

# Oh, Internet, More Website Traffic Please

Funny name. Serious strategies for build website traffic for free.

Satisfaction  
Guaranteed!



by **Andrew Fling**  
A StorehouseBuilder.com Resource

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A [StorehouseBuilder.com](http://StorehouseBuilder.com) Resource

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## About the Author

In 2007, out of a desire to build a better financial future for my family, I began to explore the possibility of owning an Internet business. I decided to create an ad supported music education resource website for elementary music classroom teachers, private music instructors and homeschool parents that offered composer biographies, lesson plans, music theory arcade games, free printable worksheets and sheet music. I had found my niche, I knew my target market, and my college degree was in this subject area. Now all I had to do was make this great idea come to life.

On December 1, 2007, MakingMusicFun.net popped up on the web with 60 pages of content. Over the next year and a half, while teaching a studio full of music students, I made an effort each day to add new resources and build traffic to my website. As with many projects I take on, I worked tirelessly, often devoting early morning hours to developing resources and unlocking the secrets of this new business.

In 2009, I decided to launch MakingArtFun.com. My elementary art education website duplicated the model of MakingMusicFun.net, offering artist biographies, lesson plans, and a collection of free printable art education resources. In November of 2009, I launched StorehouseBuilder.com, a beginner guide building passive income on the internet, and began reaching out the community with free workshops as a way to help others experience the financial freedom that I was beginning to see.

There really aren't any tricks to building significant website traffic. It just takes finding an untapped niche, creating great content, and developing a passion for marketing. Your website will be what you make it. I wanted to make mine highly successful. At the two year mark MMF! welcomed 145,000 visitors in one month! By the end of year three I anticipate that number to be over 300,000. The following article is a journal of my journey.

You are welcome to see what I am doing right now by visiting my websites. The rest of this book will help you to know how I turned my ideas into a successful online businesses.

[MakingMusicFun.net](http://MakingMusicFun.net) | Creative Resources for Elementary Music Education  
[MakingArtFun.net](http://MakingArtFun.net) | Creative Resources for Elementary Art Education  
[StorehouseBuilder.com](http://StorehouseBuilder.com) | A Beginners Guide to Building Passive Income on the Internet  
[WaveMusicStudio.com](http://WaveMusicStudio.com) | Private Music Lesson and Classes

Best wishes as you begin your journey,

Andrew Fling

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# Introduction

You've launched your website, and no one is visiting. The fact is, if you don't tell the world that you are out there they will never know. That's where this book comes in.

Website marketing is action. You've already taken the first step to drive traffic to your website by beginning to read this book. The journey that you have already begun will take you from wanting to having, but the you will have to make three important choices.

## **Decide. Commit. Persevere.**

These three words will guide you to your victory, or define your downfall. Decide what you want to achieve. Commit to a plan of action that will meet your goals. Persevere in a way that allows to overcome every obstacle in your path. At some point your plan of action may need to change. Some plans just don't work. Be creative. Figure out what will work and keep going.

*Oh, Internet, More Traffic Please*, is a primer for beginners that are interested in making the most of their website marketing campaign, while eliminating inefficient effort. It combines practical and proven strategies for driving traffic to your website with a light sprinkling of humor. If you only apply a few of the techniques you find in this book, you will be 10 steps ahead of your competition.

Let's get started!



## Run the Race to Get the Prize

The downfall of most people is not that they don't have a plan. It's that they stop trying too easily. So this is where we will begin. Not by jumping right into the to-do's, but instead providing you with a little push where we all need it most.

**Set a goal.** Write it down. Share it with someone. You are more likely to follow through if you do.

**Take action.** Define how you will achieve your goals. Outline the measurable steps you must take to make your idea become a reality.

**Embrace learning.** Acquire the knowledge or skill you need to accomplish your goal. Taking the time to research and develop your ideas will greatly enhance whatever it is that you do.

**Stay positive.** An "I can't" attitude is the most destructive trait that you can acquire. As soon as you tell yourself that you can't, you won't.

**Be innovative.** Dare to be different. Think outside the box as you define your objectives.

**Be responsible.** Treat others in the same way you would like to be treated. Exercise goodness, kindness, honesty and dependableness.

**Manage your time.** The best way to do something might not always be the most time efficient, though how your time is spent should always be considered.

**Be persistent.** There may be times that you want to give up. Push past them.

**Word hard.** Success is a marathon. Run the race in such a way as to get the prize.

Are you inspired? Hang on to that feeling for the journey ahead.





If you find these words motivating, print a copy for your refrigerator.



## The Marketing Mindset

Many new website owners think that a website is like a yellow page ad. They put it up and think their job is done. While this mindset will bring a some traffic, it will not attract the kind of traffic needed to make your website valuable resource.

If you want your website to establish and maintain a strong presence in your marketplace you will need to develop a marketing mindset. It's not a plan for your company, for your customers, or for the market you plan to target. It's an enthusiasm for marketing that will direct every activity of your business. It's an energy that causes you to think not only about the products you sell, but how you will tell the world about them.

Since this book is about keeping your marketing efforts cost free, it will mean that you will sometimes be looking for ways to achieve conventional goals with unconventional methods.

It will mean...

- Clearly defining your target market so that your marketing efforts remain focused.
- Developing buzz, rather than spending bucks.
- Building relationships with your visitors, rather than constantly pursuing new ones.
- Creating new content until you have a large collection of resources.

The downfall of many people that are new to website marketing, is that they become “dabblers.” Unfortunately, a little of this, and a little of that, winds up to be a lot of nothing. Instead, decide what resources you will include in your marketing campaign, and then attack them. If the resources you selected are working, exhaust them. Your persistence in fulfilling your marketing goals will be richly rewarded.



**Set a goal.** If you think article marketing is the best way to drive traffic to your website. Write 100 articles in the next 30 days.



## How to Choose an Unforgettable Domain Name

Choosing a domain name is the first and most important step in building brand identity for your online business. It will effect how people think about, talk about, and navigate to your website. Choosing a domain name wisely will establish your brand before your visitor comes to your website for the very first time.

**Use keywords.** Before you even begin to search for a domain name, you should identify a few keywords that best describe your website. If your are going to launch a website about professional figure skating, you might include words like figure, skating, olympic and competition.

**Make it short.** Try to keep your domain name short. With 162 million websites populating the internet, this is easier said than done. Still, keep it short.

**Make it .com.** Since most people automatically assume that a domain name ends in .com, it's best to give them what they expect.

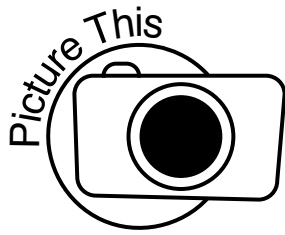
**Make it easy to spell.** Some domain names present spelling challenges to internet visitors. If you are considering a domain name that leaves people wondering if a word is written out or abbreviated, like "doctor or dr", or if a hyphen is used, it is best to rethink your name.

**Make it memorable.** Your domain name is part of your brand experience. Choose it well, and it will project a powerful image of your product or service to all that see it.

**Make sure it's available.** According to copyright law, if a company is using a name for their business, whether they have registered it or not, it's theirs. If you use it, you will be infringing on their protected rights under copyright law.

**Fulfill expectations.** Most domain names create expectations, suggesting what visitors might find on that website. Domain names like MovieTickets.com and CartoonNetwork.com clearly establish the product or service of the website. While it isn't necessary to choose a domain name that creates expectations, domain names like Yahoo.com or Apple.com may require far more branding to establish a connection between your name and your product.

*Worksheet 1:* List your keywords and ideas for your domain name.



Word-of-mouth advertising, which will be discussed in Chapter 9, may someday lift some of your marketing responsibilities off your shoulders. The possibility of this coming true begins with the choice of an unforgettable domain name.



## Search Engine Optimization for Beginners

When the internet was populated by only a few thousand websites, it was easy to have a presence on the internet, and there was not much need for a search engine. Things have changed in the last few decades, and with more than 162 million websites currently populating the internet you need to be aware of a few search engine optimization (SEO) basics. These skills will help you make smart choices as you build, edit, and market your website.

This chapter will provide you with a few of the basics to get you started with your climb to the top of natural search results, including:

- Title Tags
- Meta Tags
- Keywords/Key Phrases
- Backlinks
- Bold Subheadings
- Navigation
- Website Size
- Desktop Bookmarking

### **Title Tags**

Title tags are the most important part of your on-site search engine optimization effort. A title tag is an HTML (Hyper Text Markup Language) tag that displays your page title at the top of the browser window. It is also the title that appears as a blue link above the page description in search engine results. A title tag needs to be rich in high traffic keywords and intriguing to internet searchers.

