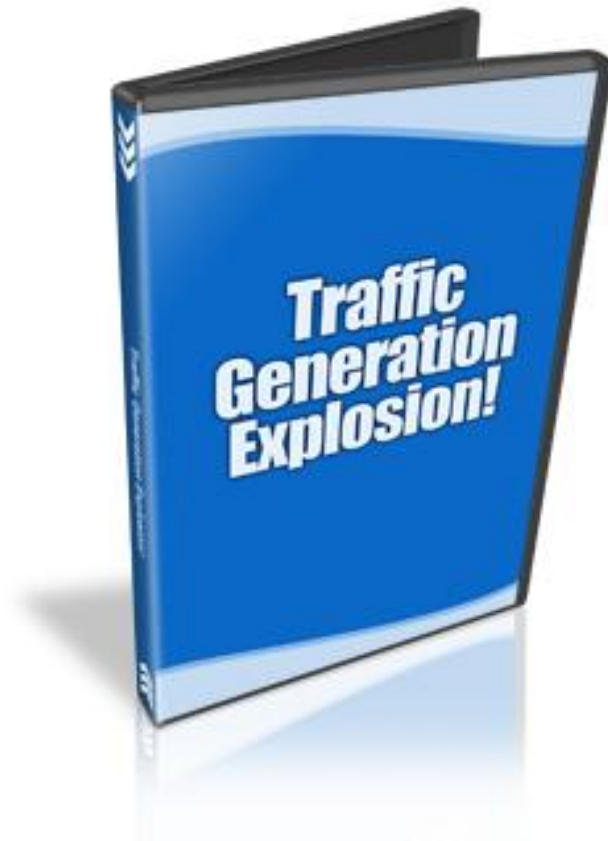


Traffic Generation Explosion!



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INTRODUCTION: TRAFFIC GENERATION CONCEPTS

Welcome to “Traffic Generation Explosion”. In this video series and accompanying ebook, I am going to be sharing with you several fantastic ways to drive traffic to your website(s). Please don’t feel that you need to apply every single technique to your website, in fact that might be a bit of an overkill. I would suggest sitting down with a pen and paper, and just start going through the videos, taking notes on the traffic generation methods that you would like to try. Before we start with the techniques, I would like to lay a bit of groundwork and talk about the general concept of traffic generation.

The techniques that I share will often drive traffic in two separate ways: 1) you will receive immediate traffic from the method directly through the links that you obtain, and 2) the links you receive through these methods will help your site rank higher in the search engines, resulting in a lot of organic traffic.

Though it will be nice to take advantage of immediate traffic in many of these techniques, if you are in this for the long haul, your priority should be to get as many high quality links as possible, to help your site perform better in the search engines.

Essentially, the more links a site has pointing towards it, the better it is going to perform in the search engines. Therefore, most of our traffic generation is going to focus on obtaining high quality links from relevant places on the internet. Don’t worry, its not as hard as it sounds!

There is one last thing I’d like to mention before we begin. It is very tempting to go out there and get as many links as you can, as fast as possible. This can actually hurt you! The search engines prefer to see you gain links naturally over time. I would suggest trying to stay around or under 10 new links a day, just to be safe.

Let’s go ahead and get started!

METHOD #1: ARTICLE MARKETING

If I was only going to recommend one traffic generation strategy, it would be article marketing. There is a reason it is so popular, it is because it actually works!

Article marketing consists of creating articles from your niche, and submitting them to article directories. At the bottom of each article you write, you are allowed to link to your website. There are quite a few article directories that are very highly respected by the search engines, and having links from there pointing to your site is a huge advantage.

Additionally, once your article is in the directories, other webmasters will come and publish your article. It is not uncommon for one article to get you several high quality backlinks.

I would not suggest submitting to every article directory you can find, but rather just stick with the top few. This would include:

<http://ezinearticles.com>

<http://goarticles.com>

<http://searchwarp.com>

<http://articlecity.com>

<http://isnare.com>

To hear more about why you need to be exploring this opportunity, be sure to check out Video #1.

METHOD #2: SOCIAL BOOKMARKING

Social bookmarking is another traffic generation technique that is very popular, and works very well. Have you ever bookmarked a webpage in your browser, so you can go back to it later? This is what social bookmarking is, except everyone can see what you bookmark.

It is free to sign up at the popular social bookmarking networks, and it doesn't take too long to bookmark your site. When your site receives a bookmark, it shows the search engines that people are talking about, and interested in your site. This is a great way to get a ton of high quality backlinks.

