 10¢ per click. If you receive five hundred visitors and you multiply it with 10¢ then you only need to pay \$5 for it. PPC search engine advertising is not perfect though. There are times when your campaign would be hampered by false and misleading results. Unsavory small engine companies may choose to click your ad several times without any intention but to increase the amount of money they'll receive from you. There are also malicious individuals who do the same thing for no reason at all. One Product per Ad Don't be such a cheapskate and try combining all your products and services in one ad. As pay-per-click ads can only give you a limited amount of ad space to work with, it's best to make full use of it for marketing one specific product or service. Highlight its benefits and mention its best feature. Pricing and promotion should also be included if you've used them to increase sales for your items. Choose the Right Landing Page Your landing page is very important. If your ad was able to generate interest, enough to make the person click your ad, your landing page must be able to at least maintain, or even better encourage, his interest in your products and services. Make sure to provide as much pertinent information as possible in your landing page. Don't forget to provide a Buy Now button and links to your homepage and other websites. Choose the Right Keywords Use the various keyword popularity tools available for free use online to determine the best keywords for your PPC campaign. The right keywords will ensure that you're reaching your target market and not something else. Know How to Bid Popular keywords should only have lower bids because you're facing too much competition as it is with them. But niche keywords that represent your business almost exclusively are definitely worth a higher bid. Double Check Your Ad Have you included all important information? Check for grammar and spelling errors. If everything's in order then it's time to have them displayed on search engines. Good luck!

Pop Culture Online: How Ezine Marketing Can Drive Traffic to Your Site

Website traffic is a big issue nowadays, what with the Internet market taking off, and what with the thousands of websites that all have similar aims, goals, products, and services, but with the quandary of how to pull customers to their end of the web universe. In other words, there are a whole lot of pedestrians on the street, and a whole lot of shops that are lining the avenues ? so the issue is how to get pedestrians to cross the street and brave other websites to get to yours. The metaphor might be lacking, but if you are interested in web traffic and being more popular and useful online, then you should get the point. Website traffic can make or break a business, and not just the website that represents it. The more people that get to a website, the more popular it becomes, and the higher it will rank in lists and search engines. The more visitors a website has, the more profitable it becomes, and the better the credibility of the company that it represents. In other words, get people to go to your site, and you earn money. And, in other words, your problem is how to not only get people to your site, but to make them stay there, and to have them coming back again and again to avail of your services. There are many ways that traffic can be redirected to one site, and not to another. A site might have great content that search engines love, simply because the words and phrases are available at a certain density that might indicate website owner and developer creativity and credibility. A site might be popular on blogs or online journals, and people might go to it simply because a blog owner likes it. Or a site might be heavy on the graphics and free downloads, making people flock to it to get a piece of the pie. But, as in the offline world, the businesses that thrive are those that meet customer needs, and meet these needs even as they change. In the online arena, this may mean updating your website every so often ? but how far can mere text go if you have customers who are very graphics and visuals oriented? One way that you can take advantage of this orientation is by presenting and offering for download an electronic magazine, or ezine. An ezine is simply a magazine version of the text that you would like to update on your site. This magazine can either be downloaded as a PDF, so that customers can browse through it; or as software, so that customers can see graphics that make them appear as though they are flipping pages or looking at a real, printed magazine. A PDF will be the lighter file, and this can be advantageous to customers who want to download only small files without regard for graphics quality. The software, of course, is heavier and will take longer to download, but it can offer your customers some animation, graphics, and other features that can make the ezine more interesting. Offer this ezine every two weeks or every month, and you can start meeting customer needs. What might an ezine contain? You can have a collection of pictures from photographers that you know, and a magazine full of photographs can be nice to look at while browsing the Internet on the train on the way home. You can have a collection of short stories from up-and-coming authors, and a magazine full of stories can be nice to read while taking time off from work. You can have a real magazine set up complete with editorials and articles, which can be great if you're making a magazine for moms and helping them out with their housekeeping. These are only a few ideas that you might want to take into consideration, but you should get the point. The best ezines are those that cater to the visual and brain needs of its market ? and the best ezines are those that make a website more useful, and can thus help it get a lot more traffic.



Getting the Best of All Worlds: Using Three-Way Link Building

Link building is important online, especially when you consider how expensive popularity can be. In general, link building is getting more people to link to you. The more people link to you, the more you will be noticed by the search engines; the more you will be noticed by the search engines, the more popular you will be; the more popular you will be and the higher your popularity ranking (as assigned by the search engines), the easier it is for people to find you when they start using any of your keywords as their online queries in the search engines. This means that more people can visit you, and you will have more prospective customers ? not to mention profits! So how can you build your links? The old way is to engage in reciprocal linking: that is, ask someone to link to your site while you link to that person's site. Such reciprocal linking can be easily effected when people submit the addresses of their websites to link exchange directories. This can increase search engine rankings. However, such a method can be abused: some people may ask for people to link to them, but these people often do not link back. Some people may ask for reciprocal links from smaller, less important sites, but these sites count very little toward site ranking. This has prompted people to engage in much larger web link building by joining web rings. Web rings are also referred to as three-way linking processes. In one example of three-way linking, a site on diamonds and diamond mining can link to a site on diamond jewelry. This site on diamond jewelry can then link to a site on the science of diamond formation, and how diamonds are fashioned for jewelry. This site on the science of diamond formation, and how diamonds are fashioned for jewelry, can link back to the first site on diamonds and diamond mining, thus closing the web ring. Sometimes, web rings can be larger than three members: fan sites will often have large web rings, and will have features on individual websites that allow website visitors to go from one site to the next in the web ring. The three-way linking process appears to be a more natural link exchange versus the two-way, or reciprocal linking process. In reciprocal linking, two people exchange links the way they exchange calling cards. In three-way linking, people are part of a larger community and start linking to each other ? this can be viewed as more legitimate on the part of search engines, and for the most part, search engines assign higher popularity values to sites that are part of a web ring, or that are engaged in three-way linking. This is because a three-way link can be a sign of popularity in a much bigger group, which can translate into bigger popularity than two websites linking to each other. These are only a few important aspects of the three-way linking process. To explore possibilities for three-way linking, do a search on websites that are related to your website, business, products, or services. Offer invitations for a group link or a web ring, and present your case on how you can increase your individual popularities. This web ring might even be the road to much higher, more profitable things. Offline, all three of you can engage in business, or form a conglomerate and thus earn more money. Not only will you be popular through three-way linking, but you might be richer, too, with just the right blend of diplomacy and business mettle.



Drive Traffic to Your Website with an Interesting About Me Page

Online presence is very important. This is the most critical aspect to consider when doing business on the internet. Having a web site alone is not enough. It is important to drive more traffic into the site and get the people purchasing to expect the large profits. This is where you can explore different ways for marketing. Be creative and functional in choosing your options, just like coming up with an interesting About Me page. The About Me Page The About Me page is a familiar feature in most websites nowadays. It is the part where one can tell the rest of the people more about himself or herself. The rest of the internet community will be able to access this page to learn more details especially when something caught their interest or curiosity. This About Me page can provide the essential details about the web site owner or online entrepreneur. It basically includes details regarding the store, business, policies and few personal information of the site owner. This is where you can take the first step if you want to make a good impression. Thus, be sure to evaluate properly your choices in the About Me page to make sure you give the right impression. Write an Interesting About Me Page When writing your About Me page, keep in mind that you want to make it interesting. It is not all about bombarding the reader with all the information you can gather about yourself. It is simply about representing yourself in the most interesting way that you can do with the page. You can first include the relevant information that will make people learn more about your business. This can factor in things such as your professional background, the products that you sell or the groups you are affiliated with. Just be sure to be brief and direct in your choice of words and information. You can ask for the help of a professional in writing to make sure that you are giving the right impression that you want. It is also interesting to add some personal information in your About Me page. Rather than leave the information to straight and boring, you can try to give it a more personal touch. This way, clients and visitors will find it easier to relate to you. Some are able to do this by including family pictures in the page. You can also display interesting hobbies that will surely catch the attention of fellow enthusiasts. Another way to make use of the About Me Page and help in generating more traffic into the web site is to include a link to your web site. This way, people who got interested because of what they read from the page will be able to access easily your business site. Just consider the regulations that will be imposed by the site when filling up your About Me page. For example, sites like eBay allow linking of web sites as long they are within the permissible bounds. Conclusion Getting people to go to your web site is the task of internet marketing. This task of traffic generation ensures that more visitors and clients are able to see the products offered by the site so that they will purchase. Writing an interesting About Me page is one way to achieve that. This is why you have to make sure that you take your time in preparing the About Me page and start making your presence felt online.



Tips on Writing Link-Worthy Articles for Better Site Marketing

Marketing your website can be especially tricky in this Web 2.0 world. Under this new web paradigm, people are able to express themselves better online, make new friends, chat, and spread the word much faster on a product, service, company, or website. Gossip can be a frightful commodity on a social network: the minute word gets out on the greatness of a product, thousands of people can hear it and create a buzz that translates into profit. But when someone reports on something that has displeased them greatly, a social network can do viral marketing against a product, service, company, or even person or political entity. This can do wonders for people who love mudslinging; it can be the death of a person's reputation as well. So what can you do to let your website stand out from the crowd? In this Web 2.0 world, content is still king, so if you want to succeed, you need to have great content. The problem now is how you can create that content, and what you should put on your site. The first step to knowing what to put on your site is to first establish your goal: you want more people not only to read you, but to link to your article and visit your site. You want your articles to be link-worthy, because it can bring more people to your site and make you more popular. Now that you have this goal in mind, your next step is to create your link-worthy articles. First, you need to have articles that appeal to a certain market's needs. You can give tips for housewives in keeping the house clean, tips for teenagers who are going through difficult emotional ups and downs, tips for taking care of kids, tips for dealing with stress ? there are thousands of tips that you can give, but you need to stick to your goal, and you need to appeal to your market while promoting your website. Link-worthy articles are not only useful, they are also engaging to read. In Web-speak, this can mean only a few hundred words, with all the sense packed into short, simple sentences. Your articles, therefore, need to use simple language, and they need to be written by people who know your market. If possible, recruit writers from your target market to help you out. Pay for their efforts by giving them free samples of your products or discounts on your services. You need to get inside the heads of your customers, and who else can help you but the customers themselves? When you finally post the articles on your site, make sure that they are broken up into short, readable paragraphs that are easy on the eyes. This can make your site more soothing to look at. Provide a permalink at the bottom of the article, containing the permanent link to that article on your website. If you have the proper scripts, you can allow your readers to give feedback on the article. This allows you to participate in the spirit of Web 2.0, but be careful to moderate responses so that the chance to critique does not get out of hand. Update your articles regularly, and make sure that they are always useful, timely, and well-researched. If you have link-worthy articles, you can get your links out there, and more and more people will see you. Establish a web presence, and you can count on profits soon enough.



Everything Good Can be Free, Too: Methods to Drive Traffic to a Website

The act of making a website and the process of maintaining one can be a lot of hard work, and it can cost a lot of money. When a website is first conceived, designers and writers come together, consult with marketing strategists, and plan out a website that is easy to navigate, calming to the eyes, exciting to the senses, and food for the brain. In other words, the best websites have to be a breeze to go through, visually stimulating, and filled with great content. Without these elements, a website will not be profitable, and it might even be considered useless. Even the best laid plans, however, cannot easily drive traffic to a website, and it is this traffic that spells the longevity of a site. People have to keep on visiting a website in order for it to prosper, but even then, visits are not enough. People have to translate their visits into profitable activity, say by clicking on ads and giving the website owners commissions; or by downloading software from the site, or by buying products or services from the website. Moreover, people have to spend a long time on a site, exploring it, reading through its contents, and looking at it from every angle. Traffic, therefore, is not all about website hopping: it is staying at a site and translating visits into money. The main aim, therefore, of website owners, is to not only create a site, but to drive traffic to the website and have as many visitors as possible. Thankfully, there are free techniques that can allow traffic to move past other websites and into the website of interest. All these techniques need is a bit of web savvy and a lot of people skills. The Paradigm of Web 2.0 is all about social networks, and this entails the fact that people now interact with each other more ? and not just through email. There are social networks online where you can make new friends and stay in touch with old ones. There are forums and groups where you can post your opinions for all to see. Now imagine, if you could use these networks and post your URL for people to see, then how many visits might you get? All you need to do is to join these networks, which are most often free, and join a forum or group that contains members of your target market. There are also free video posting sites online. Sites such as YouTube will allow you to post your videos for free, so if you have an advertisement that might be exciting and entertaining to web users, add it in video format to your free YouTube account. If you like, you can even make videos about tips and tricks that are related to your products and services, and then put your URL up for your video viewers to see. Another free way to direct money to your site is to make your URL as visible as possible, say through email or ezines, also known as electronic magazines. When sending out emails, attach your URL; better yet, pick a select group of your target market to send an email campaign to. Offer incentives for bringing in more customers. This may not sound like it's free, but any incentive is also a great investment for your company's longevity in the long run. These are only a few free ways by which you can redirect traffic to go to your website. The key is to know your market well, and to meet its constantly changing needs and desires. If you are able to tap into your market, and if you are able to identify immediately who your target market is and what its needs are, you will be able to earn more from your online endeavors.



Using Press Release To Drive Traffic To Your Website

Press releases are special articles that appear in special websites, usually news-oriented ones. Press releases are created using the tone of a broadcast journalist. It is a way of promoting a product, service, or in this case, a website to make sure that people knows what ever you are offering. The pull of press releases is better than regular articles. It gives people the air of truthfulness and professionalism. It is a type of feature article that subtly promotes a product by showing every fact and data supporting it. Press releases carry an air of integrity and are known to convince people better. These types of articles are good tools to generate traffic to your website. In the internet world, creating traffic to your site entails more than just submitting links to search engines. You need articles to promote your site - real articles and not just key-word rich articles. You are going to need press releases as well. Press releases can be syndicated by other media sources. This means that you get free mileage and advertising just by distributing press releases to the right channels. Once other sites get interested in your press release, they would put it out in one of their pages. And the more sites publishing your releases, the better chances of visitors you get. There are a lot of press releases sites in the internet. Try searching for them all and see how much traffic they have. You'd like to take part of that traffic and transfer it to your site. So applying the rule of averages, you want to start making press release articles for sites with the highest page rank and have thousands of visitors in a day. Press releases, for them to work as desired, should be written and sent to the right target market. Some press release sites do all of these jobs for you. But you have to pay extra for that type of service. If you can afford it and you really need of good traffic, you might also consider the idea. People don't really like reading materials that are obviously created for a certain product. But if you do your promotion via a press release, the impact is way better. It is quite hard to doubt a press release that is based on pure facts, appearing in a credible site, and was prepared by a seasoned journalist. You'll get better response with your audience if you use press releases for promotion. But this doesn't mean that you have to spend a fortune for press release articles right now. You can leave the big bucks to big companies. If you want to make press release articles without letting go of your precious dollar, start doing them yourself. Of course you can't expect your crafted articles to be obtained by the giant news networks like CNN and BBC just yet. You're not a seasoned journalist so don't dream too high. But you can certainly start small and proceed from there. Create a powerful press release by following its standard format. You should also use straight facts alone. No flowery words and false promises - only hard facts. Don't promote your product directly. What you should do is paint a good picture of it in the background. This way, you'll definitely gain loads of traffic to your site.



Article Marking: Drive Traffic to Your Site

A lot of people need content for their site. Many aspiring webmasters wanted to create the perfect website. But not all of them have the skills or the resources to create good articles or purchase one from a respected writer. Quality articles are hard to get by these days. And if webmasters can get them for free, don't you think they won't grab the chance? This is the idea behind article marketing. In article marketing, you make dozens of informative articles about the product, service, or website you'd like to promote. And then you submit them to article directories, whose job is to link content writers with the people who need articles. The process is simple. You write articles subtly promoting your product, service, or site. You can include anchor texts in the body of the article, if that's allowed. Then you put your name as its author and include all the important information you'd want to say about you and your products. This part is actually placed at the last part of the article. It's more like author's notes. It is also the part you are really writing for. It is where you can put your link for the readers to visit. Just be aware of the guidelines that article directories set when submitting articles. A lot of them frown on totally promotional articles that don't talk about anything else relevant. Keep in mind that you can't directly sell to readers through your articles. You have to impart something important to them, like tips and tricks of a certain concept, how-to's, and facts about accepted ideas. You can't directly tell your readers to buy your products. Directories reject those types of articles. Now the advantages: if a lot of webmasters take interest in your articles and think that what you have written could qualify as perfect content to their site, they'll use it and upload it accordingly. Part of the deal when it comes to getting free articles from article directories is for interested parties to keep everything intact, including all links and author by-lines. They can't change or edit anything. If they do, they are infringing the agreement as set by the article submission site. But that's not the only thing you get from it. Some article directories enjoy high page ranking. And high page ranks means they get on top of the search engine results for certain keywords. If your article came up number one on a search courtesy of the high page rank of the article directory you have submitted it to, then you'll definitely reach out to more people. You'll get the traffic you need fast and easy. So if you have the skills to write articles, use it to acquire thousands of visitors or page impressions everyday. And if it so happens that you can't write a phrase, don't worry. There are a lot of freelance writers over the internet that you can commission to work for you. Most of them are willing to write a short article for a few dollars. Go for article marketing today. It has been one of the proven ways to drive traffic to your site. If you haven't tried this concept yet, now is the time to do it. Don't waste any more time. Write those articles soon!

Blog Marketing: The Tool to Drive Traffic to Your Website

Blogs have been the most preferred type of websites today. And much of that is because blogs are very easy to maintain and are very simple to use. In fact, you don't need any technical knowledge about computers or anything else to keep a blog site. No programming skills necessary either. For as long as you know how to surf the net, you can keep a blog site. Blog marketing is the act of using a blog to promote your product, service, or another website. And because blogs are very popular these days, you can create a network of other blogs and try to use them to your advantage as well. Blogs are easy to update. With just a few clicks of the mouse, you can add, delete, or edit an entry or a post. If you are using static web pages, like those HTML sites coming off Microsoft FrontPage, you'd need to go through the pains of updating your site by downloading the page you'd like to change, then use your choice of HTML editing program, and the upload it again using FTP or other file transferring software. It's a job that requires multiple complex steps. Blogging is different. All you really need is a browser, click through your site, and post an update in the same way that you put up a response on a forum or a message board. It's really that simple. But blogs are popular because they can be syndicated. This means that interested subscribers can receive updates about your service, products, or site through email notification or a compatible reader. This is actually what makes blogs a good way to generate traffic to your site, and in a fast and easy manner at that. With tons of subscribers that receive updates about the things you are promoting on a regular basis, you would definitely have more visitors than you could have ever expected. All past and previous subscribers count, for as long as they have not opted out of the message list. The best thing about blogs is that they are dynamic. That means it is easy to interact with the owner of the blog site, its subscribers, and other people through it. Blogs are created in such a way users can post their comments for a certain entry. And you can also use this feature to generate more visitors to your site. If you make yourself visible and active with other members of a popular blog site, you can slowly introduce your own products to them. Just be sure that you don't go out of the way and overshadow the real owner of the blog. It is quite easy to ban you. Blogs are very powerful tools to gain massive traffic, if used correctly. Blogs are versatile websites. They can accommodate lots of things through the sidebars using widgets. Nowadays, it is quite easy to make a blog look as exciting and as flashy as a real website. And that alone should be enough to entice multitudes of internet users to check out what you've got to offer. For as long as you maintain and update your blog religiously, you should be on the right track. Blog marketing is another effective way to make people come and visit you on a regular basis.