For example, if your webpage is about Black Forest Cuckoo Clocks, your title tag might look like this:

```
<title>Black Forest Cuckoo Clocks | Handcrafted in Germany</title>
```

```
<head>
<title>Black Forest Cuckoo Clocks I Handcrafted in Germany</title>
<meta name= "description" content= "More Than 500 Original Handcrafted
Black Forest Cuckoo Clocks I Priority Mail Shipping to Anywhere in the
USA">
meta name= "keywords" content= "black forest cuckoo clocks, cuckoo clock,
handmade cuckoo clocks, german clocks">
</head>
```

## Meta Tags

A meta tag is another piece of HTML code. Your visitors never see it, but the search engines do. There are several different types of meta tags. The two that you need to be most concerned about are the *keyword tag* and *description tag*.

**Description Tag.** The description tag should include a short description of the webpage. The description can be in phrase or sentence form, and should “sell” search engine visitors on the quality of your product.

```
<head>
<title>Black Forest Cuckoo Clocks I Handcrafted in Germany</title>
<meta name= "description" content= "More Than 500 Original
Handcrafted Black Forest Cuckoo Clocks I Priority Mail Shipping to
Anywhere in the USA">
<meta name= "keywords" content= "black forest cuckoo clocks, cuckoo clock,
handmade cuckoo clocks, german clocks">
</head>
```

**Keyword Tag.** The keyword tag identifies what the web page is about in just a few words. Keyword tags for this page should include “black forest cuckoo clocks”, “cuckoo clock”, “handmade cuckoo clocks” and “german clocks”. Your keyword tag should be limited to 10 keywords/keyword phrases.

```
<head>
<title>Black Forest Cuckoo Clocks | Handcrafted in Germany</title>
<meta name= "description" content= "More Than 500 Original Handcrafted
Black Forest Cuckoo Clocks | Priority Mail Shipping to Anywhere in the USA">
<meta name= "keywords" content= "black forest cuckoo clocks, cuckoo
clock, handmade cuckoo clocks, german clocks">
</head>
```

### Keywords/Key Phrases

Before you even begin to develop content for your website, you should identify which keyword phrases, when sprinkled lightly through your content, will attract the most visitor traffic. Once you have identified a possible set of keyword phrases, you can put them to the test with WordTracker's Free Keyword Tool. The purpose of this tool is to discover which keyword phrases are more frequently used in a natural search.

#### [WordTracker Free Keyword Tool](#)

Let's say that you have decided to start a music website that offers piano sheet music that you can download from your website. You've seen your competitors use the phrase "free sheet music" often, and think it might be the perfect fit for your new website. WordTracker displays the following results, indicating "free sheet music" is the most frequently used search phrase. You also notice "free printable sheet music" is a frequently used.

The next step is to see how many competing pages there are for each search phrase. Google will provide this answer. One at a time, type each of these keyword phrases into Google's search engine. At the top of each search results page Google displays the total number of competing pages currently indexed. While it may have seemed "free sheet music" was the best choice by a landslide, the number of competing pages makes this choice less attractive for a brand new website. The best choice in this instance is "free piano sheet music."

Because there are so many ways to drive traffic to your website, don't worry too much out about which keywords to choose. Just do your research, and stick with them.



Be a snoop. Checking out the source code of your competitors, by right clicking on any web page and selecting "View Source", is a great way to see which keywords are working for them. It's also very entertaining!

### **Backlinks**

Backlinks are in-bound links on other websites that point to your website. A high quality backlink will include keywords about your website in the link text. In the example I used before, "Black Forest Cuckoo Clocks I Handcrafted in Germany", several keywords appeared. Each time a visitor clicks on that link, your website receives a "credit" for those keywords. This credit is stored in the search engines memory. The next time someone is looking for the same thing, your website will rank a little bit higher because it is now more highly valued for those particular keywords.

### **Bold Subheadings**

The inclusion of bold subheadings will increase the success of your content. Not only will your readers appreciate how well your content is organized, but it will give you an opportunity to repeat and emphasize important keywords. As a result, search engines will have an easier time identifying the focus of your content, and will deliver targeted traffic that will be interested in what you are writing about.

### **Navigation**

Website design is a give and take process between graphics and SEO. As you plan your website, make every effort to limit the use of graphics for navigation. This is important for the same reason that keywords in the link text of backlinks is important.

### **Website Size**

Imagine that you have just entered a sweepstakes to win a brand new car. You filled out your entry form and placed it in the box. You hope for the best. You have a chance, as remote as it is, but still a chance. Now, imagine that you decided to fill out 500 entry forms. How are your chances now?

With 162 million sites currently populating the web, it would benefit you to place a few more entry forms in the box. The more content you have, the more visible you are. In fact, your visibility doesn't just add - it multiplies. Why? Because your website not only has new points of entry, but search engines tend to favor larger websites. The addition of new pages will effect every page on your website, moving them all higher in search engine results.



**Desktop Bookmarking**

Last, but not least - bookmarking. Google has recently started placing a value on websites that are bookmarked, just as they do for one-way links that point to your website. Ask your visitors to bookmark your website. You'll be glad you did.



## Website Design

Your website is a gateway to your company. If you operate an online business, it is your company. The design of your website will give potential customers and clients an impression of what your company offers the moment they see it. If you don't capture their attention quickly, they may look elsewhere to find what they need. To capture and hold your visitors attention your website should be designed in a way that reinforces your what you are about, has a clear purpose, and has an architecture that helps people to navigate easily.

### **Brand Perception**

My wife runs an eBay toy store. Many of the toys that she sells are items that she finds on sale or clearance. On occasion she finds an item that has a perceived value that far exceeds the actual retail cost. One of the best examples is an inflatable whale pool that we discovered at a local supermarket. The packaging was active and fun, and the size of the pool was much larger than you would expect to get for \$12.95. Shoppers that visited our eBay listings felt that way too, and the bidding often drove the price as high as \$40.00. In this instance perception drove reality.

In designing your website, your primary objectives should be to strengthen your brand and reinforce that value of your business. The look and feel of your website should engage your visitor from the moment they enter your site. Design elements should support and sustain their interest, providing you with the opportunity to express value and build trust.

Websites that are successful in establishing a positive brand perception have several common characteristics.

**A Clean Look.** A clean look, with a considerable amount of white space surrounding the content, will provide visitors with a light and airy feeling that will help them to feel comfortable during their time on your website.

**An Effective Navigation System.** Your navigation system is straight-forward, easy to find, and easy to use. It should appear in the same place on every page of your website, and link to every one of the main indexes on your website. When an effective navigation system is in place, your visitors will develop a sense of familiarity

with your website. When they want to find something, they'll know right where to look.

**Attractive Graphics/Photographs.** Attractive images can enhance your content and add visual interest to your website. My favorite websites for finding free and inexpensive royalty-free images are:

[iStockPhoto](#) - Contributors to iStockPhoto meet the toughest of quality standards, and therefore the images you find on this website are of excellent quality.

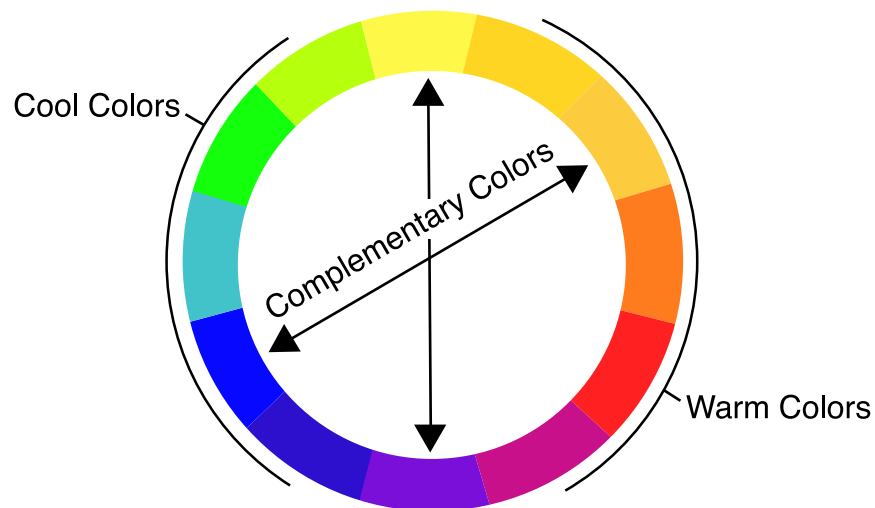
[ClipArt.com](#) - You can create an account, and download all the images you want for 7 days for a low membership price.