It can be a bit of work signing up at all of the major bookmarking sites, but once you are setup, it goes a lot faster.

Here are a few of the top social bookmarking sites:

<http://del.icio.us>

<http://listible.com>

<http://furl.net>

<http://flickr.com>

<http://slashdot.org>

<http://simpy.com>

<http://redditt.com>

<http://kaboodle.com>

<http://netvouz.com>

<http://fark.com>

To learn more about social bookmarking, please refer to Video #2.

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METHOD #3: YAHOO ANSWERS FOR TARGETED TRAFFIC

Yahoo Answers is a fantastic way to get not only a strong backlink, but also some very highly targeted traffic as well.

Yahoo Answers is located here:

<http://answers.yahoo.com>

This is a place where anyone can go and ask a question, about anything they want. Others then answer the questions, often citing websites as references. Yahoo Answers is a literal internet marketer's goldmine, because it contains a ton of people that are literally asking what they should buy!

In the video, you can see how I show you an example of this.

When you provide an answer, be sure to list your website like this:

<http://mywebsite.com>

You cannot use anchor text at Yahoo Answers, it is not allowed. Make sure to remember that!

Please refer to Video #3 to see me show an example of how to use Yahoo Answers effectively.

METHOD #4: THOUGHTFUL BLOG COMMENTING

Commenting on other people's blogs is a fantastic way to get some great backlinks. You have to remember that a large percentage of bloggers out there are doing it just as a hobby, and they will love it if you take the time to read their blog and make a thoughtful comment.

Do not spam your comments! If you try leaving a comment like "Nice Blog, Check Out My Website" it is going to get taken down. The key here is showing the blog owner that you actually are interested in their blog, and want to contribute towards it.

If you really want to make the most of your time, only focus on blogs that have google page rank. This is a nice way to gauge the quality of the blogs you come across.

Please refer to video #4 to see me talk a bit more about blog commenting.

METHOD #5: THE POWER OF BLOGS

If you don't have a blog, you are missing out on a huge opportunity. Simply put, blogs open up doors for you to certain aspects of web promotion, and make it a lot easier to rise up in the search engines.

If your main website isn't a blog, you could consider adding one, such as:

<http://mywebsite.com/blog>

which could then push people towards your actual website.

Blogs are free. Popular blog software includes:

<http://wordpress.com>

<http://blogger.com>

<http://livejournal.com>

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Of the three listed, I would suggest working with WordPress, as it is the most robust and offers the greatest amount of flexibility.

One of the great things about WordPress is that there are many plugins that you can install (also free) that will further enhance your blog. This makes it possible to do things like notify the search engines when you have new content, automatically bookmark your post to the social bookmarking services, setup future posts to go live automatically, and more!

Please refer to Video #5 to see me talk a bit more about creating a blog for your business.

METHOD #6: USING SQUIDOO FOR TRAFFIC

Imagine if I told you that it was possible to get your very own webpage underneath a very popular website, where you would be free to promote your own website as much as you please? Thanks to websites like Squidoo, this is not possible.

Squidoo is located here:

<http://squidoo.com>

Squidoo is a social site where people can sign up for free, and create their own pages. The good news is that Squidoo pages carry a lot of weight in the search engines, and having backlinks from there can prove to be invaluable.

Squidoo is also very easy to learn. Even a novice can have a page up and running fairly quickly. Once you have your page established, you will not only receive the benefits of a strong backlink, but should receive traffic from Squidoo as well.

Please feel free to review Video #6 to see a tour of Squidoo.

METHOD #7: USING HUBPAGES FOR TRAFFIC

Hubpages is another social website, where its users can sign up for free and create their own pages. It is located here:

<http://hubpages.com>

Hubpages is very similar to Squidoo, and I highly recommend that you take advantage of both of these websites. What a perfect way to create some strong backlinks that you have complete control over.

One final note however, you will want to make sure that your pages on Hubpages are of decent quality. If you just throw up content that is taken from somewhere else, or of low quality, your page will get shut down. Be careful!

To see me talk a bit more about Hubpages, I suggest you review Video #7.

METHOD #8: THE POWER OF PROPELLER

Propeller is a very popular website. It carries a page rank of 8!

Propeller can be found here:

<http://propeller.com>

Propeller is a place where members (it is free to become one) submit “news stories”. I would suggest picking a page from your website that you feel is worth telling others about (and if you don’t have one, create one). Submitting a story to Propeller is very easy, and should only take you a minute.