Using Excellent Writing To Drive Traffic To Your Website

Do you know that your flair for writing can generate you the traffic that you want for your website? If you have excellent writing skills, don't put it to waste. Use it to promote your site in more ways than one. Writers are currently earning so much writing articles like this for websites. Web owners in turn, use them for content and for website, product, or service promotion. Well-written articles optimized for search engines could help boost your web page's page ranking and performance on the searches. To optimize articles, one needs to sprinkle it with keywords that are supposed to be repeated several times in the body of the article. This way, when a certain surfer tries to search for that term using a search engine, your website will come up first - or at least in the first page of the search results. You should know by now that if your website is on that very first page of search results, the higher is the probability that surfers will check your site and look for that thing they want to see. And that is one good way to generate traffic to your site. But it doesn't end there. You might be wondering how you can improve traffic to your site after all the necessary contents have been loaded. Of course, there's something else you can do. And your excellent writing skills have a lot to do with it still. For starters, you can write for article directories. Article directories are sites whose the main purpose is to upload articles submitted by members. These articles are free articles. Other people can copy them and put them in their own websites. They don't need to pay for it but one thing is requested from them - they have to publish the article in its entirety. This means they would need to include all embedded links and anchor texts found in the article. The author's description and by-line should also be included. If they don't agree to this rule, they can't use the article at all. You can include links to your websites on the articles you submit to article directories. IT is a good way to promote your site. The more people getting your articles, the more website carries your links. And the visitors of those websites would somehow find their way to your site as well. You can also do this free content technique without going through article directories. Directly from your site, you can inform your readers that they are free to use your articles and publish them anywhere acceptable. Just include instructions on your page so they can use your articles accordingly. A lot of web masters needing content prefer to get articles from websites that they can trust rather than from an article directory. These are the ways that you can possibly put that excellent writing skills in work for you and your website. For webmasters like you, traffic is very precious. Every new visitor you have is a gem. So if you think you can't write, start brushing up on past grammar lessons and some creative writing skills. You are certainly going to need them handy - especially if traffic is the main problem you have to deal with as far as your site is concerned.



How Link Building Can Take Traffic to Your End of the Net Universe

In the world of Internet marketing, your URL is your identity. You may have the silliest website on the planet, or the most attractive one; you might have the best content for your research or the worst material, or the most useless text; you might have the best graphics and animation, or you might have the worst downloadable software. In any case, if your URL is out there, it can make you famous. Now why is this so? You can make the most elaborate description of your services, the most flattering words to describe your products and services, and the most highfalutin prose to show off your company. However, all these words cannot fit into a web directory, and you will need to have your link to show yourself off. When people see this link, they should be redirected to your website whether or not you have the audacity to show your text off. Now how can this be advantageous to you? If you have your URL in all places, from magazines, to advertisements, to other websites? links pages, then you generate a buzz around your URL. Your link is now your identity, and the more buzz it generates, the more famous it becomes, and the more famous you become. The more famous you become, the more people can go to your site, and the more chances you have to convert these visits into profit. This process, of placing your link nearly everywhere, is link building, and link building, when done prudently, can earn you your place in the net universe. All you need to do is know yourself well, and know your market perfectly. And although all this sounds very simple, it can actually be a long process that can cost you a lot of money. First, know yourself. Are you an up and coming company that is filled with verve and vibe, or a classic company that thrives on elegance? Know, moreover, what you want to become. Do you want to spread your wings out and cater to a great number of clients, or do you want to narrow your market and cater only to a few people? All of these will spell out what kind of link building strategies you will carry out: young people frequent a certain kind of website, while the not-so-young will rely more on email and other things that can be read offline. Second, know your market. If you are catering to the young, you will need different strategies versus when you are catering to the not so young. There are certain colors, styles, and words that you need to use, and there are certain products and services that you can attach yourself to. Moreover, because putting your URL on certain sites, products, services, and other marketing marquees can cost money, you cannot simply employ a shotgun method and place your URL everywhere. Remember, sometimes ubiquity translates into hard sell, and you can also turn off customers if you employ link building without prudence. These are only a few tips that you might want to follow as you engage in link building. There are still many other ways that you can carry it out, but the important thing to remember is that you should cater to your market. You need to also know yourself well, because the efforts that you take on today's marketing field will still resonate years and years from now. If you meet market needs and tastes, moreover, then you will succeed online.

Carving Out Exclusivity: How Niche Marketing Can Drive Traffic to A Website

Internet marketing is probably the most modern, and yet the most challenging way to carry out advertising. On the Internet, everyone can be somebody, and every somebody can be nobody. With the preponderance of blogs nowadays, it can be hard to imagine anyone who hasn't tried blogging and expressing themselves online yet. And with the preponderance of forums and online groups, it can be hard to tell who's who, who's your friend or who's just pretending, and who's just a poser versus someone who's a genuine fan. Internet marketing, however, can work toward all these challenges, and can go beyond ordinary text and graphics, into the realm of clever and clean. For instance, the fact that everyone blogs is an advantage for Internet marketers: if a URL or a business is exposed with enough ubiquity, and if a single person is passionate enough about a brand, a product, a service, or a mere website, then that person can blog about that brand, product, service, or website, and can spread the word quickly. A customer, therefore, has become the instant spokesperson for the company! In groups and forums, word on a brand, product, service, or website can spread fairly quickly. If a person posts about it, then the news about a person's satisfaction can get out at once. However, this also works on the negative side: if a person's dissatisfaction gets out onto email, forums, or groups, then many other people will tend to follow this person's views and may avoid a brand, product, service, or website altogether. Work a forum, group, or blogger to your advantage, and you can carry out Internet marketing wonderfully well. An efficient way to do this is to practice niche marketing. Niche marketing is simply marketing to a select slice of the market by providing it with the things that it wants and needs. This narrow kind of marketing can be difficult to carry out without prior knowledge of a market's behavior and needs: thus, the requirement of carrying out a marketing plan, and a wide market study, which will investigate the wants, needs, whims, desires, dislikes, and quirks of your target market. An example of a niche market would be science-fiction fanatics. Such a market would have people of different ages, but often with a single goal: spend a lot of money to feed a fan's fantasies. This means that science-fiction fanatics tend to spend a lot on something that means a lot to their fandom. These fanatics also tend to cluster with each other in groups that have homogeneous tastes. If you can tap into these groups, if you know what kind of things they like or dislike, then you can spread the word on your brand, product, service, or website even more quickly. Another niche market would be teenagers. This time, the age range is narrower, but there are certain trends that are more prevalent in this market group. For instance, makeup, fashionable clothes, and gadgets appeal to teenagers. There are many things that don't, such as highfalutin books, real estate, or car insurance, which is often left up to parents. If you know how teenagers behave and what they like, you can tap into this largely web savvy market and get word out quickly on your products. These are only a few niche markets that you can look at, and these are only a few tips that you might want to take into account. Niche marketing is not simple, but with practice and a good deal of work and effort, you can make things happen.



Brick and Mortar: Offline Techniques to Drive Traffic to Your Site

Internet marketing, believe it or not, is not just about the Internet. It is not only about tailoring the contents of your site to fit the requirements of search engines, and neither is it simply making a site that has good text content for your customers to keep reading and coming back to. It is not only about making a site that is easy to navigate, with good graphics and animation, or with good videos, software, wallpaper, and other things that are good for downloading. In fact, in this day and age where people are more conscious about the value of human communication, Internet marketing can be more about offline techniques than online techniques. People may be excited about meeting new people online, but they are thrilled no end with meeting these same people offline. There is nothing like personal interaction to get a real relationship going, so if you are planning to drive traffic to your site, you need to take a look at this dimension of human interaction as well. There are many different offline techniques that you can use to push traffic toward your site. You can create forums on your site, complete with moderators. A forum can allow your customers, potential clients, and website visitors to interact with each other. Such a forum can be a good place for people with the same interests to meet, hook up, help each other, and simply be good friends both online and offline. With the help of moderators, you can help people meet each other and give each other tips. These forums can be a start for offline meetings, which are often referred to, formally, as eye-balls, or EBs. An EB can be officially organized for your forum participants and members, and it can feature your products and services, and some free things that your participants and members might like. These free things can have your URL or your company name on them, which can turn your participants and members into instant advertisers for your company and website. Another offline method would be seminar organizing. You can organize a seminar around a topic that is related to your product, service, website, or company. This seminar can be for your forum participants, or it can be for professionals, or it can even be for government officials. Whatever the case, you need to carry out some viral marketing and get your name out there. If you think that organizing a seminar might be too much work, then you can also sponsor a seminar that is related to your website, products, services, or brand. If you do sponsor such a seminar, be sure to have things to give away, such as brochures, free product samples, or coupons. You can also have advertisements at the seminar site, such as banners, posters, or flyers. Another method is to advertise in print, such as in magazines or newsletters that are related to your website. Although this can be costly, it can be a good investment if you are investing for space in magazines or newsletters that have a wide readership. Just be sure to negotiate prices with the ad agent, and be sure to provide an ad that is attractive and uses its space efficiently. These are only a few offline methods that you can use when you are considering marketing for your website. With more technology, as well as a bigger budget on your part, you can probably have more profits in the long run.



Pay for Place: How Paid Listings Can Drive Traffic to Your Site

Internet marketing is not easy to carry out: you need to get a lot of things on your side, starting with money, outside support, your market, and all the facts related to your market. Why is all this important? Money, of course, drives the machinery that allows you to market your website, product, service, or brand. Outside support, where offline people make sure that you get online advantages, is advantageous if you want to move your activities offline soon. Market research is probably the most important aspect of your Internet marketing life. You will need to know your aims and goals first, even before you start marketing to anyone. The adage that no one loves you best except yourself applies fully here: you need to know who you are, what you aim for, what you want to do, and what and where you want to be, and long before you can expect people to respect you. When you know who you are, you need to identify your target market, and its size. Are you going after a large market, and marketing with a wide reach through a population of many different people, of many different ages, and in many different demographics? Or are you going for a narrow market, where you are going to market your products, services, brands, and website through a non-diverse population, perhaps of a single age, demographic, or interest? Whether you are casting a wide net or lassoing in your market, you need to identify its size and identity in order to market to it properly. So now that you know yourself, your products, services, brand, and website, along with your market, what else is there left to do? Why, apply your knowledge, of course! You need to do some Internet marketing that will play into your clients' whims and desires. You also need to engage in some viral marketing by getting your name out there. How can you do this? One way is through paid listings. A paid listing is where you pay people to put your URL on a certain list that is available online for people to search through. Another way to do paid listing is to offer paid listing on your site: you can offer, for a fee, a place in the paid listing to people who might be interested in advertising with you, or who might allow for reciprocal linking because you have listed them already. In other words, a paid listing will put your name out there on a list that people who need it will see. It pays to remember that in the web world, your URL is your identity. No one will remember what your website description is, what you call your different website sections, or what you say about certain issues. What they will remember however, is your URL, so if you can get it out there, especially on a paid listing, it will be easier for people to remember you. You can think about it the way you regard billboards: the more billboards you see, the easier it is for you to remember a certain product, service, or brand. Show too many billboards, and you can turn off your potential customers. Show too few, and you end up with a message that is forgotten even before it ripens. Put yourself on the right paid listing and avoid showing up too often. If you do not inundate your customers with images and URLs, you can also let go of the risk that they will ignore you. These are only a few aspects of Internet marketing through paid listings. For more information, talk to a paid listings provider, and work out your budget so that you can have paid listing added to your sources of profit.

Paper Still Rules! How Print Ads can Drive Traffic to Your Site

Internet marketing is now all about getting your name out an even wider audience. You can do this by mentioning your URL again and again in your forum posts or in your online group. You can also do this by showing off your software design prowess on your downloading section, where you can show your customers that you can meet their different needs. You can do this, yet again, by shooting an entertaining, informative video that will show your clients how credible you are as a seller and customer service-oriented businessperson. All these techniques are useful, and they are valid, but you also need a budget for offline marketing. That's right, a lot of the best marketing techniques for the online arena are actually being done offline. This is because a lot of the people who are on the Internet are also realizing how important human interaction is, and because a lot of these people are aware that the digital divide is not the be-all and end-all of relationships, whether for business, friendship, or romance. There are many things that you cannot decipher or know online, including how a person behaves and what a person is really like ? both of which you can find out only if you meet the person offline. This has also spelled a much greater need for Internet marketers to do a lot of offline marketing, in the form of seminars or symposia, primarily, which they can use to gather people. Once gathered, people can have more chances to know a company better, and a company can show off its URL as much as it pleases simply because it is responsible for the event at hand. The same cannot be done online when a company tries to propel itself for superstardom; hard selling techniques can be difficult to pull off successfully offline, and they can backfire terribly. So how can companies still succeed offline without sounding like they are trumpeting their own achievements? They can engage in print advertising. Despite the fact that many magazines are already online, print advertisements can still lead the way for many consumers because many people still don't stop reading print. Moreover, print advertising can be placed anywhere: newspapers, flyers, magazines, posters, and brochures, even books! Print advertising can still work especially since reading online for long hours at a time can be tiring; reading offline can actually be fun, so why not exploit this special feature of offline reading? Another advantage of offline advertising via print is that print ads can surely catch the eyes of thousands more people who will be reading the publication. Moreover, you can tailor the message route through which the advertisement will go. You can restrict placing your ad in magazines that cater only to your target market, or only in parts of the newspaper that you anticipate your target market will read. This is better than the wide net cast by online advertising, which can actually tax on your available bandwidth instead of helping you earn more. These are only a few special features of print advertising that you might want to take into account as you examine the different ways to promote your products, services, website, and brand. A print ad can be powerful, so make use of your space well and make sure that you get all the print and graphics that you need in order to make for an ad that will earn a lot without you having to spend a lot. For more information, do research on print advertising rates, and see how you, too, can be an Internet superstar even offline.



Get Scripted: How Scripts Can Drive Traffic to Your Website

Scripts are at the heart of internet operations and yet very few people know how they can be used to increase the amount of traffic they receive. This is probably because most website owners believe that scripts are too complicated and technical to be bothered with. 'Leave it to the experts!' is what most people say. However, don't miss out on this opportunity. Scripts can be a very effective way to drive traffic to your website and help you promote your business. What are scripts? Most of the stuff you find in the internet are electronic data. They can only be converted to actual materials if they are downloaded, printed or played. Since it will be impossible to manipulate stuff on the internet using manual means, it's important that tasks are electronically run and made automatic. Which makes scripts extremely important. Scripts are tiny programs that automate many of the tasks found in the internet. They rule many of the operations performed here, from keyword input to data entry to the ubiquitous visitor counter. They also perform many of the stuff we take for granted, such as make fonts and colors different, produce sound and motion and allow online interaction. Common script languages are ASP, Perl, PHP, CGI and VisualBasic, among others. How scripts can drive traffic to your website Scripts can be very useful for a site, depending on what they can do. Let's take a commonly used script called the referral script as an example. This script allows your visitors to refer a friend (or two) to you, usually for subscriptions or invites. What it does is it collects information such as the visitor's name, e-mail address and his referral's e-mail address. The script can then be programmed to send a notification such as an e-mail message to the recipient. This is the same script that works each time you receive an e-mail notifying you that a friend of yours referred some sort of internet service or product to you. Since the script was designed to cleverly make use of your friend's name, you will not treat the e-mail message as spam. You'll check it out and if it perks your interest, even click on the link to go to the website where the e-mail came from. As a result, the script caused you to become a visitor to its mother website. This is just one of the many scripts you can use to drive traffic to your site. There are others that function as form generators, link expirators and queue managers. If designed and utilized well, scripts can increase your popularity and give you the type of traffic that will make you the envy of other website owners. How to use scripts to send traffic to your site First of all, learn them. If not, at least understand how they work. You don't have to create them yourself, though because there are plenty of scripts available online that you can use for free or at a small cost. You simply have to copy the script and paste it on the appropriate location in your web page. Next, choose the script carefully. Not all scripts are created alike and while it might seem tempting to get as many as you can to use in your website, that won't guarantee that you'll drive traffic to your site. Instead, take a good look at your website and determine what type of scripts it will benefit from. For example, it would be useless to use a script that functions as a countdown if your website isn't doing any time-limited promotions and ad campaigns. Or if you're not using any forms anywhere in your site, why install a script that lets you generate fill-out forms? Choose only those scripts that will make it easy for your visitors to use your site and thus, drive good traffic to it. Otherwise, these little programs will just clutter your web pages.

Good Connections: Ways Social Bookmarks Drive Traffic to a Website

Once again, it has been proven that no man is an island when it comes to the internet. Thanks to social bookmarks, website owners and online entrepreneurs have found an innovative and highly efficient way to promote their businesses through electronic mass distribution. Social bookmarks have also become the avenue of choice for people who want to increase the popularity of their sites. Social bookmarks may be used to drive traffic to a website in three major ways: Through exposure In the internet, exposure is key to getting nearly everything ? an audience, a market and of course, traffic. Each time a visitor finds a website that he likes, he can use a bookmarking icon to vote for it. The catch here is that he 'can', not he 'has' to. However, this opportunity can spell a huge difference should a good number of visitors view a website. Let's say for example a website receives 1,000 visits a day. Out of these 1,000 people, about 100 give the site a vote by bookmarking the page. The figure may not seem a lot but it has the potential to expand exponentially. A hundred bookmarks means that your website was viewed by 100 people who thought it good enough to bookmark it. This gives the website a fighting chance to appear in a bookmarking site and gain even more exposure. Free promotion Once a website gets bookmarked by plenty of visitors, it can appear in social bookmarking sites. These are websites dedicated to showing only the best stuff ? best web pages, best stories and best websites. To be seen here, a website has to be voted for by plenty of visitors to give it a boost. Social bookmarking sites are not lonely archives where records of favorites are kept. On the contrary, they are active sites, with millions of visitors each day browsing to find the best stories about their field of interest. Anyone looking for an article on affiliate marketing, for example, will find plenty in bookmarking sites, with write-ups ranging from tips to grow an affiliate business to the pros and cons of affiliate marketing. Within a social bookmarking site, it wouldn't be long for a very useful article to get promoted. When that happens, the article itself becomes a natural beacon to drive immense traffic to a website. Best of all, everything is done free of cost. No need to pay for a service or hire someone to do some special work. Targeted traffic Another advantage of social bookmarks over the more traditional means to drive traffic to a website is that they can be used to find targeted traffic. This is the type of traffic which is more attuned to what a website offers since their interests and needs are exactly what the website is about. This is advantageous in many ways, particularly because it makes a website relevant to its traffic, nearly 100% of the time. An internet marketer who gets this type of traffic sent to his website knows that his efforts at marketing and promotion are not wasted on visitors who will not be interested or asked to participate. Do social bookmarks always work? The most common mistake website owners make when trying to drive traffic to their website is overlooking value. Social bookmarks are not perfect mechanisms. Just like any tool online and off, they only work perfectly if certain factors are considered. The most important of these is quality. In terms of content, structure and functionality, a web page or a website has to offer value to its visitors. Is it informative, useful? Does it offer genuine advice and recommendations? Is it fun and entertaining? Social bookmarks may drive traffic to a website but from there, it's the website owner's responsibility to make sure the traffic comes back.