[Wikipedia.org](#) - Many of the images on Wikipedia.org are in the public domain because the copyright has expired. If you see something that you like, click on the image to find out if you are allowed to use it. If the licensing indicates that the work is in the public domain, simply right click on the image and save it to your desktop.

*Worksheet II.* Describe how you plan to build brand identity for your website? If your website is already established, consider which elements may be having a negative impact on website traffic. What can you do to redirect how your website is perceived?

### Attractive Color Palette

Colors set a mood, attract attention, and make statements. They energize, or cool down. By selecting the right color combination for your website you can create an ambiance of elegance, warmth or youthfulness. Color is a powerful design element if it is used effectively. Since color confronts your visitor before your content does, it's important to make a good first impression.



When I'm planning a new website, I visit other websites within the same niche looking for color palettes that look visual interesting, and will support my branding efforts. If you are planning on using a website designer you can browse websites, find what interests you, and send your designer the URL of the website that has a color palette that is right for your site.

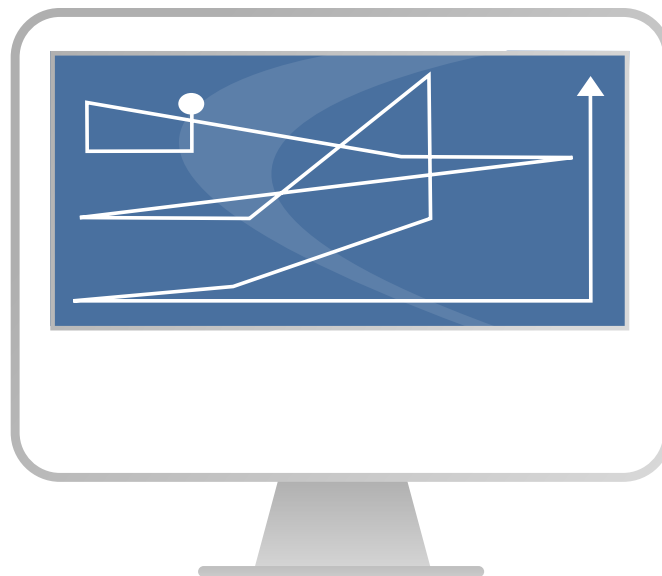


Visit other websites within the same niche for color palettes that look visual interesting, and support your brand. If you are planning on using a website designer you can browse websites, find what interests you, and send your designer the URL of the website that has a color palette that is right for your site.

*Worksheet III.* List several websites that have color palettes that intrigue you. If you can, describe why they will effectively communicate your brand.

### **Purpose**

What do you want people to do when they visit your website? Your first step toward achieving your goals should be to decide what you would like your visitors to do when they visit your home page. Once you have defined what you want them to do, you will need to figure out the best way to get them to do it. The following illustration shows us how internet users scan a webpage.



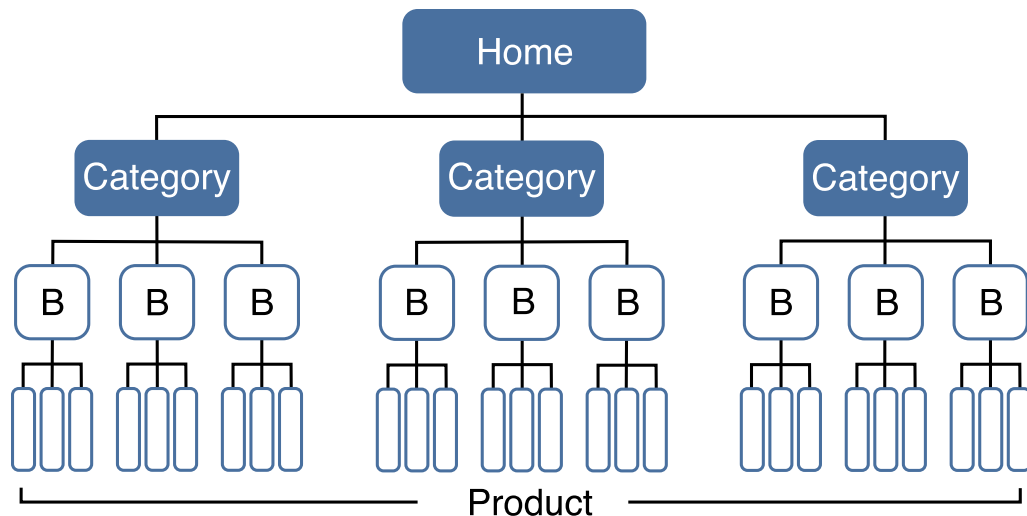
Studies indicate that website visitors fixate first on the upper left hand corner of the page before moving on to other areas. The right hand column will be the last place they

see. By placing important page elements in positions that visitors fixate on the most, you are more likely to encourage a desired response.

*Worksheet IV.* Identify the primary goals for your website, then map out an effective layout for your homepage.

### Architecture

How many clicks do you think it should take for your visitor to get from *Point A* to *Point B*? The answer is no more than four. Keeping the architecture of your website “flat”, following the home>category>brand>product principle, will not only help your visitors navigate to your product or content easily, but it will help tremendously with your search engine efforts.



The fewer the levels, and the greater the cross-linking within the site, the more successful you'll be in distributing high page rank throughout your site's architecture.

*Worksheet V:* Identify the names of the directories (indexes) and subdirectories that you will link to from your homepage. Next, map out an effective architecture following the home>category>brand>product principle.



## Essentials of Website Statistics

Understanding your website statistics is an important part of driving traffic to your website. They will direct your marketing plan, the additional of new content, and the search engine optimization (SEO) that you will perform to make the most of every resource on your website.

While the mastery of an analytics program may not be of interest to you, there are a few basics that you should take the time to familiarize yourself with:

- Unique Visitors
- Pages Viewed
- Referring Domains
- Keywords/Key Phrases
- Bounce Rate

### **Unique Visitors**

A unique visitor is a person that has visited your website at least once during a specific time frame defined by the report that is generated. Typically, this time frame is one month. If your visitor returns, they will not be counted again.

### **Pages Viewed**

Pages viewed has to do with the number of times a single page on your website was viewed. Typically, your home page will receive the most page views.

### **Keywords/Key Phrases**

Keywords and key phrases are what people type into their search engine to find things of interest. This analytics feature will help you to evaluate the success of the keywords you choose.

## **Referring Domains**

A referring domain is a website address that indicates where a visitor was before they came to your website. This analytics feature is by far the most useful tool you will have in assessing the success of your marketing plan.

For example, you notice that little benefit has come from article marketing, though the 30 YouTube videos that you launched last month have been highly effective. The information that you gain from this report can help you refine your current plan, making the most of your time and possible advertising dollars.

Google Analytics (free) and GoDaddy's Site Analytics (modest fee) are both excellent tools for evaluating the effectiveness of your marketing plan. Both are easy to set up and simple to learn.

## **Bounce Rate**

Bounce rate represents the percentage of visitors to a website who "bounce" away to a different website, rather than continuing to view additional pages on the same site.

Bounce rates vary from niche to niche, so there isn't any standard rate. However, if your bounce rate is extremely low, you may want to consider making a few changes to the basic architecture of your website.



## How to Get Noticed

Getting a web page to be noticed requires the writing an effective title, and the creation of quality content that fulfills the promise you made with your title. If you can do all that, you will attract attention, and keep your visitors coming back for more.

### **Effective Titles**

One of the most important skills you will need to develop is the ability to write effective titles. This skill will help you increase your visibility in search engine results, and entice people to visit your website. Your title is a plea to your target market. It is your promise to offer a solution that will meet a need. For every person that reads you title, only 2 out of 10 will continue reading. The better your title is, the better your chance of beating the odds.

#### *Step 1 - Define your Goal*

Begin by defining what your article will be about, the target market it will serve, and the solution it will provide.

You will need to ask yourself:

- What is the problem?
- Is there a solution to the problem?
- Can I provide the solution?
- Why will my article provide the best solution?
- How will this article benefit the consumer?
- How will I expect the visitor to respond after reading the article?