Earning Your Popularity Through Social Media: Can It Truly Drive Traffic to Your Website?

So social media can drive traffic to a website. It's not a big secret. However, not everyone who tries this method succeeds. There are certain techniques that get lost in the excitement of a first appearance in a social media site. And therein lies the problem. With hope, strategy can get pushed in the sidelines. To find out how social media can drive traffic to a website, it's important that the nature of these sites are understood. What are social media and how do they work? Social media, by definition, encompasses a wide range of activities. In general, though, these are forms of communication and promotion that uses means of connection and display using different types of social groups. In the internet, these groups can include message boards, forums, blogs, video, audio, podcasts, images and wikis. Social media can appear as blogs, e-mails, instant messaging, VoIP, vlogs and other sharing functions. They can be used for a variety of functions, such as for reference, image sharing, virtual reality, social networking and file sharing. Some examples of social media sites are Google, MySpace, Digg, Del.icio.us, Wikipedia, YouTube, Flickr and Second Life. As you can see, social media varies and while their purposes may seem similar, no two always have the same functions. Google, for example, may be used to look for and view videos but it is still not utilized in the same manner as YouTube. So how do social media drive traffic to a website? There are several ways social media can drive traffic to a website. These include:

Exposure A website that makes an appearance in social media is not guaranteed instant popularity but it has the potential to grab attention and drive traffic its way. Let's say a website selling photographic images submits one of its images to a social media site like Flickr. Provided the image is tagged using targeted and relevant keywords and offer enough quality, it can find its own audience there. If the website owner provided a backlink to the website where the image is sourced, viewers will find their way there through the image. Using just a few strategically placed text or button links, a simple image can drive traffic to a website by getting viewed from a social media site. Popularity Social media are known for making superstars of websites and the personalities behind them. Just review the kind of hype people who appeared in videos through YouTube have received. By giving a website a boost and a chance to shine, social media can be used to effectively drive traffic to this site. As more people get to view it, vote for it and recommend it, a website can begin enjoying a surge in popularity. It shouldn't be long until it starts enjoying a good number of hits.

Relevance Another way social media can drive traffic to a website is by allowing it to appear due to relevance. Google, for example, lists websites and web pages depending on their relevance. A simple keyword search may produce numerous entries (some even reaching the millions mark), depending on the subject. Since web pages are displayed according to their importance, all a website owner has to do is to ensure that their page appears on the first page of the results list. A semblance of reliability and respectability Social media can be quite finicky but it can also be exclusive and protective. People will often gang up on a web page or website that doesn't deliver on its promise. Conversely, they will also tirelessly promote a website that they like, without even getting paid for it. Once a website receives the approval from members of a social media, it would have earned respect. Since the site will be viewed as trustworthy and dependable, it's only a matter of time before this results to a good amount of traffic, majority of whom will be a targeted audience.

Ways to Decrease the Bounce Rate of Your Website and Keep Your Visitors Coming Back

As if keeping your website fresh and unborin isn't enough, now you also have to worry about its bounce rate. These days, it's not good enough that visitors actually drop by to view your site. To make sure your bounce rate stays good and low, your visitors have to stay awhile, browse and click on your links. So what do you need to do in order to decrease your website's bounce rate and keep your visitors happy? What exactly is a bounce rate? A website's bounce rate is determined by the number of visitors that visit your site and then leave without touching any of your links. They might have found your website through a search engine like Google, for example, viewed one of your pages and then left. The bounce rate is also referred to as the percentage exit. What's a good bounce rate for a website? There is no exact figure here but according to Google's Avinash Kaushik, a bounce rate below 20% is what you should go for although it can be extremely difficult to obtain. He further stated that website owners should take care that their bounce rates don't go above 35% and should begin making serious repairs once the bounce rate reaches 50% and over. Based on these recommendations, a good bounce rate must be between 20% to 30%. How can the bounce rate of a website be decreased? The effort it takes to stay on top of search engines should be the same effort used to decrease the bounce rate of your website. It all boils down to analysis, actually. To bring down your bounce rate figure, here are steps you can do: Determine which pages have the highest bounce rates. If your bounce rate is high, it doesn't mean that you're always to blame. Some web pages are just naturally prone to higher bounce rates. This is because web pages contain different types of content that appeal to different types of visitors. Some visitors, for example, may not really be part of your website's regular traffic. They may have arrived at your site to search for a topic or to obtain information for research and have no intention of sticking around. There are also some who might have followed a link from another site and have come to one of your pages to check it out. Don't consider a major rehash of your website if there are only a couple of web pages that prove to be problematic. Write quality articles. We know it's been said before but it's almost impossible not to overstate this tip. With quality articles, visitors to your site will stick around to read your write-up to the very end. If they like it, they'll want more of it and will be more likely to click to your links to check out what else your website has to offer. Write serialized articles. So you have a list of 101 good things to do on a summer's day. Don't give this list in one whole page just yet. Give out the first 10 in a write-up today and then provide the next one tomorrow, the third the day after and so on. That way, anyone who comes across your first write-up will have to come back for the next one. You can effectively decrease the bounce rate of your website using this method. Keep it short. If you have a really great article, don't post it in full text on a web page. Provide the title, a short description or the first paragraph of your write-up. Then use a link below that visitors can click to if they want to read the rest of the article. This trick will work even if your visitor just dropped by to do research on the particular topic your article covers. Don't forget your old posts. To further decrease your website's bounce rate, write future articles that reference your previous ones. Include a link in the new write-up that visitors can click to. They will then have to view a different page in order to fully comprehend the ideas presented on your new article.



Ways You Can Drive Qualified Traffic to Your Membership Site

Maintaining a membership site requires constant supervision. Even after you've reached a point where your site is stable enough to give you a little breather, you still have to be on the lookout for anything that might impact it negatively. However, during its initial stages, your most important concerns will be centered around the challenge of driving qualified traffic to your site. After all, a membership site is all about qualification and qualification requires a good fit. Driving qualified traffic to your membership site Ready to meet your new members? Here are steps you should take to find qualified traffic and send them to your site: Have a solid plan. It's all about structure and procedures. Being too spontaneous about the way you run your membership site might backfire in the end. Determine the type of traffic you want to market to and write down your plans on how to get them. Always provide a Plan B, in case things don't turn out so well. Again, it's about procedure. If you have a solid one in place, it can cover for any glitches you might encounter later on. Prepare a convincing ad and a commanding landing page. There are two gatekeepers that you must focus on improving when you're running a membership site. These are your ads and your landing pages. When you put out the word out there that you're offering memberships, your ads must be powerful enough to bring in the right kind of traffic. Once they've come in, your next step is to convince them that they came to the right place by setting up a landing page that will pull them in, no questions asked. Try to ensure that your ad campaign is highly targeted and that it leaves no doubt as to whom you're marketing to. The logic here is quite simple: if you're running a school for ballerinas, why put out an ad that will attract flamenco dancers? Make sure that when a prospective member arrives on your landing page, they know immediately that they're supposed to be there. Design a specific e-mail campaign. Let people know you're putting out invites for your membership site. Advertise. Write an e-mail message that leaves no room for doubt about your purpose. Craft your headline well and make sure anyone who receives your e-mail will know right away whether or not it's right for them. Hook up with the right channels. If you belong to one big industry, you're in luck. There are plenty of resources online that you can use with which to advertise and drive targeted traffic to your membership site. Look for industry-specific sites, blogs, community sites and social bookmarking sites. Most of these sites will allow you to post your invites for free but there are others that will charge you a fee. Determine if the cost is worth it. Otherwise, stick to the free resources. Optimize your site. Strengthen your campaign to appear in the top spots on the results pages of search engines. You want to be noticed so you'll have to make it a point that your website is relevant. That way, anyone searching for memberships related to what you have to offer will find you immediately. Offer something for free. Another effective way to drive qualified traffic to your membership site is to provide freebies. They don't have to cost much ? use free articles, e-newsletters, ezines, reports, advice, etc. Design these 'gifts' in such a way that they become industry-specific. That way, you only get to give them to qualified traffic who will be potential leads.





How To Drive Traffic To Your Site Using Videos

Since the conception of the World Wide Web, or most commonly tagged as www, it has been used to serve various purposes for people from around the globe. While most people use it to promote certain product or services that the individual or a group tries to advertise, posting of matters of personal interest to the developer, or if simply used as a tool to disseminate information, it has proven its worth over time. A website may be organized into various functions. This includes the following: ? Personal ? Non-profit organization ? Commercial ? Government Below are some tips on how to drive traffic to your site for various purposes:

1. When websites or blogs are used for business purposes: One of the most common reasons for setting up websites is to promote a certain product or service. Mainly it contains the history of the company, a list of the product or services being offered and its highlight features, the rate, and other matter of importance in product or service awareness. Adding up links that is related to the nature of the business is a good attraction and would sure contribute in adding traffic to the site. Also, using videos can contribute much to adding traffic. There are various sites that offer free video postings such as Google, YouTube, Revver, Blip and a lot more. For example, posting an attention-grabbing type of ad in YouTube about your business, under a common category that is usually one of the most searchable items on the net, could increase its popularity and eventually traffic to your site.
2. Site is used to post matters of personal interest to the author Blogging for most people had been a medium to post diary-like entries about themselves. By adding up videos tagged under a common or searchable category, this would likewise increase traffic to the site. The stated videos may be made by the blogger or individual themselves. Others enlist the help of professionals in making the same, that and the best possible venue on where to strategically place it. Videos are an integral part of most blog, for usually it is what drives traffic towards the specific site. Below are some tips on how to maximize the use of videos:

1. Create searchable tag under the video file
2. Make the video a creative one, something that could draw attention by itself, if not about he article inside the site
3. Update the video links, or add up videos that are timely. For example, videos pertaining to the coming holiday season might be appropriate when discussing the weather or tips for the coming occasions.
4. Be sure to make or add up videos that are not too offensive in nature, and that would draw the attention of the majority of possible readers.
5. Videos should be attractive to almost any age group. If this can not be the case, make sure to have several that could cater to a specific group.
6. Still, make sure to not overdo adding up videos or links to a video that is connected to the matter inside the site. Wherever these videos are posted, the most common attraction-drawer is if it done in a classy, if not funny way, that hits the target point-blank. That and the manner of how it is presented would make or break the benefit of adding up one.



Bull's Eye! 5 Ways to Drive Targeted Traffic to a Website

There's traffic and then there's targeted traffic. So what's in a name? Plenty, especially if you're concerned about ensuring that your efforts at attracting the right visitors to your site are not put to waste. Although this might not matter to a website that promotes a general appeal, it means a lot to websites run by internet marketers and business owners. Stop wasting your efforts right now and begin driving targeted traffic to your website. Here are ways how: Determine your ideal traffic. Demographics matter. If you're promoting content for twenty-something yuppies, for example, you might waste time trying to market to work-at-home moms. Decide on which group of site visitors will appreciate what your site has to offer. Know what you want your visitors to do. Do you want them to join your site as members, vote for your site, buy your products? If you know who they are and what you expect of them, you'll find it easier to persuade them. Decide on the method of traffic generation you want to use. When it comes to driving targeted traffic to a website, you have two choices of methods ? online generation or offline generation. Online traffic generation refers to the techniques you use for attracting traffic using the internet. This can include e-mail campaigns, banner ads, click-through ads, text links, SEO, article writing, etc. Offline traffic generation is the type of method that involves the use of traditional activities and materials. This can include classified ads, sticker ads, billboards, flyers, brochures, use of business cards, use of traditional media such as TV and radio, fairs and exhibitions. Each one has its own advantages and disadvantages, depending on what the nature of your website is, how much you're willing to spend and what you're willing to do. Which one you use will also depend on who your targeted traffic is. Design an unquestionable ad campaign. By 'unquestionable', we mean something that presents your recipients a clear idea of what the campaign is about, why they are being targeted and why they will like what you have to offer. Leave no room for doubt when you're promoting something. Don't lead your readers on just to find out at the end of your ad or e-mail that it was meant for somebody else. Don't waste their time and yours on this useless endeavor. Allow your website to get bookmarked. Encourage your visitors to give you a hand by placing a bookmark button on each article that you post on your website. If they like what you've written, they can give it a vote. A good number of votes can send your web page to a popular bookmarking site, where it will be easier for your target audience to find you. Use specialty groups. Search for news groups and forums that cater to a specific group of individuals, particularly those whose interests are related to the main subject of your website. If your website is about organic farming, for example, you won't find your targeted traffic in a site catering to gamers and UFO enthusiasts. Look for categories that are related to your site. Use websites and membership sites that allow you to participate in a discussion and offer advice, while at the same time promoting a link back to your website. You can be sure that whoever clicks on your links will be highly targeted traffic and not just some guy who happened to find your site by accident.



The Road to Conversion: How You Can Drive Traffic That Converts

If your website is one of those that have been enjoying consistently immense traffic, don't attribute it to luck. Luck has absolutely nothing to do with what hard work, good marketing and great timing produced. Now, the question: does this huge traffic of yours convert? Because if they don't or do so poorly, you might be wasting an incredibly big opportunity that most other website owners only dream about. A reason for conversion There are two major reasons why traffic converts and it will do you well if you try to understand how these will fit in your set-up. First, visitors to your website were driven there because they felt the compulsion to participate in an interactive activity or complete a particular transaction. These are the type of traffic who were driven to your website because they found your link or ad interesting. They also have the intention of converting their presence. The second reason that traffic converts is that visitors to your website are fully satisfied with what they find. Whetting their appetites can increase their expectations (and if you're really good at it, their needs). If your website delivers, your traffic converts. Converting that traffic Now that you know why some traffic converts and others don't, you can begin taking steps to ensure that you increase the likelihood that visitors to your site will complete the cycle of transaction. Here are ways how: Identify your market. You'll need to know which traffic to target in order to effectively persuade them to convert. If your market is composed of babyboomers, for example, no amount of cajoling, bribing, even begging will make traffic composed of 12- to 15-year-olds convert. If you can identify your ideal traffic, you will be better equipped to understand what they want and what they're willing to do to get it. Take a look at the keywords they used and how they arrived at your site. Identify your site's strong points. If you want to know how to drive traffic that converts to your site, find out first what brings traffic in the first place. Is it textual content? Images? Your lively forums? Your useful advice? Is it your unbiased product and service reviews? The more you understand what makes your website appealing, the better you'll be able to design ads and links that can convert your traffic. Move in relevant circles. Why sell crabs to someone who wants chicken? Take a good look at your goals and determine how you can use your website to fulfill them. Do you want increased membership? Do you want people to participate in your surveys? Do you want them to join your affiliate program? Do you want them to stick around and click on your links? Once you've determined what your exact wants are, look for sites and internet communities that have the same interests. If you want to find traffic that is interested in your fishing articles, for example, find them in sites, forums, boards and blogs that promote angling. Emphasize the benefits. If you want to drive traffic to your site that converts, always keep your eye out for the bottomline. At the end of the day, your visitors really want to know what's in it for them. Sure, they'll throw in the occasional charity by giving you a boost once in a while but they won't want to do this for long. Whatever you do in relation to your website or business, always design your plans and promotions in such a way as to underscore their relevance and advantages. The more visitors see the usefulness of your website, the more you'll succeed at driving traffic that converts. That way, everybody wins.



Want Traffic? Tips for Driving Traffic to a Website for Internet Newbies

So you're new to the web traffic game. That's good. That means you're ready and willing to take on the internet one visitor at a time. What's more, you're reading this, which means that you have every chance to make the right moves and avoid the most common mistakes that website owners before you have made. Want really good traffic to your site? Here are things you should do: Know what you want. Don't make the mistake of putting up a website just because. That's no way to survive in the internet. Unless you're planning on using a blog just to let other people know how you're feeling, make sure you know exactly the reason why your website exists. Is that a blank stare I see? Let me explain. Websites exist for a couple of dozen reasons. Take your pick. Do you want to run a business with it, such as sell or buy stuff? Do you want to put up a blog you'll monetize later? Is your website something you put up for a good cause, like a charity? Do you want to set up a membership page? Do you want to publish an ezine or e-newsletter through your site? Determine first what you want your website to do so you'll know exactly who your preferred traffic will be and how to drive them to your website. Know your traffic. Next, write down the demographics of your traffic ? age, location, background, interests, spending habits, etc. It's important that you know who your desired traffic are and how they behave so you can design a website that works to your advantage. Optimize your web pages. Search engines can be your very good friends if you know how to please them. This is why you should take time to understand what SEO is and how it can work for you. SEO is search engine optimization, which refers to how your pages are designed in a way that will get them listed in the search engines, such as Yahoo!, Google and MSN Search, among others. Getting your web pages optimized means more people will find you on the web. By using keywords that are relevant to your website, visitors can perform a search using a search engine and your website will appear in the listing. The higher you appear in the list, the more relevant you are. Since more people will click to your site link due to your relevance, you can effectively drive traffic to your website easily. Offer quality. You don't have to pay for a service that will promote you just to drive traffic to your website. You're a newbie. Use your fresh blood and enthusiasm to create a website that is a great source of information, data, news or entertainment. Although having your site optimized will do wonders for its popularity, no amount of SEO will hide the utter lack of appeal that a badly maintained website has. To drive traffic effectively to your website (and keep them coming back for more), provide useful, quality articles and stories. Sure, you have to make sure they're optimized but that's no excuse for not producing articles that are entertaining and useful. Your visitors will trust you more and you'll be able to build a good reputation over time. Use the same quality standards to whatever it is that is found in your website ? discussion boards, forums, advice, images, audio files, products, services, links, etc. The more value that your visitors will find in your site, the more they'll come back to it. Better yet, they will also be more likely to promote your website to others. You get free promotion just for offering excellent content and still get to increase the amount of traffic that visits your website.



How To Drive Traffic To Your Site Using A Blog

Blog is short for "Web Log" in which data or entries are written usually in chronological order. Topics or subjects may vary, it may be in a simple diary form of the blogger, a commentary of some sort, or simply a space for advertising a certain product or service that is of personal interest to the blogger. Although blogs mainly contains texts, some include videos and/or images that could further enhance the visual impact of the site. Types of blogs include categorizing it by media or by device.

1. A media type of blog can be comprised of the following: "Include links to various websites. This is usually called LINKLOGS" "Contains sketches, most commonly known as SKETCHBLOGS" "Composed of various photos, this type is called PHOTOBLOGS." "If it contains videos about certain topics, then it is called a VLOG.

2. A blog of the device type is defined as to what type of device it is composed of. There are various blog search engines. These include Bloglines, Sphere, Technorati, BlogScope, Amatomu and IceRocket. And how can an individual drive more traffic into his or her blog? This can be achieved by following some of the simple tips below: "If one would like to include photos, post it on flicker." "Choose topics that could be timeless in nature." "Write about the general interest of the masses, but also;" "Write about matters or topics that are generally appealing to only a limited few." "Make the articles funny and attention-grabbing" "Make posts on the blog during weekdays since there are more readers during these days, but;" "Also write new posts on weekends since few bloggers post new items on these days. In short, try to make new write-ups almost everyday." "Deviate from trying to make comments about anything." "Adding links to your article is good, but do not overdo it. Limiting it to at least tow (2) per paragraph would be good enough to serve its purpose." "Add ads that are somewhat related or is relevant to the topic being discussed. If it is better than the article itself, much preferred. Traffic might increase, even if only for the ad itself, it's up to the individual's post then to hold unto that attention for a longer period of time." "Try not to focus on one topic for long periods of time. Just long enough to thoroughly discuss it, but short enough to hold unto the attention of the reader for a specific period." "Educate yourself about your preferred topic. This would make an individual an expert of some sort, making the posts more believable." "Try to think of a topic that has not been blogged about before, and then encourage others to write about the same topic." "Write something about Google." "Do write about blogging" "Make it eye catching, though do not overdo it. Pay specific attention to the font being used, the background, and the number of ads posted." "Give due credit to those who had provided assistance, or those who simply inspired the individual to embark on the topic." "Edit and proof-read the posts a number of times before the actual posting.

How To Drive Traffic To Your Site Using Paid Reviews

The World Wide Web, or most commonly tagged as www, is home to a host of venues that cater to various interests. Accessibility wise, majority of individuals from all over the globe has access to an Internet connection. That and the mere fact that it can also be reached via one's cellphone or a LAN add up to its popularity among people of all ages, most especially to tech savvy who prefer mobility. Websites or blogs on the other hand are created to serve various purposes. This can be any of the following:

- To promote a business. When the entrepreneur uses the www as a medium of information dissemination about the product or service that it offers, he or she is presented with various forms on how to introduce it to its target market. Usually, such sites contain the company's history, rate, and specific highlight features of the product or service that it offers. The manner of presentation is an integral part in attracting consumers and in establishing the image it wants to portray to their target market.
- To create a blog about a specific or varying interest of the blogger with the intention of sharing his or her thoughts to other individuals who might find it valuable too. These blogs may be a simple diary-like entry about personal happenings, a documentary of some sort, or used as a simple space to air out one's thoughts or knowledge regarding a specific topic. To keep the interest of the readers, the blogger need to keep the length of posting about a specific topic long enough to thoroughly discuss it, but short enough too to hold the attention of its readers. Thorough research about the topic is needed to emanate an aura of expertise regarding the matter being discussed. Otherwise, the reader would realize that they are being led in circles and loose interest on it. On the other hand, there too are various ways on how to increase traffic unto your site. Increase in traffic is beneficial for it would determine the popularity and searchability of your blog or site.
- Through the use of various links. Indicating at least 1 or 2 links every few paragraphs might aid in increasing traffic.
- Using of videos through paid or its free-type counterparts such as YouTube, Blip, Revver and a lot more, posted unto different venues, may likewise yield the same effect.
- Through paid reviews. Paid reviews can be one of the most efficient ways of driving traffic unto your site due to the following reasons:
 - By paying for the services, an expert in the field would determine the best possible way of presenting the review. This is typically advantageous for amateurs who still do not know how to start or select the best possible venues of posting such reviews.
 - One is handed with various forms of presentation. Unlike when working alone on your video, services or paid reviewers know the right of choice of words that could grab attention.
 - Proper choice of words, determined by past experiences and people's reaction towards the same is detrimental in it's effectively. Professional service providers had hands on experience on what suits what on specific matters. Still, concerned parties must be prudent enough to know that they get their money's worth for the service being offered by making a little research on the basics of engaging the help of paid reviews.



How to Improve Pageviews of Your Site

Increasing traffic running through your site is one thing, but getting a good number of people to stay and actually view what your site has to offer is another. If your site is all about routing traffic to other sites that you're advertising, then you won't really need to worry much about your pageview count. However, if you're running a website whose purpose is to get people to stay and view your content, then you should focus less on getting traffic to simply run to your site and focus more on the number of people actually willing to see what you have to offer. Here are some pretty simple tips to follow. Keep your material fresh - the need for quality material in a website goes without saying, but unfortunately most people seem to forget this simple fact. Unless your website has real substance to it's content you'll find people unwilling to stick around. Aside from writing your own articles with an eye towards quality, you can also try and look for reliable article providers with solid pools of ghostwriters who can make decent material for you to use. If you have some decent talent at writing you can just edit these articles to suit your site's flavor. Keep your site navigation user friendly - one good way to kick up your site's page views is to keep it's navigation functions very easy to use. A highly visible search button is one very important feature, and of course links to your major section pages have to be displayed prominently. Some people make their site navigation clunky on purpose on the mistaken belief that people viewing their site will be forced to jump all over the place trying to find their way around, thus increasing page views. However, this actually leads to people dropping out of a site the instant they find that the navigation is garbage. I know I do. Minimize on the bling - another common mistake made by a lot of websites is to put as much flashy-glowy stuff on their site as possible to act as eye catchers. This is usually to cover up a lack of any real substance to the website's materials. It's rather akin to a car that has far too many decals, a spoiler, flashy rims, oversized muffler, etc. but having a substandard engine. Minimize on the banners and animations on your site, and give people things they can USE on your site. Highlight the important details - increasing pageviews on your site is made easier when you highlight the most important sections of it and present them on the main page. This not only makes it easy for people to navigate your site, it also offers them a quick overview of what you have to offer at a glance. Granted, this will not work if your website's contents are lackluster to begin with - in which case refer to advice #1... Make your site interactive - lastly, one very good method to increase your pageviews is to give your viewers a chance to do things on your site for themselves. Things like having a "suggestions" portion, or active forums on your site where people can interact, will make them know that they have an actual say in how your website works. This gives them a sense of belonging that can encourage them to come back repeatedly.



Retaining Traffic from Social Bookmarks

Social bookmarking is a method by which people share lists of their favorite sites with each other. It works pretty much like the personal bookmarks of favorites that most people have on their computers, except that the lists of websites on social bookmark sites are public access, with people leaving their lists of favorite sites open to all users. They can also choose to restrict access to certain groups of users, and even categorize their favorite lists so that people of specific interests can find what they need faster. Having your website on a social bookmark site can generate quite a bit of traffic to your site - but you have to be able to keep new people's interest if you want to do two important things: keep them coming back to your site for more, and be likewise added to THEIR favorite lists so that even more people can see your site. Here are some simple ideas to help you along those lines: Update your material often - bringing in fresh new material in the form of articles, updated graphics, events, etc is a good way to keep people coming back. If after several trips to your website viewers find that you still have the same old stuff their interest will start to drop off. You don't necessarily need to strain your creativity to the breaking point to do this either; there are tons of online options you can use to get new material, ranging from pools of freelance writers, programmers, and graphic designers, to premade customizable programs simple simple online games. Know what your viewers want - always keep an eye on which sites bookmarked you. This will give you a fair indication of the hobbies and interests of the people who added you to their favorites list. Social bookmarking sites also usually give their contributors the option to categorize and even leave comments about their favorites, so you shouldn't simply assume what they want based on the nature of the social bookmarking site in general - do a little digging. Once you have a better grasp of why you were added to their favorite list and who they chose to share your site with, you can tailor your content to give them more of what they want. Interaction is crucial - there are three main forms of interaction you should try and provide in your site. The first is to give your viewers a means of interacting with you and your site directly, whether in the form of surveys, idea lists, contests, and whatnot. This gives your viewers a sense of ownership of your site. The second form of interaction is from you to your viewers. Always let them know that you are there and it's not just a program you left running to make you money automatically while you go off somewhere else. Lastly, give your viewers the chance to interact with each other. This is extremely important especially for customers who went to your site via social bookmarks. They will have to feel at home on your site, and there's no better way to do that than to give your kindred spirits a chance to chat with each other and give each other advice and opinions. Make it worth their while to bring new people in - keeping your community growing is a great way to assure continuity of traffic to your site. To this end, you can set up reward systems, with contests or referral programs to encourage your members to bring new people in. Be careful what you offer as rewards though, as this can cost you a bundle if you're careless. Instead of direct cash, its always a better bet to give away things like discount coupons for your site (which increases your sales) or promotional items like T shirts or mouse pads (which act as marketing aids).



Tips for Using online Directories to Get More Traffic

Free online directories are a fast and easy way to get people to come and visit your website. However, it's not as simple as getting links to your website splattered all over the internet. Some people think that getting their links shotgunned far and wide guarantee success, even to the point of using viral marketing programs - tailored viruses which replicate banners and links for a certain site and spread them whenever and wherever possible. This approach leads to disaster. When using directories, there are a few simple tips you should remember to keep your presence known without getting a negative rep. Volume means coverage, not spamming! - this is one mistake a lot of people make - usually the lazy or unskilled ones who also happen to possess no people skills or planning ability. one marketing tactic is to get your presence spread as wide as you can - this is true. However, some people tend to take the spamming approach, and believe me, there are very few things on the internet as annoying as a spammer. When placing your website links on a directory, place one discreet entry per directory you can get access to. I repeat, ONE. Some people think that slapping ten or more different links to various pages on their site into one directory will get a lot of people. It just makes people irritated. If this is what you're doing, stop being a lazy underachiever and find a lot of DIFFERENT directories and get a link into each one. ONE link apiece. Yes, I'm repeating myself. Spammers annoy me. Selective posting is the key - it's not just about getting your links into every directory you can get your hands on either. Different directories have different topics and fields of specialty. Prioritize getting your website's links into the directories which are all VERY (not vaguely!) related to the topics you host. There's no use placing a link to a golf website onto an extreme sports related link directory. I'd have to assume there are SOME extreme sports fans who play golf, but what are the odds of that? Unless you happen to be talking about a new sport involving kicking people with golf shoes on, and aiming for people's heads with the ball instead of into a puny hole in the ground. That might work... Know the directory rankings and their criteria - different directories work different ways. Most will simply list their links alphabetically, and by criteria. The really good ones will have ranking systems though, and these will be through several different ways. Some have forums and rely on user feedback. Others have a team of website reviewers and critics who look at each entry in their directories and rate them. Still others will base it on the number of hits and pageviews the website has received. Whatever the case, study the criteria used to rate the different links in the directories, and do what you can so improve your rankings. The higher you are up a list, the better the odds people will notice you. These three simple tips should allow you to improve your reputation and get more notice for your site on the internet. Granted, they're not as easy as they sound - they take hard work, effort, and alertness to keep up with the latest trends and changes in the directories. Which is why the lazy people usually just resort to spamming and automated programs... and usually get blacklisted from various directories as a result.



Getting More TRaffic by Using Online Forums

One free way you can get more traffic to your website is through the use of forums. Naturally you'll want to visit forums related to whatever the main nature of your website is about. This can be as narrowed down as visiting forums dedicated to special interest groups, to as diverse as visiting ones that are "general" in nature and only vaguely related to your site to help promote not just the site but interest in the niche it fits into. Whatever the approach you choose, here are five simple tips to follow. Sharpen your people skills - forums are all about people. Unlike working through impersonal mediums like ad/banner postings and online directories, promoting your presence through forums means you'll be interacting with people on a constant basis. This means that your communication skills have to be pretty sharp to get your points across and make a favorable impression on people. This isn't just a matter of proper grammar, but of proper attitude as well. Know what people want - this is a key marketing focus that most people sadly forget. In their excitement over promoting what their site is about, they forget to see what the site can actually DO for the people visiting them. Instead of shooting off at the mouth about the tons of research and work you had to do to get your site and it's products/subject up, you should focus on listening to the people on the forums, find out what they're looking for and want, and THEN offer your website as a possible solution to their needs. Research your topics - this is another mistake commonly made by people on forums. Before spouting off about a topic make sure that you know what you're talking about. Starting a thread about a subject matter only to have a REAL expert punch holes in your erroneous facts makes you look like a fool, and can destroy your reputation especially if you take criticism negatively. Be sure to state facts only if you've studied them well, and if you're venturing an opinion or theory be sure to mention that it's a theory and don't claim it as Gospel Truth or you're asking to get shot down. Avoid spamming and flaming - on the note of diplomacy, be sure to avoid two things on forums: spamming and flaming. Spamming is when you repetitively post about a certain topic. Granted you're there to promote your website, but if you make several topics all related to it in an obvious bid to get people to notice you, odds are most of your threads will be locked for spamming. And no one likes spammers. No one. Not even their mothers. Flamers are even less liked, as a flamer is a person who, for no reason whatsoever other than perhaps a deep-seated insecurity and need for attention, insult and harass other people on the forums and make disparaging comments constantly. If you don't have anything useful or polite to say, then keep quiet. If you're a flamer and don't like that policy then go shoot yourself before someone else wastes a bullet on you. Try to get bumps and a sticky - lastly, be familiar with the forum terms bump and sticky. Stickies are rare - they are when a forum moderator likes a post so much that he or she permanently assigns it to the top of the topic lists along with the other stickies. People new to forums generally visit stickies first. If your topic is an especially helpful one, it MAY get stickied if the forum mods like it. Bumping, on the other hand, is simply having people post on your thread. Basically, forum threads with the most recent replies to them are "bumped" to the top of the lists on the forums where people can read them first. You should avoid "bumping" your own threads - let other people do it for you; this is where people skills come in.





Free e-Courses and Driving Traffic to Your Site

People can't resist something free, although a lot are now wary about them because there are a lot of viruses and spyware coming along with it. But if you can assure absolutely clean and free stuff, there's no telling how many people will go to your site for a visit. Free e-courses are the things you can capitalize on. E-courses could be in the form of one-on-one online instruction or a detailed correspondence with your student. All you really have to do is to make sure that each of your students will learn everything from you and your site as they go along. There are a lot of Internet newbies everyday. You can start with the basic stuff and you can still expect people flowing in. And even though many people know how to surf the internet these days, not all of them has any idea about the deepest secrets of the web when it comes to making money online, saving from the stuff they buy, and even making their own website. Of course, if you can offer complex lessons like graphical web design, HTML programming, Java Script, and e-book making, that's going to be better. For sure, there are a lot of people who want learn all of these. And if they can obtain that knowledge for free, just watch how many other friends your students will bring along to your site just to avail of your wonderful offer. If you have some good knowledge about a certain concept, it is best that you use that to teach others. There's no greater learning you can impart with others other than what you currently have. Besides, if you really love that concept you are teaching, the passion will show off to your students. You can also try to learn an e-course yourself. The internet is so full of them. Just do a search and you should be able to find all the e-courses that could interest you. Of course, not all of them are going to be free. So you might need to invest some time and money for you to learn. Don't worry. You'll get the returns of your investments in time. And it will be in the form of great traffic to your site. In order to successfully provide e-courses to your site with the aim of increasing traffic, it is important that you build your site in such a way you have an impeccable communication system. Your official email account should always be working, your site should be up almost 100% of the time, and if you can add forums, chat, and other modes of communication, that's going to be better. A free e-course is definitely a good way to direct traffic to your site. Just be sure that you promote the e-course in different places, especially in the many well-populated sites. You might need to spend some in advertising. But until you can truly afford some investments, settle for free mileage like advertising in forums, sending newsletters, or promoting the course on free advertising sites. With the right groundwork, your site should have multitudes of traffic, which you can use for a number of things. The more traffic you have, the better return on your investment will be. And the higher chances that you'll earn a lot from your visitors.



8 Tips on How to Use Free Ebooks to Drive Enormous Traffic to Your Website

Creating your own ebook is not an easy task but consider creating one for free nonetheless. It may seem like an act of insane generosity at first glance but there's a method to this madness. With the right techniques, one free ebook can help drive enormous traffic to your site. Tip #1 Be sure you are using the right keywords for your website. The keywords "free ebooks" are among the most powerful generators of website traffic. People love to get things for free and if they find out you're offering a free ebook in your website, they'll definitely come and visit. Once they get there, it's up to you to make the most out of their visit. Tip #2 Set conditions for people to comply with before you let them download your free ebook. It doesn't mean you're making it harder for them, but rather, you're just maximizing on the opportunity provided by your free ebook. You may, for instance, require them to provide you with your email address before they can download the ebook. You must of course be honest with what you'd do about it. Be clear that you will only use their email address to contact them about updates on your website and that you won't share their information with other parties. Tip #3 Establish short-term agreements with other ebook authors. You can write a review for them on your website, with the said review containing a link to their website and vice versa. It's all about give and take! Tip #4 Promote your ebook in all possible places. You can talk about it in forums you frequently visit and participate in, blogs you commonly visit, other websites you can submit entries to, and anywhere else that gives you adequate space to talk about your free ebook. Tip #5 Change the signature in your email to one that will invite readers to visit your website so they can avail of your free-ebook offer. Because you're offering something for free, people are more likely to respond to it than any other invitation that does not mention those two magical words: free ebook. Secondly, using it as your signature will eliminate the possibility that you'll forget to include the invitation in your email. It will always be there because the signature is part of your email template! Do the same with any other systems that require use of signatures. Tip #6 One part of your ebook should contain an interesting anecdote as well as a link to your website. This must also contain essential information about the main topic of your ebook. Use this as an excerpt. People who read it will not only have a taste of your free ebook but also get to see the link to your website. Tip #7 Insert the URL of your website in all possible places of your ebook. This should be done without destroying the coherence and flow of your writing. You want readers to remember that you have a site they can visit to without making it so obvious! Tip #8 Create podcast discussions about your free ebook offer and of course don't forget to mention your website link. Create the video version and upload it in You Tube. Follow all eight tips and you're sure to find the traffic to your website soaring high!

The Right Way Of Using RSS Feeds For Traffic

Blog sites are the trend of today. More and more people are switching to this type of a website as they are easier to use and maintain. The main pull of blog sites is that fact that it is highly dynamic. Blog site owners can maintain their website using the regular browser interface. They don't need to learn HTML or any other complex scripts and programming languages. But the breakthrough of blog sites is really RSS feeds. By concept, RSS means syndication. It works this way: a person goes to your site for a visit. He or she got really interested in what you have and what you are talking about and opts to be subscriber. To become one, the visitor has to syndicate your site so all new posts and changes to it are fed into his or her RSS reader. This means that each and every subscriber of your website can see the new things you add to it in almost an instant. And because the link from the feed is live, they can simply click on that and your website will show up in a new window, fast and easy. You now have repeat visitors to your site. RSS feeds are the way to maintain subscribers to your site. With it, subscribers will never forget about you. And you really need not do anything special to get to them. Everything works automatically. All you have to do is to update your blog site on a regular basis. The RSS feeder would be the one to do all the hard work for you. After updating your site and writing new interesting posts, just sit back and relax and watch visitors flowing in within minutes. Static websites, which are the regular ones created with html software like Microsoft FrontPage, can't be syndicated. People would yet find a way to infuse RSS feeds into static websites. Right now, only blog sites will work with RSS feeders and readers. One of the more popular RSS feeders today is FeedBurner. Google recently acquired it so you can rely on its power and capabilities. And if you use it with another Google product like Blogspot, you will surely get twice the benefits. But of course, Google is just another player in the web. There are loads of RSS feeders and readers out there provided by different internet giants. Some even work better than Google. Blog sites, when updated regularly, are very easy to optimize for search engines. And if you use RSS feeders to work with it, the effect is momentous. The creation of RSS feeds had really made generating traffic so simple over the internet. It takes out all the manual work. And so your energy can be used for something else more relevant than checking your subscriber's list, maintaining it, and then sending updates to each and every one included in it manually. Blog sites are so powerful these days that big companies are using them along with their static websites to achieve a full marketing effect. This is how big a role RSS feeds really has. A lot of highly successful webmasters have attested to its abilities. And all of them are one in saying that it is too good a tool to ignore. So don't ever overlook RSS feeds. It can provide you with the much-needed traffic you want for all your websites.