Try to come with as many answers to these questions as you can. The most enticing answers will form the foundation of your title.

#### *Step 2 - Make a Promise*

A well-conceived article begins with the title, because promises are made to be fulfilled. Not the reverse. By writing you content first, you put yourself in the position of having to reverse engineer the title. By beginning with the title you have the benefit of writing



content that fulfills the compelling promise made by your title. The result is a crisp, well-structured article.

### *Step 3 - Search Engine Optimization (SEO)*

A title for a college paper, and a title for a web page have many of the same elements. They both intend to intrigue the reader, and they both seek to define the content that follows. Successful titles for website pages must include two additional elements:

- They must be keyword/phrase rich
- They must be carefully structured

Titles that are long (limit it to no more than 65 characters), and keyword/key phrase rich, will most likely include the same words search engine users type to find you. The more words you include, the better your chances of being found.

The order of keywords/key phrases is also important for SEO. As a rule, the closer the primary keywords are to the beginning of your title the better. While it is best not to compromise the quality of your title, applying this technique to create a carefully structured title will prove valuable in driving search engine traffic.

- Zoo Animals | Free Coloring Pages
- BMW Automobiles | Southern California Dealerships
- Mountain Bike Reviews | Best in Value and Performance

### **Quality Content**

As I mentioned before, “Well crafted content has a message. It is focused, and it has a goal to accomplish.” Before you start writing, ask yourself these questions:

- Who is my target audience?
- What is the problem?
- What is the solution?
- How will my solution be better than the one my competition offers?

Remember, never sacrifice your visitors experience for search engine rankings. Search engines are not your target market. Your primary purpose should be to convert visitors into customers, or in the case of free resource websites, visitors that are so delighted by what they found that they refer your website to a friend.



## The Power of Freebies

Are you ready to crank your website traffic building efforts into overdrive? Freebies are the way to do it, and this chapter will tell you how to get it done.

### Freebies to Avoid

There are two common mistakes made when offering freebies on the internet:

- Underestimating the Cost
- Overestimating the Response

If you're interested in creating a freebie, see if you can obtain the skills that you need to create it yourself. If your freebie is a hit, you will have the skills to create additional products. If it doesn't work, nothing was lost.

### Freebies That Work

The following list represents a few of the many freebie possibilities that website owners can use to attract traffic to their website.

**Offer Desktop Wallpaper.** Create a unique desktop wallpaper that will be of special interest to your visitors. It has the potential to have long term value, as wallpaper, once uploaded, will remain on the desktop for a long time. Be sure to include your logo and your website address.

**Offer an eBook.** People search the internet for information everyday, and eBooks provide more in depth information on the topic of interest, and have greater perceived value.



Consider requesting that people sign up for your newsletter to receive this free download. Since some freebie finders enter a fake email addresses, requiring an email confirmation is a good idea.

**Offer a printable coupon.** If you own a retail store, offering a coupon for a free item in your store will help to establish visibility for your website and your store.

**Offer a birthday club.** Encourage visitors to sign up for a Birthday Club by offering them a special bonus, such as a free ice cream cone. Then send them the same bonus every year there after.

**Offer a map.** A map to things of special interest in your area will attract families looking for weekend activities.

**Offer a checklist.** Create a free pre-home inspection checklist for potential homebuyers for your real estate website. It may be just the thing to attract families interested in purchasing a new home.

**Offer a coloring page.** Create a coloring page that teaches kids about dental hygiene for your dental website. Teachers would download these coloring page and use them in their classroom, and share this resources on Facebook. Parents would visit your website for more coloring pages, and think, “We need a dentist.”

**Offer a worksheet.** Attract targeted traffic by creating a free printable worksheet or puzzle at [PuzzleMaker.com](http://PuzzleMaker.com).

**Make a video.** Attract visitors by offering an instructional video and upload it to YouTube. Include a necessary component for the completion of the task on your website.

**Offer a bumper sticker.** Create a free printable bumper sticker for your visitors to download. All they will need is an ink jet bumper sticker blanks.

**Offer a calendar.** Create a free printable calendar with a set of 12 pictures that will interest your visitors. Include your logo and website address.

**Offer an MP3 recording.** Offering a free recording with unlimited downloads might be just the ticket to attract attention.



You might consider placing a time limit on this download to encourage immediate action.

Be creative. Think quality. Once you have a few freebies to offer, let the world know. Freebies have the potential to supercharge your marketing efforts, and potentially send your site to the top of the search engine results.

*Worksheet VI:* List a few ideas for free product that you can offer for free download.



## My Kingdom for a Link

Link building is the most important off-site effort you will ever make toward building targeted visitor traffic to your website. Not only are you creating additional points of entry to your website, but you are telling search engines that there is something worth sharing on the other end of that link. If search engines believe that you have something worth sharing, they will want to share it too. The outcome is a higher placement in search engine results.

While each resource listed in this chapter will not be effective for every website, the following recommendations represent the best resources and best practices for in-bound link building. Take the time to review the options, and then create a marketing campaign that will have the greatest potential, based on your website content and skills.

### **Requesting Links**

One-way links from websites with similar content are considered the most valuable type of link. Many website owners will be interested in a reciprocal link. While this link is not as valuable, it should not be dismissed, as it can drive valuable targeted traffic and offer powerful keyword descriptors about your content if the link text is keyword focused.

A high quality in-bound link will include keywords about your website in the link text. Here's an example of a link text including 4 keywords:

[BMW | 2010 Automobile Reviews](#)

BMW Photos, Automobile Specifications, Dealer Incentives, Safety Ratings, and More. Everything You Need to Make An Informed Decision About Your Next Car.

The inclusion of important keywords in the link text will let internet users and search engines know what they will find on your website, as well as help your website to be more highly valued for particular keywords. When requesting links from other web masters, ask them to include link text that will support your website's keywords.

## **Building Links on Your Own**

Requesting links from other websites can be time consuming, and sometimes not all that rewarding. It's sort of like buying a ticket for a raffle. You might get something for you money, but you might not. I like knowing that my time is well spent, so I invest my time in marketing strategies that are sure to pay off.

This chapter will guide you to websites that will offer you the best opportunity to generate traffic for your website. I will outline what the website is all about, along with helpful tips to make the most your marketing efforts on that website. If you have an inner control freak to satisfy, this is your chance.

## **Social Networking**

Social networking is the 21st century's version of community. It is the grouping of individuals with similar interests. For the internet marketer it means the potential for attracting targeted traffic to your products.

### **Facebook**

Big companies like Coca-Cola and Disney are using Facebook to build a following. Some companies have even started adding their Facebook URL to television advertisements instead of their .com address in an effort to connect with customers. With over 300 million active users, and an Alexa ranking of 2 (just behind Google) this is a site you should be connected with, and tap its potential for all its worth.

You can use Facebook as a way to:

- Attract traffic to your website
- Interact with your target market
- Establish yourself as an expert in your marketplace

If your interested in using Facebook for more than just “poking” your mom, or throwing a “taco” at your friend, here are a few ideas to help you make the most of your effort:

There are three ways to connect with people on Facebook:

- Person Profile
- Groups
- Business Page

Many people use their personal profile to promote their website. Though, if your are interested in getting serious about connecting with people and driving traffic, you will need to create a Facebook business page. It will provide you with the best way to connect with people that are interested in what you have to say.

To make the most of Facebook, you will need to:

**Create a Facebook page.** Carefully consider the name for your Facebook page. You can't change it.

**Upload a picture or logo.** You don't want to be the invisible man. In some instances you will want to use a company logo. In most cases, a picture will be better, because Facebook is a place where people are connecting with other people.

**Customize your URL.** A well chosen Facebook URL, like <http://www.facebook.com/cocacola>, will make sharing your Facebook profile much easier to remember.

**Create an effective landing page.** Direct your visitors to a page that quickly lets new visitors know what you are all about. Without it, they will head straight for your wall, and leave confused.

**Avoid selling.** You don't want to gain a new nickname like "The Spamvertiser". It's okay to promote your products and resources, though do it for the benefit of the community.

**Be you.** Be real. Be helpful.

## Twitter

Twitter.com is a social network that lets people keep in touch with each other by exchanging quick updates, 140 characters to be exact, about everything that's going on. It's one of the most successful "What's happening?" sites on the web. If you choose to use Twitter to connect, you will be joining big companies like Apple, JetBlue, Whole Foods, and GM, who have all discovered the benefits of leveraging this social media phenomenon. You can use Twitter to share information, connect with people that are interested in the same things that you are, get feedback, and build relationships.