SEO: The Easy Way to Drive Traffic to Your Site

SEO means search engine optimization. And with that definition, it only means that you are going to use the powerful search engine to generate traffic to your otherwise quiet site. There are different ideas behind SEO. It is a way of creating a website in such a way it responds well to certain keywords placed in the most-used search engine in the world today. Search engines follow certain algorithms and strategies to determine the relevancy of a particular site to a user's search. For one, Google uses the concept of page ranking. Page ranking corresponds to the popularity of a certain site. It also plays an important role in the search engine results. Simply defined, SEO corresponds to the sprinkling of certain keywords on your site. It is important that even before you create your site, you think of a powerful keyword to use for it. Keep in mind that there are other people ahead of you. So the battle for a certain keyword could be hard and gruesome. Your choice of keywords is crucial. Some keywords are frequently searched over the internet. And there are those that doesn't even cross the mind of internet users, therefore they aren't typed there. You have to make some good research so that you'll end up with the keyword that people are likely to type in the search engine bar. Once you have chosen a good keyword, the next thing you have to do is to integrate that keyword in the content, and even the images, of your site. The more instances you put your chosen keyword in the pages of your site, the better is the chances that your site will work its way towards the top of the search engine ranking. You have to know that there are black hat search engine optimization techniques and there are white hat search engine optimization techniques. Black hat SEO is what you should try to stay clear of. If the search engine discovers that you are putting too much key words in your site that doesn't carry relevance, it could ban your website from the search results altogether. This principle also goes true with putting too much links to a particular page about your website, otherwise referred to as a link farm. And it doesn't matter if the links or the keywords are showing or obscured from the reader's view. For as long as you infringe the rules of search engine optimization, your site will never make it to the results no matter how hard you try. So you have to be very careful with optimizing your website for search engines. For one, you have to follow the set rules. The white hat techniques should work for you. This technique corresponds to the transparent way of optimizing your web for search engines. To optimize your website for the internet, try to write your content keyword-rich. See to it that you repeat your key words two to three times throughout the article. Write as many articles as you can. The more keywords you have in your website, the better its performance in the search engine will. And when you get to the top of the search page result, you will surely gain more visitors than you can handle. Search engine optimization could work for you!





Stumble Upon: A Good Tool to Drive Traffic to Your Website

Stumble Upon is another social networking website that's making waves in the internet today. It is a site that holds a library of great websites, photos, videos, and content as contributed by its members. It is an avenue wherein members can share everything with other people and their network of friends. Once you sign up, you get to enjoy the benefits Stumble Upon has to offer. To use Stumble Upon to generate traffic to your website, just follow these tips: 1. Never stumble upon your own items and content. Don't ever do this. This is not allowed as per Stumble Upon's rules. You can only contribute photos, videos, and content that you honestly stumbled upon. If you put your own content on Stumble Upon, you are only promoting your own interest that defies the whole concept of the site. You need to put up something that's interesting and is worth checking out by others. If you promote your own site, you could be bias. You won't get traffic to your site through Stumble Upon if you're banned. 2. Stumbling opt-in pages and sale pages are not advisable. Not that doing this is not allowed. It's just that the community doesn't like these pages at all. And if you get a negative image and negative feedbacks, the more people won't be interested in you and your stumbles. It would be hard for you to promote your site and gain traffic if you do this. 3. Add friends. Stumble Upon is a social networking site. It means that you can add a good number of contacts and friends. If you can do it your way, try to add high-ranking Stumble Upon users. The more friends you have, the better performance your stumbles are going to be. And you can certainly transform that into traffic to your site. 4. Use the correct topics and the proper tags. Your stumbles can certainly be categorized into something. As for tags, you can use four at a time. You have to properly use the category and tag to go with your stumble. Tags are used for searches. Categories allow your stumble to be targeted. So if you want good performance for your stumbles, and eventually a good traffic to your site, use these things accordingly. 5. Add comments and reviews Comments and reviews would do so much to your own rankings. And if you become popular in Stumble Upon enough, it would be easier for you to promote your own site and generate substantial traffic to it. It is all a matter of building a good reputation and use it to your site's advantage. 6. Exchange stumbles If you exchange stumbles with one another, yours will get enough popularity to make it to the top. And this is exactly what you need so that you would eventually generate traffic to your site. 7. Sponsor your site. If you have \$20 to spare, you can certainly buy Stumble Upon sponsorship. And as a sponsor, your website will be shown right Stumble Upon's home page. Other members can sponsor you, if you are kind of short in cash. Just follow these seven tips and you should be able to generate traffic to your site through Stumble Upon. Try them all today!



Using Traffic Generating Software to Improve Your Site

In today's electronic world, the volume of internet traffic that runs through a site is the main determinant on whether it lives or dies. It is literally the lifeblood of almost any site, because it indicates the sheer number of users and people viewing it. Because of this, different types of traffic generating software have sprung up to help newer sites increase the volume of internet traffic running through them. There are many different types of traffic generating software, and you should know more about them to determine which one will be best suited for you. The first and easiest form of traffic generating software is SEO software, which stands for Search Engine Optimization. Simply put, these types of software are designed to go through all the different word permutations used by the most popular search engines and optimizes the text in your web site so that it shows up higher on search engine rankings when people look for words related to your site. SEO software is especially useful for text-heavy sites which feature a lot of articles, as the SEO program keys its patterns off text and will have more material to work with. Another popular form of traffic generating software is called Viral Traffic Generator software. Despite the rather negative connotations of the name, there is nothing directly harmful about Viral Traffic Generator software. It CAN be annoying to some folks, but then again if you want to make your presence known this type of software is the way to go. Simply put, this program allows to tailor a virus-like pattern to your advertisements and links. You determine the parameters to decide just how aggressive you want the program to be. It can be as polite as an Email invitation to look at your website which spreads itself like a normal virus to other emails on the mailing list of the person receiving it, or as in-your-face as ad banners and pop-ups with links to your site which replicate themselves like a bad disease. Viral Traffic Generators are generally easy to customize, so you can be as nice or nasty as you want. Lastly, another popular form of traffic generating software is the Doorway Traffic Generator. This isn't exactly very reliable and can definitely bring your website a bad reputation if abused, so I discourage using it. Simply put, a doorway program just randomly tosses out key words into search engines at a very high rate so that people searching using those engines will get the words they're looking for via the random generator and will be directed to your web site, even if your site really doesn't have ANY of the material they're looking for. Naturally, this is the main reason for this type of program giving your website a negative rep. However, this aggressive behavior with no considerations for morality or reputation is EXACTLY why it's also a popular choice for certain kinds of web sites. No matter what type of traffic generating software you use, just do your research on it first. Find one that suits your needs, and also try to make sure that it will not only bring you traffic, but bring you quality viewers who will be willing to do more than just browse a few seconds at your site and then leave. Of course, if "hits" are all you're after, feel free to be as pushy as you want...



Why is Traffic Important to a Web Site?

No matter the nature of your web site, you'll want to have as much traffic running through it as possible. Granted, you might actually be running a self contained site whose only purpose is to help you sell to a certain niche crowd, so you figure that you DON'T need traffic generators because the only traffic you need to attract is the people from your target market right? Wrong. No matter how specialized your site is, you can always benefit from additional traffic running through it. There are several reasons for this, ranging from simple common sense to ideas which should help you make more money if you implement them. First off, no matter how specialized your website may be, added attention from other people may still matter one way or another. For all you know, a greater interest in your product, topic, or whatever else your website is presenting may crop up from people who formerly had no interest in the subject matter whatsoever, just because they visited your site and liked what they saw. This leads them to find others who ARE into the subject matter to ask more about it. Naturally, when they ask these people (usually in forums) about them, they also get asked how they heard about the subject matter. Voila! Your website's name pops up, and if anyone on those forums hasn't heard about your site before, they have now... Another reason you'll want more traffic coming to your site is that a lot of popular search engines not only rely on word-matching to place a website higher on their hierarchy. They also check the number of most recent hits on a site within a given time period. Basically, the higher the number of hits you've gotten, the higher you get placed on the search engine's profile. This is a fact that is actually overlooked by quite a number of web sites, who think that having key words "designed" for a web site's search patterns are enough to significantly increase their rank on the hierarchy. On a money-making aspect, there are also quite a few web sites which earn additional revenue simply by getting visitors to look at their site. While not everyone opts for this, it's generally a good idea to take into consideration. Earning even just a little bit of extra revenue for something as simple as adding links to other web sites on your site can be a low maintenance and effortless way to get money. Still, this assumes you can work out a deal with another site to begin with - and this is where having a high volume of traffic comes in. Sites which offer payments to other sites for posting links to theirs generally give better terms to those which have high volumes of traffic to begin with. If you have low traffic and suddenly decide to go this route, you might find yourself with stricter terms, like getting paid only when people click the links to their sites AND purchase something. Whereas if you are a high traffic site, you might be able to work out getting paid per visitor to YOUR site as long as you post banners and ads for their site too. Generally, the higher your volume of traffic the more bargaining power you'll have.



Cheap Ways to Generate More Traffic for Your Website

Websites run on traffic, it's a fact of life. Whether you're getting paid for every person who visits your webpage, or offering services and products on your website, you can never have too much traffic running through your site. More traffic means more people looking at you, means more publicity and money. One way or another, you earn more when your traffic is high. Still, most people wind up investing a lot of money into generating traffic for their sites, so much so that they ultimately lose out because of high overhead costs. They either spend too much on fancy advertising programs, or pay too much money to other web sites to advertise their site, that they ultimately break even at best. Here are three simple, cheap, yet effective ways to keep your traffic climbing higher without putting your wallet in the red. Search Engine Optimization - this is one of the simplest ways to get your traffic up. Simply put, SEO works by optimizing the words on your web site so that they stand higher chances of getting selected when people enter certain key words related to your site on search engines. SOE can be done a number of ways. There are SEO-tailored articles ghostwritten and given to subscribers by certain providers. This option also always ensures you have plenty of material for your website. Another way to go about it is to buy an SEO program which alters articles you place on your website so that they are optimized for search engine key words. Another way is to use an SEO random keyword generator which gives you a list of random words which have high priority with a lot of search engines; then you can pick and choose these words to add to your web site as you will. False Traffic Generator Programs - this is a simple program which works hand in hand with SEO programs. Quite simply, search engines have two main criteria when placing a web site on their lists; one is key word density, and another is the number of hits that website has had recently. A false traffic generator program can actually fool some (but not all) search engines into thinking that you've had a much higher number of hits than you really did. Two Way Links - this is another easy way to get traffic to your website. While most people pay other sites to have links placed to their own site, a two way link is simply an arrangement with another web site wherein you give them a link to your site in exchange for their having a link to yours placed on theirs. Normally, neither side pays the other for the link or any hits redirected, because this type of relationship is intended to be symbiotic. While not every site will agree to such an arrangement, it never hurts to look around for other sites which will agree to this. It will help if you have a high traffic rate to begin with, as this can offer you some bargaining power when trying to work out a two way link deal with a website that also enjoys a lot of traffic. By the same token, if you have a high volume to begin with you can even work out a two way link where you pay them for every hit redirected to them and vice versa, if the web sites you're approaching have relatively lower traffic than yours. This allows them more publicity since you have more traffic, and also allows you to save more money since their initial traffic is lower.



Paying for Traffic Flow: Yes or No

As most people already know, internet traffic is the lifeblood of any good website. The higher your traffic volume, the better your chances for revenue. However, focusing exclusively on this fact often leads to some websites going into bankruptcy as they spend large amounts of money on various programs or ideas which are meant to generate greater traffic but ultimately wind up costing them too much. So, how do you know if you should spend money to increase your traffic rate? Here are some tips, and questions you should ask yourself. Will The Increased Traffic Guarantee Income? This is the first thing you should consider. If the way you make money is from direct sales only, then maybe you should consider low-investment means of increasing traffic, limiting your focus to your target markets first. If, on the other hand, your site has alternatives like generating income from ads on your site, links to other sites, etc, then paying more for means to increase your traffic rate is probably a good idea. If your website actually gets paid for every visitor regardless of any actions they take (and there are a few sites set up like this) then and only then will investing heavily in traffic generators would offer a high return on investment. How do you Make Money From Traffic? Always consider how your site makes money. This allows you to balance cost versus effect. Crunch the numbers to see how many hits your new software, ad campaign, or whatever it is you're using to increase traffic, will generate for your site. Keep in mind the ways you get money from the people going through your site, and consider that you may be just as well off going by word of mouth recommendations or perhaps a simple and cost effective ad campaign. If on the other hand your web site will benefit from an aggressive traffic-generating strategy then go for serious investments into your new toys. Traffic generating software including viral ad programs work wonders for people who make money through volume of traffic. Are There Free Traffic Generators Which Can Suit Your Purposes? Lastly, remember that there are actually free software packages available online which can help you generate more traffic without having to shell out a buck. Search engine optimization (SEO) programs, free subscriptions to monthly SEO articles, and downloadable ad generators are just some examples of the many free offerings on the internet that can help you get your traffic up. Granted, the effectiveness of free software is rather limited compared to paid software, but when starting out you may want to employ free packages first to get yourself familiarized with how traffic generator programs work. If later on you find that you're more familiar with how they work and want to swing an even larger increase in traffic, then you can purchase the paid programs. Last Bit In short, it's all about balancing cost versus income. That's the bottom line. Before paying for any means to increase your site's traffic flow, always check to make sure that you will actually be making more money from the increased traffic than you will be spending to make it happen in the first place. As long as the money in is substantially better than the money out, you're good to go.



Traffic Is More Than Just Money

Internet traffic has become the online currency of the internet today. Where it used to be simply a means of keeping track of how many people visited a web site, these days it has evolved into a much bigger and meaner monster. The traffic running through a website can make or break it, irrespective of how much money a site makes through its other transactions. While the ultimate goal of any website, like any business, is to make money, generating traffic has become a bigger indicator of success than income alone. The first step towards this process was when internet websites started to pay other websites to add links for their site. Payments to these other sites were made whenever anyone would click on a given link and transfer to the payer's site. The idea was to generate traffic so that people would buy items on the main site, or view paid advertisements being sponsored there. This quickly evolved into paying monthly fees to other web sites to post banners and advertisements on their web site, and even included paying individuals who had their own blogs to make referrals. Ultimately, the goal was simply to generate enough traffic so that people would eventually purchase something or conduct a transaction that would lead to income for the paying site. However, the value of generating online website traffic became even more powerful as time went by. As search engines became more complex, people started to pay attention to optimizing their site content so that they would always be included on search engine results whenever certain key words were typed in. Higher keyword densities in web site content led to their getting placed near the top of lists where people could easily and quickly see their site. This led to another evolution of search engines, which also ranked web sites not just by key word density, but also by the number of hits a site had within a certain time period. Given that, the volume of traffic going through a site became just as if not more important than the keyword matches within the site content. This meant that in order to remain "visible" and stay at the top of the search engines websites were now pressured further into keeping their traffic volume consistently high. This later led to ranking systems for websites within certain niches where traffic became the main indicator of success. Like "bestseller" lists for books, video, and music, the emphasis switched from the actual revenue made by a website over to the amount of traffic that went through it. With traffic becoming a major indicator of a website's success, it became part of the bargaining power of websites whenever their owners negotiated contracts with other web sites, and even when they were approaching "physical" companies in a bid to advertise their products online. The web sites which saw the highest volume of traffic had the greatest bargaining power in these scenarios. Just like a TV or Radio station with a broader range of people watching them could demand higher rates for air time on advertisements, so too could high traffic websites swing better and more lucrative deals. This situation has persisted to the present day, and it is for all these reasons that a website's traffic is crucial to its existence and success.



Viral Marketing: Traffic Generation Made Easy

A Viral Traffic Generator is probably one of the easiest ways to get your website's hits up in a ridiculously short time. Everyone knows that traffic is the heart and soul of a website: it affects more than just the money you make, it also affects your ratings with search engines, and even gives you better ratings so that you can interact with other websites and your clients from a position of authority. Like a TV or radio station with high ratings and a large number of viewers, a website with high traffic ratings can bargain for higher prices with people when negotiating for advertisement space or placing links to other sites. And, just like a classic TV or radio media blitz, a Viral Marketing Tool is one of the fastest and most aggressive means of gaining traffic in a hurry. The basic way a Viral Marketing Tool works is that it is, as its name implies, a harmless and purposeful computer virus. The only real purpose it has is to get you traffic - through any means necessary. There are many different kinds of viral marketing tools, ranging from the mild to the downright intrusive. You don't really need to worry about getting slammed though, because viral software is perfectly legal. The more aggressive types simply toe the line a bit, but still stay on the sunny side of legality. The milder forms of Viral Marketing software, for example, can be programmed like the classic e-mail spreading viruses, which detect all contacts on a person's list and mail copies of your advertisements to those other e-mail addresses. And just like a virus, this process is self-replicating. The only real difference between your program and a harmful virus is that the only attachment to the virus is your ad, nothing more. Other types of viral traffic generation software are a bit more pushy. There are, for example, ones which can rifle through a search engine's word count optimization settings and its traffic counter, and "bombs" the search engine repeatedly so that you wind up getting more and more hits, jacking up your ratings as far as the search engine is concerned. For obvious reasons, this is frowned upon by most search engines, but a good viral marketing program will be difficult to detect and trace, leaving your hands looking clean. Then there are the really pushy ones; these range from self-replicating pop up ads and banners with forced links to your site that spread throughout the internet, jumping from site to site and clinging to every person that even remotely touches a site with the program running on it. For purposes of keeping a clean reputation, this isn't a very good idea, and can get you marked as "spam" by a lot of sites and email addresses. However, if your website's revenue is mainly generated by hits in the first place, it is one of the fastest ways to make a quick buck. Thankfully, even the most aggressive viral marketing softwares come with user-determined parameter settings, so you can tailor your little marketing virus to meet your specifications, like targeting only selected IP groups. Therefore you can, with a little imagination, make it work especially for whatever your website's about. This added touch keeps you in control of what might otherwise be an overly intrusive online marketing tool.



Internet Traffic Needs Quantity AND Quality

With all the traffic-generating software available today providing easy ways to get lots of traffic redirected to your website, it's easy to lose track of the bottom line. Your website's main purpose is to do something other than just generating hits. It can be the promotion of a product, or providing information on a certain subject. Whatever the case, the volume of traffic running through a site is a major determinant in its success as a website. However, this is only part of the equation, and some people lose track of their website's main goal in the race to get more hits than everybody else. Eventually, this leads to their ruin, no matter how many hits they get. One of the best ways to avoid this problem is to keep your website's original, main purpose in mind at all times. Granted, aggressive online marketing software can get you a lot of hits - but will you KEEP those people coming back to your website? That's the question. Always focus first on what you're about. Keep your content fresh and always make sure that you give people a reason to come back and visit you, or you'll wind up the proverbial flash in the pan. Aside from making your website itself interesting, you have to select your target traffic wisely. Simply bombarding tons of people to visit your website in the belief that the "good" ones will stick around doesn't always hold true. Why? Because the sheer volume of traffic made up of mostly casual browsers or even misdirected hits from any traffic-generating software you're using will ultimately cause lag and bog your site down. This can turn off even those who might have otherwise wanted to browse, or conduct business with you in the first place. So you need to do your research when selecting your target audience. This is made easier by the fact that most software meant to either generate or attract traffic can be customized to your specifications - how aggressive it gets, what types of advertisement to use, parameters on email addresses and websites contacted, that sort of thing. This ability to customize should be used fully to make sure that the audience you reach is the one you want to. Often, it is a good bet to aim for a smaller but solid customer base that will generate constant traffic from coming back often. Then you can expand from there, slowly building up by looking for more clients to contact. You can also improve your website as you go along to cater to your existing traffic, using things like referral systems to get browsers to participate and bring people they know in (which makes them inclined to stay even more since they'll have friends using your site too). Naturally, this gradual ramp-up can also allow you to improve your site to meet the increasing number of traffic going through. This will be rather different from the usual "randomized" traffic pulled in by traffic generators, who will be there one moment and gone the next, making your traffic spike wildly. Aim instead for a gradually increasing curve to your traffic rate that rarely diminishes and often increases. In this way you can make sure that your website becomes a long-term investment of your time, money, and effort.