To make the most of Twitter, you will need to:

**Choose a user name.** Twitter limits tweets to only 140 characters - user name included. So make it short and memorable, because your user name is counted in your 140 character limit.

**Be real.** Show your successes and your failures, and do it in 140 characters or less.

**Avoid selling.** Twitter is a social platform, not a marketing platform. It's okay to promote your products and resources, though do it for the benefit of the community.

**Follow interesting people.** Don't just follow people so that they will follow you.

**Offer stunning content.** You'll gain the attention of other members on this factor alone.

**Be helpful and friendly.** Engage in conversations with the Twitter community that matter to other people.

### **Flickr**

Photo sharing is all the rage, and Yahoo's Flickr.com is leading the way. If you have a few great pictures or graphic illustrations to share, set up a free account and launch your images. This website has the potential to drive massive traffic in exchange for a minimum investment of your time.

To make the most of Flickr, you will need to:

**Upload an interesting image.** Flickr visitors and members love sharing their captured moments, and seeing what other people like to share. If you add interesting images they may want to find out more.

**Write a keyword rich title.** It could a variation of the web page you will link to.

**Add tags.** Since images don't have content that search engines understand, tags are ever so important. Try using some of the same tags you use for the web page you will link to.

**Include a link.** Place your link directly below the image with a short description of the contents of the linked webpage. If Flickr visitors are intrigued, they may click-through to visit your website.

**Add related content.** If you have a few related articles, consider adding these links too.

**Avoid selling.** Flickr is a social platform. Link to a free content page rather than a sales page. You'll be much better off.





Your free account will allow you to add an unlimited number of photos, though only the last 200 photos will appear in your Photostream without the upgraded member account. You will also need to remember to access the Yahoo email account that you are required to create when you signed up. If you let four months go by without accessing your account, every one of your pictures will be deleted. (I learned this the hard way.)

## Friendster

Friendster.com is a social media site like Facebook and Twitter. It is a way to socialize with people about friends, family, school, social groups, activities and interests and other things that matter most. With more than 110 million members worldwide, Friendster has clearly established themselves as a leading social network.

Friendster can be a web marketers best friend if it is used to build relationships and help people. To have lasting and valuable presence on Friendster, you should only promote products or websites when members need them, or have an interest in discussing them. Be real, and be truthful. If you do, the benefits of this social network will soon be evident.

To make the most of Friendster, you will need to:

**Be real.** Create a profile that shows the real you. Talk about your successes and your failures.

**Chat.** The Chat application on Friendster allows users to discuss topics with the whole online Friendster community. Consider the possibilities of chatting with thousands of people in a single chat room. It's a potential marketing goldmine for people interested in building relationships.

**Avoid selling.** Friendster is a social platform, not a marketing platform. To have a lasting presence on Friendster you must connect with people, and share your resources when members are interested in hearing about them.

**Be helpful and friendly.** Listen to others, and share the things that will help to guide others toward fulfilling their goals.

**Stay invested.** Building a fan base may take awhile. However, if even a small percentage of those fans visit your website everyday you will begin to see a good flow of traffic to your website, and an even higher conversion rate for products you sell, because you took the time to build trust.

## **Social Networking Buttons**

How would you like it if I told you that there are a few ways to get other people to help build traffic to your website for free? It's true! What's more, they'll be glad to do it.

### **AddThis**

AddThis.com can provides you with free buttons and analytics that will allow your visitors to share the products they found on your website with their friends. All they have to do it click a button, and log in to their account. Your webpage link will instantly be added to Facebook, Twitter, and StumbleUpon (or any one or dozens of other social networking services), along with comments about their latest find.

### **ShareThis**

ShareThis.com provides a very similar service. The only noticeable difference is that the buttons from ShareThis cannot be styled fit your website.

For you these social networking buttons mean big traffic that you don't have to work for. Your visitors, out of their excitement about finding your website, will share it with their friends. Their friends will share it with their friends, and so on. Before you know it their will be thousands of links out there, and incredible traffic. All you have to do is add a snippet of code to each page of your website, and wait.

## **Q & A Websites**

Q & A websites are a type of social networking experience, connecting people with questions with people with answers. They differ from websites like Facebook and Twitter, in that long lasting relationships are never established on-site.

### **Yahoo! Answers**

Yahoo! Answers (answers.yahoo.com) is a user-driven site where people ask questions and provide answers on just about everything. It's a place were people interact with other people, though does not require the kind of devotion you would need to spend with a Twitter following. You simply seek out questions, and provide helpful answers.

To make the most of Yahoo! Answers, you will need to:

**Find unanswered questions.** Search for unanswered questions about the same things you talk about on your website. If you do, you will stand a better chance of attracting the kind of visitors you want to have coming to your website.

**Be helpful.** If people feel confused, and aren't sure what to do, let them know that you know how they feel. Then provide them with the perfect solution.

**Establish yourself as an expert.** The response you give will define your credibility. Take some time to write your answer, and then double check your spelling.

**Provide a URL.** If your answer was helpful, they may be interested in learning more.

### **Blurt It**

BlurtIt.com is a user-driven site, similar to Yahoo! Answers, though it does not require visitors to register to ask a question, or give an answer. This question-and-answer community welcomes a whopping 400,000+ visitors each and every day, and receives questions by the truckload. People have burning questions that need helpful and relevant answers. Answer them, and drive traffic to your website at the same time.

To make the most of Blurt It, you will need to:

**Find unanswered questions.** Search for questions about the same types of things you talk about on your website. If they are, you will stand a better chance of attracting the kind of visitors you want to have coming to your website.

**Be helpful.** If people feel confused, and aren't sure what to do, let them know that you know how they feel. Then provide them with the perfect solution.

**Establish yourself as an expert.** The response you give will define your credibility. Take some time to write your answer, and then double check your spelling.

**Provide a URL.** If your answer was helpful, they may be interested in learning more.

### **Video Sharing Websites**

Television advertising might be out of reach, but a simple video describing your product might be well within your grasp. While the advertising is free, you will have to determine if you have the skills to make a quality video presentation. If you do decide to pursue this advertising medium, the rewards for your effort have great potential. The power of your presentation will allow you to reach far beyond the strength of the written word, to clearly illustrate through sound and picture, the benefits of your product.

## **YouTube**

It's hard to imagine a world without video sharing, though in early 2005 YouTube.com didn't exist. By October of 2006, internet search leader Google snapped up YouTube for \$1.65 billion. The price of this still-unprofitable startup company was by far the most expensive purchase Google made in its eight-year history. Today it represents your best opportunity for visibility through audio/visual media. The incredible rise in popularity of YouTube has taken it to number 3, according to Alexa.com - right behind Facebook.

## **Revver**

Revver.com is an Internet video network that supports the free and unlimited sharing of media. It is the first viral video network that lets you make money from the videos that you add to this website. Revver's technology pairs videos with targeted ads, and tracks them as they are shared in places like Facebook, MySpace, Blinx, Bebo, iTunes, WordPress, AppleTV, Blogger, TypePad and mobile phones. No matter where your video winds up, you will benefit from the advertising and the revenue generated.

To make the most of video sharing websites, you will need to:

**Write a great title.** Make it engaging and keyword rich.

**Include tags.** Search engines can't watch your videos, so tags (no more than 10) help them know a little more about it.

**Include a URL.** Paste the webpage URL in the description box, and a description of the content on that page. The URL should appear first in the description box, allowing visitors to see the link whether the video description box is expanded or collapsed. On YouTube it will be a live link.

**Provide useful content.** Most videos on video sharing websites won't win any lighting or editing awards, and your videos don't have to either. Though they should reflect well on your company, and provide valuable information for the viewer.

## **Blogging**

Blogging is about writing. It is about communicating ideas with the written word. Some blogs function as online diaries. Others serve a highly profitable businesses. In the marketing of your website, it can serve as a useful tool to drive traffic to your primary website, in addition to helping you rank well with search engines for your chosen keywords.

## WordPress

The WordPress.org self-hosted blogging tool, released in 2003, has become the most used blogging software in the world. The blogging experience that followed at WordPress.com made WordPress a household name. No more need to learn all those fancy technical terms that can make you dizzy at the thought of them. Blogging became as easy as typing in a word document. If you're wondering how the WordPress.com publishing platform stacks up against power hitter sites like Facebook, they aren't doing too shabby. Their current Alexa ranking is now 17.

Of all the marketing tools in my bag of tricks, WordPress blogs are a high ranking favorite. If you decide that this link-building strategy is right for your website site, stay devoted to it. You will be rewarded for your effort.

To make the most of a WordPress.org publishing platform, you will need to:

**Choose a new domain name.** Take the same care that you did in selecting your first domain name. It's important that this one is also short, easy to spell and unforgettable.

**Buy a hosting package.** A WordPress.org blog will need to be host just like your primary website. I recommend GoDaddy.com.

**Install the WordPress blog software.** The WordPress software is completely customizable and easy to use, though it might not be easy to install. If you aren't sure what to do with this free download, contact GoDaddy.com. You can buy a hosting package from them, and they will install the blog for free.

**Style the blog.** You can download a free template or hire a website designer to create a new custom design. Since this is another opportunity to brand your product, the road you choose should be carefully considered.

**Drive traffic.** Unlike WordPress.com, your self-hosted blog will not come with the a built-in audience. You will need to plan time to market this site.

To make the most of a WordPress.com publishing platform, you will need to:

**Serve a niche.** Consider creating a guide or directory that serves the same niche, or a narrower niche. Provide links to useful resources all over the internet - yours and the competitions.

**Publish useful content.** Write posts that useful to your readers. If they like what they read they may decide to become subscribers.

**Include in-text links.** WordPress gives an advantage over article marketing, as you are able to include in-text links. An in-text link is a powerful tool in providing you with an opportunity to engage and convert your reader. They work well because readers are already interested in your content, and will click-through to find additional information on the same topic. In fact, companies like Kontera, Infolinks and Vibrant Media have built advertising solutions around this very fact.

**Publish often.** If you are interested in driving traffic with a WordPress blog, your blog will need content. Plan to publishing often, until you have at least 100 posts.

**Link to free resources.** People love getting something for free. If you help them find the best free printable and downloadable content the internet has to offer, your blog will become an appreciated resource.

**Link to other posts.** Every time a visitor finishes reading a post, there is a moment when they make a decision about what they want to do next. If you provide them with an option to visit another post, you will keep them on your blog and increase your chances of having them click-through to your website.

**Be helpful.** While not every blogging service will permit you to promote your own website. WordPress.com does. When you do link to your own website, be sure that your link is helpful to your readers.

**Add reciprocal links to your blog.** Let website owners know about the value of a one-way link over a reciprocal link. Offer reciprocal links from your blog, instead of your primary website, in exchange for a link to your primary website. You both benefit, because you both have one-way links.

## **Weebly**

Weebly.com has helped 3 million people put their information online quickly and easily since the company was founded in 2006. Weebly enables people to create websites and blogs for personal, business, classrooms, church use and more. You can opt to purchase a domain or upgrade to a pro account, but it's always completely free to use the basic features.

To make the most of Weebly, you will need to:

**Style your website/blog.** Deciding on a look for your Weebly website or blog couldn't be easier. With over 70 designs to choose from, you are sure to find one that is perfect for your needs.

**Provide niche related content.** The articles that you add to your Weebly website or blog should be about the things your website is about. If they are, you will stand a

better chance of attracting the kind of visitors you want to have coming to your website.

**Drive Traffic.** Create a few inbound links to your new website/blog from large, well established websites. These links will give your Weebly website/blog the boost it needs to be an effective marketing tool for your primary website.

## **Directories**

Directories are the dinosaurs. Inclusion in a human-edited directory was vastly important at one time, though their value has shifted to the other end of the spectrum. They do, however represent an opportunity for you to describe your website in just the right way, with all the right words and keyword rich link text.

To get listed in a directory, there is usually a form you will have to fill out, and a waiting period. Once a directory receives your submission they will accept or reject it based on the opinion of the editor. Getting listed is still worth doing. Just don't hold your breath waiting to hear.

### **The Open Directory Project (ODP)**

If you are considering a directory submission, The Open Directory Project (ODP) at [www.dmoz.org](http://www.dmoz.org) is the one to pursue. Google still recognizes the importance of this listing, and will sometimes use the this description to display in the search results. The submission is free, and the results will be worth your effort.

## **Article Marketing**

Article marketing is a marketing strategy to build free traffic to your website by submitting articles to an article directory. In exchange for the content that you submit, the article directory allow you to link to your website. The purpose of each article is to establish you as an expert in your market, and direct traffic to your website.

Simply submit your best work. If it's accepted, your unique creation will be included in their directory for the whole world to see. If someone likes it, they can copy and paste it to their website. Article directories typically just ask that they republish the work in its entirety - author box, link and all. Now you aren't just on one website, you are everywhere.

### **Ezine Articles**

EzineArticles.com website ranks 130 according to Alexa.com, and is by far the best directory in which to submit your articles. Submitting to other directories will provide you with the advantage of having multiple high ranking websites linking to yours,

though most of your marketing efforts should be directed to adding content to EzineArticles.

### **GoArticles**

GoArticles.com is an article directory that includes more than 1 million articles submitted at a rate of 10,000 - 12,000 article submissions per week, with a current membership of 135,000 authors.

### **Article Dashboard**

ArticleDashboard.com is an online article directory, offers author's the opportunity to add content to their directory or download their software and start their own niche directory. The software is free, and is easily customizable. Article Dashboard was launched in 2005 and has an Alexa ranking of 2,666.

### **Article City**

Every article submitted to ArticleCity.com is a viral marketing opportunity waiting to happen. Not only will writing for Article City drive additional traffic to your website, but it will also help to establish you as an expert in your target market. Website owners love finding free content to reprint, so give it to them and watch your traffic grow.

### **Article Alley**

Article Alley is an article marketing website that was launched in 2004, with a goal of helping authors to promote and syndicate their content. Article Alley currently has 90,000 active authors and more than 500,000 pages of content. Currently, articles published on Article Alley can also be found on several thousand partner sites, multiplying the benefits of each article that you write.

### **Buzzle**

Buzzle.com is an online resource for news, articles and information. They promise beginner tips to expert-level advice, and entertaining guides with a touch of creativity. With an Alexa Ranking of 1,066, they have clearly have gained the attention of Internet visitors.

To make the most of article marketing, you will need to:

**Be passionate.** Your success with article marketing will depend on it. The rest is easy.



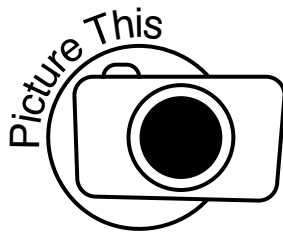
**Write often.** Begin by writing an enticing title and summary that will attract readers. Next, fulfill your promise by drafting a 300-500 word article. Your goal will be to provide quality information that quickly builds a trust relationship with your reader.

You will also want to learn to write quickly. Article marketing will soon lose its appeal if you spend 3 hours on each article. If you have the time, try to draft three to five articles in the morning, and then come back later that day to proofread and submit your articles.

**Link in the Author Box.** If your chosen article marketing website allows you to place two links to your signature box, use both of them. The first link should appear as an in-text link in the final paragraph of your article. This strategic placement will catch readers attention, and call them to action, before they finish your article. If they get to the end before they see the link it may be too late. To accomplish this, the conclusion of your article must be placed in the signature box, rather than the article box. The second link should point to the homepage of your website, and be accompanied by a description of the focus of your website.

*Example:* One of my best performing author box links for StorehouseBuilder.com is one for an article titled, “How Can I Make Money With Affiliate Marketing?” In the article, I outlined five criteria for evaluating the earning potential of affiliate products. The article concluded with:

Interested? Your next step is to find [affiliate products](#). (Click Link)



If you produce content that people really appreciate the value of your articles will multiple when they are reprinted on other websites.

I fulfilled a valuable first step for someone considering affiliate marketing. I made it sound easy and approachable, and then offered to continue to guide them with resources on my own website. My click-through rate on this article is a whopping 44.4%!

**Submit your article.** After you have submitted a few articles, take a moment to review the success of each article. Are your articles being visited? Perhaps your title needs to be revised. Is your click-through-rate low? Perhaps you need to consider a new strategy. Try something new and resubmit your article.

## ePublishing

ePublishing websites provide easy-to-use publish platforms and maximum visibility content online, for people interested in taking many of the hassles of out of making money online.