Drive Traffic to Your Website with Forums

If you're a regular presence at discussion forums, you know how active and lively these rooms can get. The most active rooms are always abuzz with news, gossip, industry information, fresh concepts and opinions. In fact, if you need a few ideas of your own, 'eavesdropping' in these forums can be quite productive. They can also be an excellent source of traffic for your site. Why not take advantage of this valuable opportunity? Here are ways how: Contribute. Really contribute. Internet forums are more than just small talk ? they're actually places where people can discuss, share opinions, even argue. To make you sure you get noticed enough to drive traffic to your website, participate in forums where you can really make a difference, where your opinion and views will matter. Don't just make an appearance in forums just to say hi or 'what's up?', 'uh-huh' or 'I agree.' Take note of the topics and find out what you can say that will actually be considered a contribution. You get more respect that way and people will trust you more. Pretty soon, they'll actively seek you out. Offer useful advice. Other than sharing your intelligent thoughts, you might also want to scour forums for people asking for help. Many site visitors view the internet as a highly evolved directory. They'll use it to ask for advice about a wide range of products ? which mobile phone to buy, where to buy window shades for the kitchen, which makeup to wear, which skin ointment is best for this and that rash, etc. Find out which threads contain questions that you yourself can answer or at least help with. When you do, make sure the link to your website appears on your signature. That is, if it's allowed by the site. You can also make a loose reference to your website in your post and offer other references that appear in a few of your pages. You're not only being helpful, you're also proactive in promoting your website without trying really hard. Leave your footprints behind. Or at least your signature. Never participate in a forum actively without letting people know about your website. Always include your site's address when you post a message so people can see it each time they interact with you. Make sure the link is active so that anyone who clicks on it will be able to view your website. A caveat: make sure you understand the site moderator's stand about inserting links in your signature. Some sites frown at this practice and would rather have their participants sign using only their screen names. Check the site's rules before linking your website with their forums. Use specific keywords. If you're hosting your own forum from your website, take extra care about the keywords you use to name the forum and its threads. This is especially important if you want your forum to make an appearance during searches. Joining forums to drive traffic to your site doesn't have to be a difficult undertaking. Find out more about the ways you can take advantage of the traffic present in forums with 'Forum Traffic', one of the advice and tutorial videos offered by The Barking Videos series. 'Forum Traffic' can teach you how to use the valuable traffic coming from these areas in the internet. Forums are an opportunity to increase your site's visibility. If you don't make use of them now, someone else will.



How to Use Forum Involvement as a Way of Generating Traffic

Almost all forums in the Internet are free to join. They are places where people of like minds are able to meet and discuss a variety of topics. What few people don't realize, however, that forums are also ideal for generating traffic to your website. Tip #1 Start by choosing a username that will let people know immediately what kind of person you are or more specifically, what kind of website you'll ultimately be promoting. If you have a pet dog website, something like the "Doggie Master" is ideal. It must be something catchy and helps people remember what your online business is. Tip #2 Work on your profile. Most forums will let you display as little or as much of your contact information. It will be to your advantage if you give out your complete contact details so that anyone inclined to talk to you later on won't have any difficulties finding out your email address or residential address. Never forget to include your website's URL: this is always included in profile details and gives you another chance to post an inbound link to your website. Tip #3 Take advantage of the signature usually provided by a forum's account and profile settings. Use it to issue an invitation to visit your website or describe how they'd benefit from visiting your website. Of course, make sure to include your website's URL in your signature, too. Do the same when there's an About Me section provided. Tip #4 For your account's icon, use your website's logo if it includes your website's URL. If not, then create a new image that will indeed display your website's URL prominently. Tip #5 Start mingling. The more active you are in forums, the greater chances you'll get to generate traffic for your website. Begin with the various threads requiring new members to introduce themselves. Post on those threads and give a short introduction to yourself and what you do. You don't need to include your website's URL because your signature below "as long as you've enabled its display" will take care of that for you. When other new members create new threads to introduce themselves, make sure you drop by and welcome them, too. Tip #6 Look for threads where you can showcase your expertise and knowledge. Other members in the forum won't trust you immediately and that's why you need to work on building your credibility first. Share your wisdom without sounding condescending and let others know that you'd appreciate any kind of feedback they could give you. Tip #7 Some forums have their own marketplaces within. If the forum you've joined has one then of course you should post about the products and services you're offering in your website. Give forum members discounts and other special promo offers so they'll be more encouraged to visit your website. Tip #8 All work and no play makes you a very boring person. It limits the potential traffic you can generate from forums as well. Anytime you feel like posting on threads, do so. It doesn't matter if it's not related to your business. You'll still get your exposure from it because of the URL displayed on your icon, profile, and signature. For more tips on generating traffic from forums, visit <http://www.thebarkingvideos.com/> and check out How to Bring Traffic to Your Sites by Using Forums.

6 Effortless Steps to Driving Traffic to Your Website through iPod Casting

iPod casting is yet another trend in Internet marketing that's simple and virtually free to create. To create an iPod cast, all you'll need to invest in is a decent microphone and recording software then you're good to go! How iPod Casting Can Generate Traffic for Your Website An iPod cast is an audio file which you can play using your iPod or any similar device. The contents of an iPod cast can be anything under the sun. If, however, it's your main goal to generate traffic to your website then you'll have to talk about something that can benefit your listeners and at the same direct their interest to your website.

Step 1 Prepare all the necessary tools you'll need for recording and editing an iPod cast. Besides a microphone and recording software, would you also need to add and edit music and sound clips to your iPod cast? **Step 2** Choose what to discuss and who's going to talk. Prepare a program outline for at least two iPod casts. That way, you could end your first iPod cast with an invitation to listen to your second episode. The content must be related to your website's main theme. If you are managing an online jewelry shop, you could discuss about the proper ways of cleaning jewelries. For more tips about choosing the content, you could conduct an online search using podcast directories and search engines to know which specific jewelry topics generate the greatest buzz. Whoever's going to act as podcaster, he or she must have a clear and well-modulated voice, able to enunciate words perfectly, and hopefully, with a talent for eloquence and wit.

Step 3 Choose the format for your program. Would you like it to be a solo commentary or something more like a talk show? Would it be a formal or informal interview? Choose what's most comfortable for you to conduct. **Step 4** Go back to the outlines you've prepared. Use it to prepare the actual script for your iPod cast. Determine in which areas it's best to include specific mentions of your website. Don't turn your iPod casts into a glorified ad. Details regarding your website should be incorporated seamlessly with the rest of the script.

Step 5 Practice before you record. This will help you save time and effort when editing your iPod cast. Choose a room that has the least external background noise to offer. Keep your iPod casts short: if you have more to say, save it for the next episode. **Step 6** Prepare the necessary data for submitting your files to podcast directories. By this time, you probably have a program and episode title already. That's good but it's not enough. You might also want to prepare a program and episode description as well as image and video files to better promote your iPod cast. Use the same set of information when submitting your podcasts to directories and always place them under the same set of categories and sub-categories. Use the same set of keywords, too. Lastly, don't forget to post your website link on the profile description for the podcast! For more information about using podcasts to generate traffic for your website, visit <http://www.thebarkingvideos.com/> and check out How to Send Traffic to Your Sites through iPod Casting.

Tips for Getting People to Subscribe to Your Well-Designed RSS Feeds

RSS stands for Really Simple Syndication is an online format that updates users about the latest content from websites they've subscribed to. The more RSS subscriptions you get, the greater chances you'll have to generate traffic for your website.

Tips for Getting People to Subscribe to Your RSS Feeds

Tip #1 Always display the RSS subscription button prominently on your website. Even better, try displaying the button every time you post new content, together with an invitation to subscribe to it.

Tip #2 Publish works once in a while featuring the obvious benefits of subscribing to your RSS. Be brief but factual. You want to convince them to subscribe to your RSS without deceiving them.

Tip #3 Create new and personalized benefits for subscribing to your RSS. Offer something for free. If you have infoproducts, you can offer those at no cost to yourself. If you are selling products and services, consider offering discounts for people who subscribe to your RSS.

Tips for Designing Your RSS Feeds

Tip #1 Use targeted keywords and phrases. RSS feeds are just like any other content: they can be indexed better with the help of well-chosen keywords and phrases. People are more likely to find your RSS feeds if you've included those keywords in your titles and headers.

Tip #2 When subscribing RSS feeds to listings, you'll usually be required to provide descriptions for your content. Besides including the targeted keywords and key phrases in your description, you should also work on making it very interesting and convincing.

Tip #3 Use GUID with your RSS feeds. GUID stands for globally unique identifier. It helps readers find RSS feeds with the latest updates in a given category. Without GUID, the ranking of RSS feeds may combine old and new RSS feeds together. Every post you make uses a different GUID, further improving search engine indexing.

Tip #4 Get a date! Well, not romantically, but rather, include a date every time you create a new RSS feed for your website. Dates are certainly by used search engine spiders for indexing. Users who utilize search engine options occasionally opt for entries to be arranged according to the latest updates, allowing for your RSS feeds to be displayed on the front page.

Tip #5 RSS feeds must not be completely consisting of text. It must also include outbound links and images to make them more visually appealing. It will also make your RSS feeds look more professional, helping to distinguish them from the rest.

Tip #6 Besides hosting your own RSS feeds, browse the Internet for other RSS hosting providers to reach as much of your target market.

Tip #7 Never make the mistake of copying and pasting content of other websites for your RSS feeds. Your readers are spending precious time reviewing your RSS feeds ? the least you can do for them is to customize your content.

Tip #8 Offer RSS feeds in other languages if you are catering to a multilingual market. It will be more difficult than usual, but it can help you carve a niche for yourself.

Tip #9 Finally, establish an affiliate system to help you generate more RSS subscriptions and consequently, traffic, for your website. To get more tips about using RSS feeds to generate traffic for your website, visit www.thebarkingvideos.com and check out How to Send Traffic to Your Sites through RSS.



A Beginner's Guide to Submitting Listings to a Link Directory

Submitting your listing to a link directory is a simple yet effective way of generating traffic for your website. The actual listing process will only take mere minutes of your time but will reap a lifetime of rewards. Step 1 Get a domain name for your website. Link directories prefer, if not exclusively accept, listings from websites with paid domains. When choosing your domain name, consider something that's distinct but easy to recall or if not that then at least something directly related to what your website's about. Step 2 Make sure the content in your website is keyword-rich and optimized for search engine indexing. This will make it easier for link directories, especially those utilizing computer editing, to evaluate your listing. Step 3 Choose which link directories you wish to submit your listings to. Many offer both free and paid listings. With free listings, you might have to wait a certain amount of time before your website can be posted. You might also be required to link back to the directory and description for your website may contain a "nofollow" tag. This tag generally implies that the link hasn't been fully evaluated or approved by the link directory and readers may therefore follow on the link of their own will. There may also be a limit as to which categories are available for your listings. Paid listings on the other hand will have none of the disadvantages of free listings, but they may also be displayed in link directories more prominently. They may also be given a greater variety of ad options for displaying their links. Step 4 If you are submitting your website to more than one link directory, it is better to use a uniform set of information so that they may be properly indexed by search engines. A link directory will usually ask for the title of your website, its URL, description, and category. Step 5 Choose the category and subcategories for your listings carefully. The wrong choices will prevent your listings from being exposed to your target market. Step 6 Be familiar with the terms and conditions of the link directories you're submitting to. Most, if not all, link directories will automatically ban your websites from their lists if you submit mirror sites: websites that have different URLs but duplicate content. Some will not permit you to submit more than one listing for the same website. Others will not accept websites that are "under construction", URLs that are not the home or front page of the website, possess certain undesirable content, and do not adhere to the required submission format. Step 7 Consider the pros and cons of submitting to link directories that do and do not use human editing. Computer-edited link directories might have a hard time indexing highly specialized websites but human editing isn't flawless either. Your choice will mainly depend on the kind of website you have and which of the two is more likely able to categorize it accurately. Step 8 Review your website description several times. Pay your fees on time and be patient while waiting for your listing to be evaluated and approved. Monitor its results. For more tips about submitting listings to link directories, visit <http://www.thebarkingvideos.com/> and check out the video How to Submit Your Listing to a Link Directory.

Tips on How to Make eBay Your Website's Traffic Provider

eBay has always been a potent force in the Internet and selling your products and services on this website will generate income for your business one way or another. But what if you want to use eBay for another purpose? What if you need to generate traffic for your website? Is there a way to lure even just a tiny portion of the millions of users of eBay to your website? Just imagine how many hits your website would enjoy each day if you can make eBay your website's traffic provider. Well, it is possible and all you have to do is consider the following tips. Tip #1 Read the terms and conditions set by eBay for its users. Read them thoroughly and as you go through each policy, your mind would be able to absorb what it can and can't do but at the same time develop ideas on how to get around such obstacles. Tip #2 Make good use of your user ID. This is the first thing that people will see and use to remember you. If you don't have a user ID yet then it's better to utilize your website's URL as your user ID. With it, visitors to your store right away know where they should go if they want to see more of what you're selling. Of course, if you already have an existing user ID, acquiring a new one means having to build a new customer base from scratch. Tip #3 Your feedback should always contain an indirect reference to your website. A direct reference is better, but you run the risk of violating eBay's strict policies. You can, for instance, thank your buyer or seller and say it in behalf of your website ? which just happens to be name of your store as well. All your feedbacks should be well-written ? no grammatical errors ? and with eye-catching description that would make any passing visitor stop and take notice. If they're intrigued by your feedback, they'd more than likely be interested in checking out your website. Tip #4 Use images on your eBay store as much as you can. And if they're coming directly from your website, they will automatically show your website URL when they're in the process of loading. You can also place the URL of your website on the photos itself. Tip #5 Take advantage of the About Me page provided by eBay. Use this page not only to build up your credibility as a seller and expound on the strengths and attractions of your eBay store but also to make another indirect reference or mention of your website's URL. Tip #6 The email address you've used to register for your eBay account must be related to your website's URL. If your website is www.myshop.com then your email could be something like inquiries@myshop.com. Tip #7 Last but not the least, maintain good relations with everyone you interact with in eBay. Although eBay has a program implemented to detect any policy violations, most of those who are apprehended are due to complaints made by other eBay users. No matter how good your strategies at driving traffic from your eBay store to your website are, they won't do you any good if you're liable to get caught. For more tips on driving eBay traffic to your website, visit <http://www.thebarkingvideos.com/> and check out the video How to Use Ebay in order to Send Traffic to Your Sites.



The Traffic-Generating Power of the ?Bookmark This Site? Link

Adding a ?bookmark this site? link to the pages of your website may seem so simple, but you won't believe the traffic it could generate once people decide that your website is worth bookmarking indeed. What's Social Bookmarking All About? Social bookmarking is a system in which people who pass by your website bookmark it using the services of websites like Digg, Del.icio.us, and StumbleUpon, to recommend your website to other people. The more people who bookmark your website, the more traffic they could generate. 4 Benefits that a ?Bookmark This Site? Link Can Give You Page or Search Engine Ranking ? Search engine spiders don't just tally people who visit you. They also take notice of the number of people bookmarking your website and the more people who bookmark your website, the higher your search engine ranking could get. One-Way Links ? Every time you get socially bookmarked, your website receives a one-way or inbound link. You don't have to link to anybody in exchange because people are creating those links out of their own free will. Improved Credibility ? Once your website starts popping up in social bookmark lists more and more, people will start getting curious about you. Soon, people will start getting curious and visit your website. Afterwards, you'll gradually develop a reputation as guru or niche expert for yourself. Expanded Network ? Social bookmarking doesn't just expand your customer base. It also increases the number of business contacts you have. Getting socially bookmarked places the attention solely on you and during your fifteen minutes of fame, you get to meet future suppliers, affiliates, joint venture partners, and angel investors. Tips on How to Get People Click Your ?Bookmark This Site? Link Tip #1 Strive to be the first. Old news is of no interest to most readers. If news has wings in the real world, in the Internet, those wings have supersonic speed so it's very difficult to be the first to post new information on any category. That's why you have to work on building your ?inside sources?. It's going to take a lot of time and effort but when you do get to post first, you can certainly expect people to bookmark your website like crazy. Tip #2 Be original. So you don't have the chance to announce the latest dot-com-bubble tragedy. That's okay. There's still another way to generate traffic from such news. Take a look at the recent articles that have cropped up about it. Now, think of an angle or perspective that hasn't been discussed yet. If you have an idea, go for it, and people will once again click on your ?bookmark this site? link. Tip #3 Don't be shy when creating your titles. Write them with flair: tease, seduce, inveigle, do whatever you want to make sure that the titles grab your reader's attention and never lets go after that. Tip #4 Be aggressive. Don't write your article like it's an obituary. Use powerful words that have substantial impact on the mind. Make every sentence informative and thought-provoking. Each word must contribute to convincing your reader to bookmark your website. Tip #5 Last but not the least, end your work with a direct invitation to bookmark your website. Don't be shy to ask them to bookmark your website. If you know you've done a good job then there's nothing wrong for asking for a little sign of approval, is there? All you're asking for is just one tiny click. Your readers surely won't mind.

10 Simple Tips on How to Make Your Email Signature Generate Traffic

Not all online strategies used to generate traffic for your website will cost you money. Sometimes, it's even the free ones that generate the most traffic for your website. One good example is that would be your email signature. Tip #1 Keep it short. It would be pretty ludicrous to have your email signature longer than the body of your email, not to mention blatantly obvious as an attempt to market your products and services. When using email signature to generate traffic, subtlety and brevity are the keys. Tip #2 Start with the signature. As these are email signatures, it's best to make it seem that way by starting with your name and the name of the business you own or are working for. Do include your position as well. Tip #3 Don't forget to include your email address. Never mind that your email address is obviously visible in the field indicating the sender's address. Your customers may be too busy to scroll the page up to copy your email address from the sender box. If you want to give your prospects the utmost convenience for contacting you then add your email address to your signature. It wouldn't hurt to do so, anyway. Tip #4 Include your website address. Again, you want to make it convenient for prospects to contact you. If you make mention of your website address too often in the body of your email, this could turn your readers off. Thus, it's better to maintain the quality of content of your email and satisfy yourself with mentioning your website address in your email signature. This way, you get to advertise about your website without risking antagonizing your readers. Tip #5 Are there any other contact details you can include? If possible, your email signature should also contain your office or company address, landline and mobile phone number, as well as your fax number. If your IM handle is important then go ahead and include that, too. If you have a toll free number, you definitely have to include that, together with a statement indicating its toll-free status. Tip #6 Does your business have a tagline? Taglines are usually brief but catchy lines and which define either the identity or mission of the business. If you have one, include that in your email signature. Tip #7 Include a short but friendly invitation to contact you if your readers have any inquiries or concerns about the products and services you're selling. You want to make it very clear that you'd welcome any overtures in their part without appearing eager. Tip #8 Do you have an email newsletter they can subscribe to? How about an RSS feed? If there's anything that your readers can subscribe to for free, you definitely have to include that in your email signature. Make sure to limit your invitation to one sentence only. Remember, we need to keep this short. Tip #9 Are there any other thing you can offer for free? How about free trials on your services or free gift items for referrals? Anything that you can use as bait must also be included in your email signature. Tip #10 Lastly, make sure your email signature is easily distinguishable by using borders and line spaces. Use the appropriate size, style, and color of font to make the text easy to read.