### Associated Content

Associated Content was founded in 2005 as an online publishing platform that enables anyone interested in creating content in any format (text, video, audio and images). You can sign-up for an account, and start writing on almost any topic that interests you.

Google outwardly states that it favors large, well established websites. When you write for AC you will be writing for one of the largest websites in the world. Visibility for the content your produce is guaranteed. With over 162 million websites currently populating the internet, AC ranks 518 according to Alexa.com.

To make the most of Associated Content, you will need to:

**Include the basics.** Put your search engine optimization skills to good use. Make sure to include a keyword rich title and tags.

**Provide useful content.** People are always searching the internet for information. If you provide quality information your articles will become a popular resources to your visitors, and profitable products for you.

**Write an interesting summary.** People sorting through on-site search results will see your title and summary first. Entice them with a promise that is too good to pass up, and then deliver on that promise.

**Don't be overly promotional.** Associated Content also provides you with an opportunity to make a little extra money, by sharing the ad revenue generated by the ads that surround your content. Treat this opportunity as just that. Write about things you know, and link to your content occasionally. When you do, make sure your articles don't sound like advertisements.

**Create text links.** Creating text links, rather than just pasting URL's, is also beneficial in generating search engine traffic. Search engines recognize text within a link as important text, in the same way they do for bolded subheadings. You won't get the credit for your keywords because of the "no-follow" code within the links, that Google has asked websites like these to include, though it's still helpful.

## Squidoo

Squidoo.com was launch in 2006 with a simple idea - "Everyone is an expert at something." They discovered that they were right, and weather they would admit it or not, members were willing to share what they knew with the world. As a result, Squidoo has become one of the most popular publishing platforms in the world.

Squidoo calls their pages "lenses" because each page is focused on something that a member finds interesting to them. Like the lens on a camera, a Squidoo "lens" is intended to show a perspective on something. They are a place to gather everything your know about a particular topic, and bring it into focus for someone else. Today, there are over 1,400,000 hand-built lenses that point to just about everything you could ever dream up. If creating a Squidoo account, and building "lenses" seems like a good way to market your website, go for it. Just remember, Squidoo requires that you limit the number of links that point to any one domain to 9 (excluding white list sites like Wikipedia).

To make the most of Squidoo, you will need to:

**Pick a theme.** Your lenses can serve the same niche as your website, or a more narrow niche.

**Pick a URL.** The URL that you pick will be your Squidoo web address. Try to choose one that matches your theme, and is easy to share with others.

**Build lenses.** Poke around to see what other people are doing, and what modules are available to your before you start building. When you're ready, build your lenses. The more the better. Don't give up. The best, and most effective, lens that you build may be number 50.

**Include in-text links.** Squidoo, like WordPress, gives you an advantage over article marketing, as you are able to include in-text links. The inclusion of in-text links will provide you with a far better opportunity to engage reader and make them a regular visitor to your website.

**Include an image.** People love pictures. They provide a great first impression for people browsing on-site search results, and they make your lenses look great.

**Include the basics.** Put your search engine optimization skills to good use. Make sure to include a keyword rich title and tags.

**Be awesome.** Everybody sees spam in a different way. At Squidoo, promoting your own website is a welcomed thing. However, make every effort to make your lenses awesome by including quality content with at least 3 modules.

**Share your lenses.** Link to your lenses through your social networking website, and watch your success skyrocket.

As a side benefit, Squidoo will also give you an opportunity to diversify your income, by paying you based on the income generated through ads.

## **HubPages**

HubPages, like Squidoo, provides people with the ability to publish online with easy to use tools. Hubbers (members) can earn money by publishing their Hubs (articles) on any topic they know and love, and earn recognition within the HubPages community through the HubScore ranking system.

There is, however one big difference between HubPages and Squidoo. HubPages does not allow Hubs to be overly promotional. If your Hub looks like an advertisement it will probably be flagged. If too many of them are flagged, you run the risk of getting banned from the site.

To make the most of your Hubs, you will need to:

**Create a profile.** HubPages is interested in building a community. Take the time to create a profile and add a picture.

**Be unique.** Hubs should be complete articles that contain useful and unique content. You can still include links to your website. Just not more than two to the same domain, and they should be relevant to your article.

**Include a picture.** People love pictures. They provide a great first impression for people browsing through on-site search results, and they make your Hubs look great.

**Include the basics.** Put your search engine optimization skills to good use. Make sure to include a keyword rich title and tags.

**Increase your HubScore.** Drive some traffic to your hubs by adding an interesting comment on popular Hubs, or by linking from off-site.

**Be a community member.** Become a fan of someone else's hub. They may take an interest in you too!

**Use Two Capsules.** HubPages provides you with an opportunity to make a little extra money, by sharing the revenue generated by the ads that surround your content. Treat this opportunity as just that. Write about things you know, and link to your content occasionally. Maximize your potential for profit by using at least 2 text capsules to keep the AdSense ads from falling to the bottom of the page.

## **Ebook Directories**

People love getting things for free, and eBooks represent a substantial value in the eyes of consumers. GetFreeEbooks.com and The eBookDirectory.com are two free eBook directories that can provide maximum visibility for your eBook, and traffic to your website.

### **Get Free eBooks**

GetFreeEbooks.com is a free ebook directory where you can read, download and contribute eBooks. For the website marketer, adding an eBook can mean traffic to your website. With an Alexa rating of 25,754, GetFreeEbooks.com is a great place to drive traffic through eBook submissions.

### **The eBook Directory**

The eBookDirectory.com, like GetFreeEbooks, is a free ebook directory where you can read, download and contribute ebooks. The eBook directory asks that you add a link from your website to the eBook Directory in order for your eBook to be included in their directory.

To make the most of eBook directories, you will need to:

**Solve a problem.** People aren't searching for products. They are searching for solutions. Provide it, and your eBook will be a success.

**Give it an interesting title.** If your eBook title intrigues people they will want to read it.

**Offer quality.** Rather than getting caught up in how long it should be, remember that quality is what matters most. When you're finished saying what you need to say, and you have said it well, your book is the perfect length.

**Make it a PDF.** A PDF (portable document format) document is the best format for easy reading and crisp, clean printing.

**Add a link.** A link to your website at the bottom of each page will make the hours you invest in the creation of your ebook worthwhile.

**Invest in a professionally designed eCover.** Great graphic design is often a reason why people choose one product over another, so it is worth the investment. Since this book is about building website traffic for free, I would recommend that no cover be used if you can't afford to have it professionally designed. A cover isn't necessary. It's just better.

**Encourage free distribution.** Adding a Creative Commons license at the beginning of your eBook will multiply the benefits of the time you invested.

**Create a Compilation.** Combine the best articles that you have written for article marketing websites into an eBook. The work you have already done will take on a powerful new role in marketing your website.

### **Freebie Sites**

Freebie websites are your opportunity to promote your website in the way people enjoy most - with free stuff! Before you get going with your free offers, check out Chapter 9: *The Power of Freebies*, for a guide on how give-aways can make you and your customer happy.

### **The Free Site**

TheFreeSite.com is bent on listing every free product/service that the web has to offer. If you have a resource that seems like a good fit for The Free Site, and it's really free, send them a few details about your product. Before you do, however, hook them up with a link from your website to theirs, and send them the URL where it appears on your website. They would really appreciate it!

### **PodCasting**

Podcasting is a hip new media format for delivering audio programs to a specific audience. Typically, podcasts are episodic in nature and are downloaded from the internet or presented as a webcast.

### **iTunes**

iTunes.com, from media giant Apple Inc., is the #1 place to download music, movies, TV shows, apps and podcasts. If you are interested in creating your own podcasts, and want to have a platform with as many potential listeners as possible, you will need to publish your podcasts on iTunes.

### **PodcastBlaster**

Podcastblaster.com makes internet radio easy with the tools that let you achieve professional results in minutes. Their own *Podcast Blaster System* offers a podcast manual, professional recording software, ready-to-use sound files and web resources for podcast safe music. PodcastBlaster can help you take those first steps toward promoting your website through this new media format.

## **Podcast.com**

Podcast.com is an excellent resource for the distribution of audio content via the Web, multimedia devices and Internet radio. With more than 1 million episodes of audio and video content, Podcast.net represents a highly valued way for content producers to reach audiences that appreciate quality information in an audio format.

To make the most of podcasting, you will need to:

**Produce great content.** Podcast listeners want to be informed and entertained. Give them what they want, and they will come back for more.

**Format it correctly.** Make sure your digital files are in a format that is supported by your podcast hosting website. Formats may include .m4a, .mp3, .mov, .mp4, .m4v, and .pdf.

**Know your competition.** Be aware of what others in your target market are doing, and then offer something unique.

**Know your listeners.** The average podcast listener is around 30 years old. The audience is expanding, though for now your content and products should be focused on the interests of this audience.

**Schedule regular episodes.** If your audience knows when your next episode is, you will have a better chance of getting listeners to tune in again.

**Create transcripts.** Since search engines can't see your podcast, you will need to give them something they understand. Include subheadings with important keywords, whether they are in the podcast or not. They will help your podcasts to be found.

## **Online Classified Ads**

Classified ad marketing is similar to placing ads in the newspaper, though online ads will often provide you with more space at no cost. Craigslist.org and Backpage.com are two classified ad websites that provide maximum traffic, the ability to style your ad with HTML, and embed live links to your website.

Ad postings on both of the following classified ad websites are community monitored, and community members are sensitive to business advertising. If you place your ad in the wrong section, or come across in the wrong way, your ad will be flagged or deleted. If it happens too many times, you may find yourself banned from the site. As a best

practice, always link to a free information page rather than a sales page, and focus your ad on the information you are offering rather than your product. You'll be much better off.

### **Craigslist**

Craigslist.org was started by Craig Newmark in 1995 as an email list of events in San Francisco, CA. Today you can find just about anything on Craigslist including job postings, garage sale items and services in your area. With approximately 20 billion page views per month, this website serves as a vitally important means of advertising for many companies. It could work for you too.

### **Backpage**

With million of new postings each month, there's a lot going on at Backpage.com. Like Craigslist.org, it a place to connect people that need stuff with people that have stuff.

To make the most of online classified ads, you will need to:

**Write Compelling Titles.** Headlines are the gateway to your ad. If they aren't well written, people will never see your ad. Try creating 3-4 variations on the same title to test which one works the best.

*Example: "Citronella Spray Anti-Bark Collar - End Excessive Barking Forever"*

or

*Example: "Stop Barking Forever - Advice from a Trusted Trainer"*

**Identify a problem.** Begin with a question.

*Example: "Is your dog barking too much?"*

**Provide a solution.** Follow through with a promise that they will find just what they need if they will only click the link that you have provided.

*Example: If you want to effectively stop the excessive barking, and avoid shock collars that may increase anxiety and aggression, try the *Quiet Dog Citronella Spray Anti-Bark Collar*. Click the link below to read more about this amazing product!*

[Quiet Dog Citronella Spray Anti-Bark Collar](#) at [PuppySolutions.com](#)





## Word-of-Mouth Advertising

Most people don't think they can do much about word-of-mouth advertising because they believe it is out of their control. The phenomenon that drove the sales of products like Tickle Me Elmo, Crocs and iPod seems elusive and out of reach.

While we can't all have a success stories like these, there really are things you can do to create some “buzz” about your product. If you apply them they will likely do more for your marketing campaign than any other component. Just remember, word-of-mouth won't replace a great marketing campaign, though it can help a great marketing campaign perform better.

### Four Ideas for Your Business

Here are four ideas to implement before anyone even sees or hears about your product.

**Develop a distinctive product.** Begin by reviewing the marketplace for products that are similar to your product idea. Next, design a product that is measurably distinct from products currently on the market.

**Acquire recommendations from experts.** Ask experts to review and support your products. Their testimonials will add credibility to your statements about your product.

**Ask for testimonials.** Ask people to write a short review of their experience with your product.

**Develop a mantra.** Define what your business is about with a three or four word phrase. If you can define your business in this way people will have an easier time talking about it.

### Five Ideas to Generate Word-of-Mouth Advertising

Here are five ideas to get the word-of-mouth wheels turning.

**Offer freebies.** The promise of getting valuable content for free will encourage people to visit your website more than anything else you do.

**Encourage referrals.** Ask your visitors to tell a friend about your website. It might not have occurred to them.

**Make friends.** Make it a point to answer all of your email promptly. Most people that send you an email will be surprised if they get a response at all. If you are prompt - all the better.

**Do something special.** Try to come up with things you can do for your visitors that won't cost you much, but will send a strong message about the unique value of your business/website.

**Say "Thank You."** The best way to show your appreciation to visitors/customers who take the time to try your product is to simply say, "Thanks." Free samples and prizes help, though nothing inspires people more than just listening to their opinion, and thanking them for their time.



## Your Marketing Campaign

This book has taken you full circle, bringing you back to the very words that you were confronted with in the beginning.

**Decide. Commit. Persevere.**

I've provided you with everything you need to drive impressive traffic to your website. Now it's time for you to choose the resources that will drive your marketing campaign.

The final worksheet in this book, when completed, will serve as your guide. It will ask you to choose one on-site marketing task, and two off-site marketing tasks. The following example is only an example. Every marketing campaign will be different because the needs of every online business is different, and the skills of every individual are different.

### **Example #1:**

#### *On-Site Marketing Task*

- Use WordTracker's free keyword tool to identify the best keyword phrases for my website, and then edit all web page titles and content reflecting what I learn.

#### *Off-Site Marketing Task*

- Write 50 articles for EzineArticles
- Create an eBook from 10 of the most popular articles, and make it available on eBook and freebie websites.

Target Completion Date: April 15. (60 days)

### **Example #2:**

#### *On-Site Marketing Task*

- Add 50 free printable resources to your website

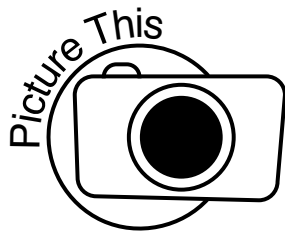
### *Off-Site Marketing Task*

- Create a Flickr Account, and host the thumbnail images of each printable resource.
- Create a WordPress.com blog That serves as a directory to your 50 free printable resources and other valuable resource around the Internet.

Target Completion Date: June 1. (90 days)

I have set many goals for myself. At one time I decided that I wanted to try to add 3 new resources a day to my music resource website. This goal helped me to grow my website to over 1,200 pages in 2 years. More recently I decided that I wanted to write 100 articles in 3 months. I completed the task with time to spare. On yet another occasion, I discover a way to create videos for YouTube that was incredibly efficient and effective. Over the course of several days I created videos for every one of my piano sheet music scores. On one day alone I created and launched 40 videos!

I'll let you take it from here. I wish you the best, and encourage you again to run the race in such a way as to get the prize.



Imagine a highly visited, massively successful website. Now that you have a vision, make it happen!

## Worksheet I: How to Choose an Unforgettable Domain Name

### List Keywords/Key Phrases

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_
- 6) \_\_\_\_\_
- 7) \_\_\_\_\_
- 8) \_\_\_\_\_
- 9) \_\_\_\_\_
- 10) \_\_\_\_\_

### List Domain Name Ideas

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

## Worksheet II: Website Design

Describe how you plan to build brand identity for your website?

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If your website is already established, consider which elements may be having a negative impact on website traffic. What can you do to redirect how your website is perceived?

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## Worksheet III: Website Design

List several websites that have color pallets that intrigue you.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

If you can, describe why they will effectively communicate your brand.

[illegible]

## Worksheet IV: Website Design

Identify the primary goals for your website.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_

Map out an effective layout for your homepage.



## Worksheet V: Website Design

Identify the names of the directories (indexes) and subdirectories that you will link to from your home page.

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

Map out an effective architecture following the home>category>brand>product principle.

## Worksheet VI: Freebies

List a few ideas for free product that you can offer for free download.

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

5) \_\_\_\_\_

Notes:

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Worksheet VI: Your Marketing Campaign

Choose one on-site marketing task, and two off-site marketing tasks, and then establish a target completion date for these tasks.

### On-Site Marketing Strategy

1) \_\_\_\_\_

### Off-Site Marketing Strategy

1) \_\_\_\_\_

2) \_\_\_\_\_

Target Completion Date: \_\_\_\_\_

Notes:

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## Recommended Reading

*Search Engine Optimization: An Hour a Day* by Jennifer Grappone and Gradiva Couzin

*Guerrilla Marketing in 30 Days* by Jay Conrad Levinson and Al Lautenslager

*Twitter Power* by Joel Comm