RSS Feed Blog

Most blog owners dispense with RSS feeds not because they're convinced they don't need the extra traffic it can generate but rather because they feel they're incapable of creating them. But creating RSS feeds is easier than you think and if you want to start now, you'll be able to add an RSS feed to your blog in just a few minutes. What is an RSS Feed? RSS stands for Really Simple Syndication but some people have other names for it. What the acronyms truly stand for doesn't matter in the long run. In the end, it all boils down to what it does. RSS feeds are ultimately a type of service that lets readers know the newest updates made to a website. RSS feeds may be read as part of a website, which makes people unaware that what they're reading is actually an RSS feed already. But the most common way to read RSS feeds is through an RSS aggregator. It's a software program that may stand alone or be integrated with another program like your email. Some website browsers have built-in RSS aggregator function, making it easier for readers to browse through them. For those without, there are RSS reader plug-ins they can use with their browsers.

How to Add an RSS Feed to Your Blog

You don't need to create an RSS feed from scratch. There are many free software tools available online to help you create one. Most control panels for blogs also have features to help you add RSS feeds to your page. Ultimately, however you wish to create your blog, just make sure you focus on providing vital information for the following components:

- Channel Title** ? Think of this as the headline for your RSS feed. It must contain the title or main theme of the content of your RSS feed. If you wish to include the name of your blog or business, place it at the end of your channel title. Avoid using HTML codes in your channel title as this can only make your RSS feed more difficult to index.
- Channel Description** ? Think of this as the article description you're asked for when submitting your work to an article directory. This is where you add more but equally vital information to what you've already supplied in your channel title. Channel descriptions must be brief but detailed. You can now add HTML codes here.
- RSS Feed Item Titles** ? There may be more than one item title making up an RSS channel. It's important to be more aggressive when creating item titles and description. This is where you swipe out any lingering doubts in your reader's mind and successfully convince them to read more of your RSS feeds. Again, avoid adding HTML codes here. Remember to include your targeted keywords here.
- RSS Feed URL** ? Include keywords in URL for your RSS feed as much as possible. Separate keywords with hyphens instead of underscores.
- Images** ? Make your RSS feeds more visually attractive by adding images. Keep images small to fit the typical size of an RSS feed.

How RSS Feeds Generate Traffic for Your Blog

Once you've successfully added RSS feeds to your blogs, readers may then subscribe to them and be reminded automatically every time you make an update. RSS feeds are also indexed by search engine and if you've done things correctly then RSS feeds can only increase your page ranking.



9 Effective Tips on How to Advertise on Other People's Thank You Page

Posting a comment on another person's thank-you page may have no effect on your website at first glance but you know how first impressions can be misleading. And in this case, what you see first isn't what you get. If you want to generate traffic for your website for free, you can do so just by saying "thank you" on other people's websites. Tip #1 Identify who you can thank because the more people you thank, the more inbound links you get. First, check your sales invoices and determine which of your paid customers have websites of their own. You'll pay a visit to each and every one of them soon. If you have suppliers, distributors, retailers, joint venture partners, and other types of business associates, you'll have to visit them, too. How about other Internet marketers who occasionally visit your website? This is the time to profit from a little bit of give and take between each other. Tip #2 Determine where to say thank you. Not all websites have "thank you" pages, but almost all websites will allow you to interact and say your piece. For those without "thank you" pages, look for the page that allows you to comment and at the same time enjoy considerable traffic. Tip #3 Now, it's time to start writing your thank-you message. Personalized messages always work better, but it's understandable if you sometimes don't have the time to customize each message. During these instances, it's better to create a thank-you page for each group. Have a generic thank-you message for your customers then create a separate one for your colleagues, suppliers, and so forth. Tip #4 Remember to identify yourself. If your personal name carries weight in the Internet then by all means, use your name when posting a thank-you message on another website. But if you're not that popular yet then it might be better to use your business name or include it at least with your personal name. This will help people remember you more. Tip #5 The first line of your message must be short but sweet: it explains why you're saying thank you. Customers are obviously thanked for their support and patronage of your products and services. Don't use flowery speech. Go straight to the point but be sincere. Tip #6 Your second line must include mention of your products or services as well as your desire to provide more aid or support. Going back to our sample thank you message for customers, your second line could appear something like this: "I hope that Product X will be able to help your online business run more smoothly?". Tip #7 Use the third line or sentence for any additional information you feel is pertinent to the person you're thanking. If there is none, then you must proceed with inviting the person "and indirectly, the other readers" to drop by your website "this is where you post your website URL as well" for your latest updates. If you already have a new promotion running, this is also the place to mention it. Tip #8 If you're asked to provide a link to your website then yes, of course you should post it as well. Tip #9 Never forget to include targeted keywords in your thank-you message. You might have to be a bit tricky doing that, but those keywords can help make your thank you message optimized to improve your search engine ranking.



Expired Domain Names: Trash Or Treasure?

Simply launching your product will not help you in getting more business - you need to promote or advertise it. The same goes with developing your website ? you just don't create it, but promote it to the point that you get recognition from Internet users. Because millions of users swarm the net everyday, you have already a vast collection of potential shoppers at your reach. All that is needed are people willing to visit your website. So the question is, how would you effectively attract them to your website? One way is to buy a domain name related to your niche that is already receiving traffic and forward it to your site. Expired domains had owners before, and their owners created websites for such domains, took time to promote them, had exchanged or reciprocal links with similar websites and registered these on search engines, thereby translating traffic for such domain names. In fact, studies show that there are millions of visitors who get directed to expired domains every day, and these visitors are the one's who could be viewing your newly created website. Today, the expired domain name business has increased in popularity because Internet users now understand its massive potential. Domain redirection in fact, has made thousands of websites gain recognition - visitors get redirected to specific websites using automated process which is not visible by web visitors and everybody just benefits from the situation. Expired domains were domain names with limited life. That is, a domain name is usually registered for only a certain period of time, typically one to two years. If a domain is not renewed, then it will expire, becoming available for many other people who would want to use it and to register again. Yes, it seems strange that a certain website receiving plenty of visitors is just abandoned as well as left to die out or expire. Well, there are in fact, many reasons these websites were left to die out ? perhaps it was somebody's project-they tried it then got bored, business was declining, or the owner just gave up maintaining the website or they did not realize that their website already was attracting a lot of traffic ? the reasons are aplenty, but now, the question you should ask yourself is not why that website was left to die out, rather, is the website attracting a lot of visitors and if it is appropriate for your niche? Note that expired domain names are effective ways to boost website traffic and make money from that traffic these expired domain names are still receiving. However, make sure that it is related to your niche. There are thousands of expired domain names available online, all representing a supply for inconceivable profits. There are packages for sale in the internet and in very little time, you will experience how your website traffic has increased. Keep in mind, if you get an expired domain name from a trustworthy and reputable expert service, then you will be provided with real traffic and real visitors, nothing less. So it is very important to do your research before deciding on a service. So there you have it! Targeted cheap traffic does exist - if you sustain the domain name's registration yearly, you will have targeted website visitors to for as low as 15 dollars every year!

How to Drive Targeted Traffic to Your Website with Free Podcasts

Podcasts, like ebooks, do not generally require you to spend money when creating them. You may already have the materials and resources needed for creating a podcast: a good-quality microphone, a few software tools to edit your recording, and of course, valuable content. If you have all that then you can start creating free podcasts that could drive targeted traffic to your website.

Step 1 Formulate your script. Choose a topic that will be interesting for your target market to listen to and which they can benefit from as well. If you have a topic in mind already, research for more information about the topic. If you have enough data, it's time to start a script. Think of writing a script as something similar to creating an outline. A script will let you ensure that the flow of information is logical, orderly, and smooth. A script is made up of several acts and an act is made up of several scenes. Choose the best scene or act for which you can redirect the dialogue to your business. It's very, very important to mention your business because you want people to remember where the podcast comes from and where they could go if they want more.

Step 2 Choose the proper format for your podcast. Consider your resources, skills, and topic. Would you like the podcast to take an interview format? Should it be formal or informal? How about a monologue?

Step 3 Consider the length of your podcast. If you don't have an established reputation online just yet then not many people will be willing to give their entire time to listening to your podcast. New online business owners are better off limiting their podcasts to a short duration ? maybe not more than fifteen or thirty minutes. When you get a bit more popular then that's the time you should make your podcast longer. For now, it's better to keep things short, simple, and sweet. Make your listeners look forward to what you have to say next.

Step 4 Start recording. Choose the best place where you can record. An ideal room would have sound-proof walls and carpeted floors to preserve the original sound of your voice and other audio effects. The room must also be free from external background noise like a mouse squeaking in the corner, an open window letting in street noise from below, or something similar. Make sure you subject all your recording tools to a sound test and ensure that they're in working order. Whoever the narrator or speakers are, they must have clear and well-modulated voices and able to enunciate words perfectly.

Step 5 Humor is always appreciated but only if it's applied at the right time and place. Adding a touch of humor here and there, especially if it's ad-libbed, will go a long way in obtaining the loyalty of your listeners.

Step 6 End your podcast with an invitation for your listeners to check out your other podcasts. Let them know what you have in store for them next and your regular time and day for uploading podcasts in your website. Listen to your recording several times before making it available for downloading.

Step 7 Lastly, submit it to directories and make sure to use the same set of information when describing your podcast. Include targeted keywords with your description and don't forget to display your website address!

The Right Way to Create and Give Away a Software Program

Software program creation is a very difficult job to do. However, the feeling of accomplishment that goes with it is priceless. What's more is that the feeling of fulfillment when the hard-earned program is given away for free. It is being done and the sharing of the software program is a reward in itself. Giving the software program away has many returns but it takes so much effort. It is not an easy job to post a free software program and be believed by viewers. Internet viewers are bombarded daily by free software and it is rare that they would go deep into viewing the whole thing. Therefore, if you want it to be useful to both you and your viewers, and then make sure it offers something they cannot refuse. Most often than not, visitors would only look into free programs made by experts and those popular in the field so yours should have a little extra so it would look attractive enough to deserve deeper attention. Here's the good thing about this whole deal, software is not anything like information, you do not need to be credible for people to use it. As long as the viewers know what it can do for them, they will see the value. Besides, the market is always in need of new and cool things to post to drive viewers into their websites, so there is not much problem here. What is important is to increase traffic to the site or to your links so that they will connect to you. However, there is a lot more work to this. You have to make sure that the software you are giving away for free respects the conditions of the free software licensing rules. You must make the viewers understand all the terms upon their use of your software. Although it is virtually free in terms of price and text and they may redistribute if they so desire, there are some rules to the game. After all, if other people are making money out of something that you give away for free, then there must be some sort of piracy going on here, especially in countries such as the UK. When we talk about free software, it simply means that anyone who downloads it has the freedom to run the program for whatever purpose he may have and study the program on its working capability. The same person is also free to redistribute the copies of this software to anyone for free or for pay. He may also improve the program and give that away for the benefit of the public. All these are done as long as he accesses the source code. Giving away free software should be under copyright licenses, as mentioned earlier. If it is under a contract, then restrictions may be present. If you do have restrictions, then exclude words in your promotions that say it is totally free or that you are giving it away because that entails some sort of monetary value. If you have problems and you really are intent on giving it away, simply contact authorities that can assist you in getting the free software license and prevent any future complications. Many companies use free software programs in their products and services. Guess what? These companies are still making money because of this. If you are sure you want to give your software away, its okay as long as you paying close attention to the license.



How to Drive Targeted Traffic from Amazon.com to Your Website with Customer Reviews

More and more people are getting creative with their accounts in eBay to enjoy even just a small chunk of the daily traffic that the popular auction site gets. If you've enjoyed similar success, let me point out a new direction for you to employ your strategies on. Let me ask you first: does the name Amazon.com ring any bells? Step 1 Create an Amazon account. Use your business email address for registration. Fill up the online personal form, validate your account, and then proceed with editing your profile. You'll be given the option to upload a photo of yourself. It's highly advised that you do so because letting people know how you look like sort of affirms your credibility and trustworthiness. Step 2 Think SEO when filling up the About Me section. Your first sentence should not only introduce yourself but your website as well. You can start with something like "Hi, I'm Joe Smith, and I'm the CEO of www.joesmith.com?". It's critical to get your website URL out in the open with your first sentence. This, together with your email "services@joesmith.com" will make it easier for people to remember your website address. Step 3 Amazon.com is best known for being a bookseller so it's their books that you should focus on. Books sold in Amazon.com are categorized in various ways and it's important that you look for the categories that best reflect your products or services. Step 4 Look for books that you've already read and make customer reviews about it. Unlike other types of online content, book reviews can handle more length than usual. You don't need to be especially brief when reviewing a particular book. In fact, the more detailed your review, the more people would appreciate your work. Step 5 Customer book reviews must showcase your talent, knowledge, or expertise. It must drive home the fact that you're practically a guru when it comes to the subject at hand. Your introductory paragraph must sum up your feelings without giving everything away or it could detail your previous expectations of the book. Either way, it's important to make them interested in reading more. The body of your review should make it clear to everyone that you really did read the book. If you can include excerpts and give its respective chapter or page number, so much the better. Remember to keep an open mind when reviewing a book. Being able to see the pros and cons to a book will impress your readers more. Include personal stories or anecdotes so that readers could see how you've applied what you've learned from the book. It gives your review a more intimate feel and fewer readers would assume that you're reviewing the book for some personal motive. Be forgiving when you rate a book. It's possible that there are a few vengeful minds out there and if they see that you've given a harsh rating for a certain book and disagree with it, they could choose to retaliate by writing a similar review "even if it's undeserved" for your works. There's no need to invite people to drop by your site in the end of your review. What you can do is use anecdotes related to your business so you could mention your website in passing. Step 6 Every time you write a review, your profile description "including your website address" gets displayed. The more reviews you write, the more exposure your profile will enjoy. And when people like what they read, they're sure to click on your website to know more about you. It's very important therefore to write as many quality reviews as you can.



8 Quick Tips on Creating Traffic-Generating Infoproducts

Infoproducts can drive traffic to a website, but only if they possess the appropriate content and they're marketed properly. Tip #1 Write about what you love. Write about what you know. Readers will better be able to appreciate the infoproducts you've created if they can see that you've got at least a semblance of authority to write such works. Tip #2 Write for the benefit of the readers. It's not enough to write something you're interested in. You must also write in such a way that will benefit your readers. If creating the infoproduct has been a pleasure for you, that's good ? but it's not enough to make readers want it. You need to have a specific goal in mind. You need to think of a way that will make the infoproduct a benefit for your readers. Tip #3 If the new things that you have to share is not enough to make up one infoproduct then it's time to hit the public domain! These refer to previously published works that you are legally allowed to use as many times as you wish and in any way you want. Works in the public domain can be great filler for your infoproduct; they can provide excellent background data for the few new topics you've come up with. Of course, make sure that any work you do choose to borrow or include is indeed public domain. When in doubt, the US Copyright office can always help you out. Also, there are several websites which only offer public domain works ? if you got your sources from these websites then there's no need for additional verification. Tip #4 What happens if you've got wisdom to impart but no skills to put it on paper? You hire a ghostwriter. Don't let your writing skills ? or lack of it ? hinder you from creating traffic-generating infoproducts. There are so many ghostwriters in the marketplace offering their services for competitive rates ? choose any one of them and your plans for the Next Great American Infoproduct is back on track. Tip #5 They say that you shouldn't judge a book by its cover, but this sensible advice is rarely heeded. Sure, people know it's the content that matters, but they prefer to buy books which offer excellent content and equally excellent covers. Once you're done creating your infoproduct, you need to focus perfecting its marketing aspect: choose an attention-grabbing title as well as a visually appealing cover. Work diligently on the back cover teaser, too. Tip #6 If possible, divide your content into several sections and make one infoproduct out of each. If you release them one by one, you can guarantee a constant flow of traffic to your website. If that's not possible then consider writing sequels or related works instead. Tip #7 Choose the right price for your infoproducts. Free is always best, but if you think you can't afford to miss out on the opportunity to earn as well from your infoproducts then do make sure you attach just the right price on your infoproducts. More importantly, make it convenient for your readers to purchase your infoproducts. Tip #8 Spread the word in any way you know how. Post entries about your infoproducts on your blog, create podcasts about it, post shoutouts on your social networking accounts, submit entries to social bookmarking sites ? simply put, don't completely rely on search engines to do the marketing for your infoproducts.

Ways to Make the Most Out of E-mail Marketing to Drive Traffic to Your Website

Once your website is created, it doesn't mean you have to rejoice immediately. The next thing you still have to do is to drive traffic to your website. Getting a lot of hits is almost the same as attracting prospects into the location of the business. For example, if your business shop is located somewhere in a sea of other business shops without any signs of advertisement, how can you attract people into coming to your shop? Chance is, there will only be a few new customers who might stumble across your shop by mistake. Old customers are already used to their trusted stores so there will no need for them to look for another one.

Introduction to e-mail marketing

E-mail marketing is a type of direct marketing which makes use of the electronic mail as a mode of expressing fundraising or commercial messages to a group of people. In a simpler sense, each email being sent to any prospect can be considered as e-mail marketing. Although the term itself can also be used to refer to these things:

- ? E-mails that are sent by the Internet.
- ? The attached advertisements in e-mails sent by companies to their prospective buyers and customers.
- ? Delivering e-mails with a purpose of deepening the relationship between the businessman with his old and current customers to promote customer loyalty.
- ? Sending e-mails with the intention of attracting new prospects into buying any of the merchant's products.

Because e-mail marketing is a very powerful tool, it can become one of the best ways to promote your website. When done properly, you could gain a lot of visitors while it also helps you in avoiding potential pitfalls. Since e-marketing has become very popular nowadays, it has been divided into three categories, which includes:

1. Newsletter marketing
2. Bulk e-mail marketing
3. Marketing to an opt-in list

How to make use of e-mail marketing

To make the best out of using e-mail marketing to drive traffic in your website, here are some helpful tips that you can apply:

- ? Request permission to all your subscribers whether they will allow you to send them messages. Through marketing to an opt-in list, you can know which individuals are interested in the products you sell to them.
- ? Allow your subscribers to unsubscribe easily. Customers would really appreciate a fast and easy way of unsubscribing themselves to your e-mails.

✘ ? Send messages that only contain information appropriate to the readers. To do this, analyze and know the interests of your subscribers to meet their demands.

? Make your messages short and easy to understand. Since reading from computer's monitor is slower, you have to be direct to the point. Point out everything to the readers your products and the offers that usually come with them with the sense of urgency to make fast decisions.

? Send your e-mails with adequate intervals. Receiving too many e-mails in just a few days could annoy your subscribers. Chances are, they would unsubscribe or completely ignore your e-mails.

? Make use of video e-mails. Since it is an interactive tool for you to send, you could express verbally the messages you want to convey to your subscribers.

? Make sure that your hosting company is fast and reliable. As you drive more traffic to your website, your hosting company must also be able to keep up with the pace of your business.

Learn Why Opt-in Lists Has the Potential to Make Your Website Popularity Explode

If you have an opt-in list but you don't know what to do about it, at least you're in the right direction. But if you don't even have an opt-in list to offer then you definitely need to create one right now. An opt-in list, when managed properly, can easily drive massive targeted traffic to your site and maybe even make your profit margin zoom up along the way. What's an Opt-In List? An opt-in list is a list of customers who have willingly provided you with their email addresses for a specified purpose. What Can You Get from an Opt-In List? An opt-in list is a list of prospective customers. These people wouldn't have given you their email addresses if they had zero interest in your products and services. All you have to do next is find a way to make even the tiniest nugget of interest grow into an intention to try out and eventually, avail of what you're offering. An opt-in list also provides you a very affordable way to contact prospective customers. Emails, as you know, don't cost you a cent, no matter how many times you send a message. The only potential cost you'll have to worry about is legal fines if you've been identified as spammer. But you already have that covered since all your recipients have opted-in to your list and if they've forgotten about it, you have their subscription forms to prove your claim. Ultimately, your opt-in list represents a perennial opportunity to sell. These people belong to your target market and you now have the means of contacting them with their permission. When you figure out what exactly they want and need from you then the money will start rolling in.

Tip #1 Never ignore the "opt-in" aspect of your list-building strategy. Regardless of how you've acquired the email addresses of potential customers, none of it can be added to your list unless they opted to do so. If someone catches you doing otherwise, your reputation will immediately suffer but more than that, you are in danger of being charged by the government for violating the US CAN-SPAM law.

Tip #2 Create an easy opt-in list form. In most cases, it would do to have a form that asks the person's full name, valid email address, and for the person to click the box signifying his agreement to receive future emails for a specified purpose.

Tip #3 Figure out a way to bait them. Once in a blue moon, there'd be an individual visiting your website with earnest intentions to join your list and get a hold of your offers. But it's impractical to rely on those rare beings completely. Most people who visit your website aren't like that. Most people need you to woo them first. Consider recycling use of your baits. For this month, you could urge them to opt-in by offering a free ebook. Next month, you could inveigle them to joining by offering special discounts. This way, you get to attract all sorts of people without hurting your pockets too much.

Tip #4 The first email sent to those who have opted-in to your list is the most important of all messages. Welcome them with a personalized message. Provide your recipients with the assurance that you'll only contact them when you truly have something valuable to offer or share. Let them know that they always have the option to unsubscribe from your list, no questions asked.

Tip #5 Build your relationship with them bit by bit. Make sure each email has valuable content and the tireless offer to know more by visiting your website. Sooner or later, your subscribers will see it your way and take you up on your offer.

Ezine Marketing: How It Drives Traffic to Your Website

To earn your profits in an online business, you have to begin with creating your own mailing list. One of the best ways to do this is to start your ezine marketing to market your products and to drive traffic to your website in a lot of ways. An ezine, also known as electronic magazine, can sometimes be compared to the traditional magazine or newsletter, except that it is delivered through e-mail. Most ezines you could use are free. They are normally published weekly, however, some of them can be published bi-monthly, monthly, and even daily. Since ezines are extensively circulated, lots of people read them. To get more hits in your website, you might want to place your ads on popular ezines.

Three categories of ezines in ezine marketing

1. Classified ads. These are cheap ads that allow you to get a maximum of three lines at the bottom of an ezine. Although you can save money from them, they also get the least number of responses. Thus you need to place these ads only in ezines with huge subscriptions.
2. Sponsor ads. These ads are more expensive than classified ads. Consequently, you can expect more responses and have the option of putting them on the bottom or the middle of an ezine issue.
3. Solo ad. Among the three, these type of ads are the most expensive and the most number of responses you may receive. They are exclusively sent to everyone in your mailing list, without any attached article that may usually divert your target audience. For every solo ad you send, you can expect a response of 10%.

How to make use of ezine marketing

Posting ads on ezines is really simple. The whole process can simply be done in a matter of minutes, but also depends on the number of ads you post. First of all, you may subscribe to a number of ezines so you may have a greater chance of getting more responses. More responses means more profits. Here are some helpful tips on how to make the most out of ezine marketing:

- ? Keep your messages short and direct to the point. Too much content might distract or bore your subscribers.
- ? Keep your readers interested by giving them information that are useful to them
- ? Offer special gifts to your subscribers every now and then to keep them from opening and reading your messages.
- ? Start your messages with the product or services you are selling to them.
- ? Your subscribers may not only be subscribing your newsletters, they also receive newsletters from other online businesses. To make your newsletters stand out, create catchy headlines and always introduce immediately the products or services you are offering.
- ? Always inform your members of your mailing list as to what to expect on your next ezine issue. Know their demands and you would find out that there will be more clicks on the links if these links contain their usual needs.

Selling ads through ezine marketing

Although, the sole purpose of posting ads to an ezine is to increase your number of responses in your mailing list, another benefit you could get is through selling ads. You need to learn how to acquire people in placing their ads in each issue of your ezine. With the increase in the number of people who are willing to post their ads in you ezine, the more profits you gain.

How to Make Joint Ventures Generate Targeted Traffic for Your Website

Joint ventures are short-term partnerships between two or more companies wishing to attain certain goals. If you wish to have joint venture partners help generate huge targeted traffic for your website, consider the following suggestions. Tip #1 Choose joint venture partners who are in the same business as you are. This doesn't mean combining forces with your competitors ? it's possible but quite tricky to accomplish ? but you should think more along the lines of those offering complementary products and services. If you are selling photography ebooks, an ideal joint venture partner would be a book critic, retailer, or a professional photographer. Tip #2 Joint venture partners with their own opt-in lists may agree to scratch your back if you agree to scratch theirs. More to the point, they'll agree to promoting about your website or, at the very least, using your website as one of their recommended links if you agree to do the same for their website. Secondly, post the subscription form of your JV partners on your website. Let your readers know what they can expect to enjoy when they opt-in to your partner's email list. And yes, have your JV partners do the same for you. If you can wrangle this agreement from your JV partners, make sure that both of you know what to say about each other. Both of you should focus on the key benefits offered by the endorsed product. At the end, don't forget to mention how buying your product would complement use of the endorsed item. Tip #3 Another give-and-take project for you and your joint venture partners is by exchanging articles. Let him host yours and vice versa. You could also partially revise the articles to provide a stronger connection between your products and his. Remember to have a brief description about your business as well as your website address pasted at the end of every article. Tip #4 Use joint ventures to make up for your inadequacies. If your advertisements have excellent content but poor visual quality, find an artist willing to work with you and with the ability to appreciate your flair for words. Better ads can generate more traffic and the same results will show up every time you eradicate another flaw of yours. Tip #5 Become co-owners of a blog. Discussions can be quite interesting when there's more than one opinion involved. Of course, it's important to set up some rules to prevent the idea from backfiring. First, choose a topic that all of you are at least familiar with, if not knowledgeable about. Having opposing perspectives is fun, but make sure everyone's clear that what you're about to have is just a friendly debate to generate traffic and nothing else. It's purely business and nothing personal. Remember to post the links to your websites at the end. Tip #6 Make a deal with your JV partners about posting a certain number of comments on your partners' websites or blogs each day. Ask your JV partners to include your website in his link section. Every time you think of something new, remember to include or add it to the joint venture contract you and your JV partners have signed. If there's none, it's better that you make one to avoid future complications. Tip #7 Lastly, evaluate and monitor results from your strategies to see which needs greater support, modification, or a complete change of direction.

How PR Can Make Your Website Better

In the brick and mortar world, communications on special events, launches, and new and emerging stars are done through press releases. A press release is a one-page statement that contains information that will give the reader the why, who, what, where, when, and how of an event or person. It is the press release that is circulated through newspapers in order for events or products to be made public. It is also the press release that is circulated through radio stations and TV stations so that broadcasters can immediately make an announcement regarding the release's contents.

A press release may look like an old-fashioned way to deliver communications, but believe it or not, a press release can actually work online. Think of the press release as the one-stop-shop that it is in the real world: if the person reading the press release online knows the why, who, what, where, when, and how of your website, and at one go, this person can immediately find out what your website is all about and what you can offer. You can also tailor a press release to fit a product or service that you are offering: if you can keep the elements of the press release short and sweet, then you can have prospective customers going to your website faster.

What are the advantages of having a press release? First, a press release is short. A person's average attention span online will last no more than ten seconds. That is, if you fail to catch a person's attention within ten seconds (and sometimes even less!) through an online-delivered message, then you will lose that person immediately, along with the potential sale and profit that that person could have brought. A press release will do just the opposite that most online ads do: a press release will give all the information at one go, allowing your prospective customers to make their decisions faster. And if you can press these customers to buy or visit your website faster, then you can see a faster turnover!

Because a press release is short and often comprised of just text, it will be easier to send the press release through email to different websites that are tasked with giving out or posting press releases. Imagine how tedious it would be for your recipients to download your attachments, or to wait for a long advertisement to finally finish getting into their inboxes. Moreover, because a press release is short, you can post it on forums or in online groups without taxing on the forums' space or the inbox space of the rest of the members of your online group. By failing to annoy people, you just might get a better reputation for yourself faster.

These are just a few advantages of making press releases. If you want to make a press release, be sure to state, in just one page, the basic facts about your website, or about your products and services. Make your mood engaging, avoid using jargon or technical terms, and keep your sentences short. Make your paragraphs less text heavy too: this can allow for more white space in the body of the press release itself, making it easier to read online. With some press release-writing know-how, and with good language that is convincing as it is correct, you can increase your sales and profits, and bring more people to your website.

Getting Your Articles to Get You Some Attention

Site traffic is a big issue nowadays: nearly all webmasters and web developers will not be content with great text and graphics on their site. Besides, the adage "build it and they will come" does not work with the offices of the online arena. After building a website, the work has only begun: marketing has to proceed quickly and smoothly, with the site URL getting exposure both online and offline, and with the site undergoing updates nearly every week in order to speed up data collection by major search engines. All of these are done in an effort to turn the site into the equivalent of an offline popular store, but all of these efforts will look like hard selling methods if you as the website owner have no strategies to help your visitors have easier, better lives.

By building relationships with your prospective clientele, you can end up making them listen to you and buying your products and services. This time, an advertising adage applies: people don't care about what you know until they know that you care. This means that you can give them some things for free, such as downloadable wallpapers and screen savers, free games, or even cash coupons. However, if you are expecting an international clientele, not all wallpaper or screen saver designs will apply to all cultures, not everyone likes free games, and you can probably ship cash coupons only to your immediate region. A versatile way for you to reach out to your clients, however, exists in marketing articles.

Marketing articles means having articles written in an engaging tone, and with subjects that will appeal to your clients, and meet their needs in life. For instance, if you are running a t-shirt store online, you can have articles on how to clean up different stains on different kinds of cloth. If you are a web designer, you can have articles on what kinds of sections a website should have, and what these specific sections should contain. The articles should be informative, and they should be short and snappy: your clientele will have only a few minutes to read anything online before they start getting headaches, and you have only a few seconds to catch their attention.

There are article marketing sites online that will allow you to post article snippets: you only need to provide great titles and a good excerpt of your articles, and then a URL to your site. Make sure that your articles are written in an engaging manner, and with correct grammar and punctuation. The better written your articles are, the more inviting they will be: think of your snippets as tickets to your website, and you are selling them off to prospective clients whom you want to benefit from more things at your website.

Post only a few articles at these article marketing sites, and then have more at your website. Provide links that will allow your customers to share your article with their family and friends: these links could contain your URL, which could allow people to visit your site more often to get more information. Moreover, keep adding articles: the more frequently your website is updated, the more that people will keep coming back for more.

These are only a few tips on article marketing. If you have a healthy number of articles, and a lot of good marketing sense, you can make it big in the online arena.

No Upsells at Worldprofit. Everything you need to start earning online now is included in the Silver Membership

Doesn't it bug you when you buy something and you get hit up with upsell and after upsell?

That doesn't happen at Worldprofit.

At Worldprofit our Silver Membership includes everything you need to grow your own online business from the first day you join our company.

You get your own domain based website. Pick your own name, or choose one of our pre-registered names. The hosting is included too. You get leads, specialized software for generating traffic, you receive access to our traffic resources, sales aids, landing pages, SEO services, list builders, ebooks, website management tools, graphics software, training modules and so much more. It's all easy to use and we guide and help you every step of the way.

Worldprofit has been offering training and support to our Members for over 20 years so we've included in our Silver Membership exactly what you need to get leads, generate traffic and we teach you how to market online effectively without making the mistakes most newbies learn the hard way and sometimes at great expense. For the more experienced internet marketer we have specialized tools, resources and software to increase your current earnings. You see we teach you how to use the included tools in the Silver membership to grow ANY online business. Worldprofit's online bootcamp training lessons now exceed over 125 lessons all devoted to helping you learn how to earn online from trusted online sources. Go at your own pace.

Best of all, included in Worldprofit's home business and affiliate marketing bootcamp training, is support 7 days a week, 365 days a year. When you make a purchase at Worldprofit we stand behind our products and services and support you and their application for as long as you are a Member. We've built most of the software we offer ourselves and that means you can always get experienced help when you need it.

Who provides the specialized training and coaching at Worldprofit? George Kosch. He's a former Captain and Jet Pilot Instructor in the Royal Canadian Air Force. George took early retirement to start his own online .com business way back in 1993. Today with over 2 Million Members, George teaches people all over the world how to navigate in and online world to grow their own successful online business. George's popular home business and affiliate marketing bootcamp is offered each and every week. The training is ideal for both newbies and more experienced internet marketers. Worldprofit's training is LIVE and interactive so Members can ask questions, request demonstration making in interactive and meaningful to each participant. George Kosch's approach is down to earth, straight forward and honest. Help not hype is what Members have come to expect and enjoy at Worldprofit.

Worldprofit Facts

Worldprofit is a Canadian owned company established in 1993 and incorporated officially in 1994.

Co-Founder and CEO, George Kosch

Co-Founder and President, Sandi Hunter

Worldprofit Corporate Headquarters, Edmonton, Alberta, Canada

Focus: Training for home based entrepreneurs and affiliate marketers.

Worldprofit Services provided include: website hosting, software development, training courses, ebooks, article marketing, SEO, marketing systems, graphics software, safelist hosting, CPanel hosting, advertising packages, webcasting.

Other: Worldprofit is a 15 year accredited Member of the Edmonton Better Business Bureau, maintaining an A+ Rating.

George Kosch, From Jet Pilot to CEO of Worldprofit Inc.

George Kosch is a Graduate of the distinguished Royal Military College, Canada's West Point. During his time serving the Royal Canadian Air Force, George advanced to the rank of Captain as a jet instructor pilot specializing in training future Top Gun pilots. In 1993, after carefully studying the Internet and its likely future influence, he took early retirement from the Canadian Military and in 1994, with his co-founder Sandi Hunter established Worldprofit.com, one of the very first online companies and to this day, one of the longest enduring dot-com companies.

Over the last 23 years, George has invented and coded over 100 unique technical applications for business people, entrepreneurs and organizations worldwide. He is also the Instructor, for Worldprofit's popular Home Business and Affiliate Marketing Training series, drawing on his own hands-on experience of building an Internet business.

George provides LIVE training every week for Worldprofit Members. These sessions are interactive, and he answers questions, does demonstrations and teaches Members what they need to know and do to earn consistent online income from a number of trusted sources. He's also developed the 125+ online lessons many with videos that Members can learn from to understand all assets of online marketing and business growth. Training topics include traffic generation, lead tools, SEO tactics, eBook creation, article marketing, social media campaigns, target marketing, list building and more – skills and practices that can be used to grow any online business.

Worldprofit Celebrates another year in business!

In an online world where businesses come and go, Worldprofit will soon be celebrating another year in business. We asked Worldprofit CEO and Co-Founder George Kosch to tell us what's the secret to the company's long term success.

"That's easy" said George. "Commitment to our Members. It's our firm commitment to our Members - and KEEPING our Members - that drives every aspect of our daily business. This extends to product development, customer service, research and innovation, training, marketing strategies and our ever-changing Associate and Dealership programs. We started our company with that commitment back in 1994 and it holds true today just as strong.

Worldprofit provides training and services in the Affiliate Marketing industry but really we are a tech company and that means being on the cutting edge. You see, I'm a Software Engineer so from day one, I built the infrastructure that provides the stable base of everything we offer from hosting and security, to mail services, training modules, our specialized software, traffic resources, advertising, and the customer service interface we offer our Members. The advantage of being one of the very first companies in this industry is that we got a strong foothold in the market and haven't stopped growing since. I work with our Members, I provide the software and the training. I'm proud to say that I'm hands-on every day. Over the years, our Members have come to expect quality services, efficient products and 100% backing of everything we offer at Worldprofit.

Our Members know me as their personal coach and instructor in the online bootcamp training sessions. I believe the Internet offers so much power and opportunity to those who want to learn how to grow their own successful online business. The key is to learn how to do it right with expert help and the right tools and resources. That's what myself, and my co-founder Sandi Hunter have worked hard to accomplish over the last two decades with the development of our training and marketing system.

When I was in the military it was drilled in to me that repetition, dedicated practice and ongoing training is the key to mastery of a new skill. The first time I climbed into the cockpit of a jet I had no idea what I was doing, I was overwhelmed by the dials and what was required of me. But I studied, I practised, I trained over and over again. It took time, it took patience. Eventually I earned my wings as a jet pilot, accumulating over 2400 hours in flight time. I then trained to be a jet instructor and went on to teach other students to fly. Now I'm out of the military and my students are future business owners - members of my Home Business and Affiliate marketing bootcamp training program. I ask my students to take the time to learn, to study and to practice the business and marketing skills I teach. Starting a business is new to most people, so too is learning the variety of new skills required to make that business successful. Too many people give up too early. Unfortunately they have bought into the hype that it's easy to get rich online - do nothing and make millions quick is the pitch they've fallen for. My students will never hear that from me. Results come from hard work and that means putting in the time and effort to learn then applying those skills consistently. It's not fancy, it's not sexy, it's not late night infomercial friendly. But it's my time tested formula that works and I plan to be here to help our Members to build their own profitable online business for many more years to come."

✘

Resource

----> If you are reading this and not a Worldprofit member, join over two million people worldwide who already are using the link below. Worldprofit provides training, resources, software and support for people who want to learn how to earn at home from reputable online sources. Find out why for over 20 years now Worldprofit has been the # 1 popular choice for online home business training.

Republished with author's permission by Paul Bilek <http://EntrepreneursTalking.com>.

✘