You do need to be careful though, if you submit something that is of poor quality, it will get shut down. You’ve been warned!

To learn a bit more about propeller, please view Video #8.

METHOD #9: UTILIZING KEYWORD RESEARCH

If you aren't doing proper keyword research before you build your website, you are taking a stab in the dark at your pages becoming popular. Just writing on your niche isn't enough, you need to be spending time researching and discovering the best keywords to target.

The basic premise of keyword research involves finding keywords that have:

1. A reasonable amount of searches per day/month
2. A reasonably low amount of competition on the internet for that specific phrase.

I highly suggest and recommend using Matt's Free Keyword Tool to do your keyword research. You can download it for free here:

<http://MattFreeKeywordTool.com>

There is also a free video series that comes with the tool. I am going to highlight the keyword research process for you here.

You basically want to avoid two problematic areas:

1. Keywords with too much competition (you would not be able to rank high enough)
2. Keywords with too little search volume (you may rank high, but still get very little traffic)

The keyword tool will help you find keywords in that "sweet spot", where they are receiving a fair amount of hits per day, and there is little competition. Just how much competition should you aim for?

You'll have to review Matt's videos to find out! **Highly recommended.**

To see me talk a bit more about keyword research, I suggest you review Video #9.

METHOD #10: PRESS RELEASE DISTRIBUTION

Press releases are a fantastic way to get the word out about your website quickly. The best place to submit press releases through is PRWeb, located here:

<http://prweb.com>

PRWeb offers a variety of ways to distribute your press release, ranging from free to very expensive. If you are serious about your web business, you may want to consider spending some cash here, as it is well worth it. You will want to make sure that your press release is well written (PRWeb can help with that too).

To learn more about the importance of press releases, please refer to Video #10.

METHOD #11: USFREEADS

USFreeAds is a pretty cool website that allows its visitors to post free classified ads. This website gets a surprisingly high amount of traffic, and is also well respected by the search engines, resulting in a powerful backlink.

USFreeAds can be found here:

<http://usfreeads.com>

You can get pretty creative with your ads, as this website does allow HTML, meaning you also have complete control over your backlinks. If you would like to give this a try, I would suggest checking out other ads in your niche, to get an idea of how you can use this to its fullest potential.

Please feel free to review Video #11 to hear a bit more on USFreeAds.

METHOD #12: THE POWER OF CRAIGSLIST

Craigslist is an insanely popular website where anyone can post a classified ad. With a bit of creativity, you should be able to find a way you could use this with your website. Depending on what you are posting about, Craigslist can also bring you a crazy amount of targeted traffic.

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It is located here:

<http://craigslist.org>

I do need to caution you however, CraigsList has been abused by spammers, and if people find your ad to be spammy in any way, they will flag it and it will get taken down. If you are using Craigslist, make sure your ad appears clean. I would suggest taking a look at ads already on there, and model yours after those. You will also want to make sure you are not posting too many ads at once, they don't like that either!

Please refer to video #12 to learn more about CraigsList.

METHOD #13: CONTENT REMAINS KING

I would like to talk briefly about the importance of the content on your actual site. It is extremely important that you have high quality and unique content. Not only is it important to the search engines, but your visitors as well.

After all, if you visited a site and it was a bunch of garbage, you certainly wouldn't want to return, let alone tell your friends would you?

Make sure you take the time to ensure that your website contains information that people want to read about. It may sound obvious, but you'd be surprised how often this crucial piece is overlooked.

Please view Video #13 to learn more about why content is so important.

METHOD #14: TAKING ADVANTAGE OF VIDEO SITES

Video marketing is very popular right now, and when you have a video that you can use to promote your website, it can open some doors for you. Submitting your video to the top video sites is a fantastic way to get some strong backlinks, as well as traffic (and if you are lucky and your video goes viral....look out!).

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Creating videos is actually not as hard as it sounds. It can even be done using software that typically comes with Windows (Windows Movie Maker). The video need not be fancy either, just a few slides and some music should suffice.

Popular video sites include:

<http://youtube.com>

<http://dailymotion.com>

<http://video.yahoo.com>

<http://video.google.com>

<http://dailymotion.com>

<http://revver.com>

<http://blip.tv>

<http://livevideo.com>

To hear me talk a bit more about video marketing, please check out Video #14.

METHOD #15: FUN WITH FACEBOOK

Facebook is a hugely popular social site right now. It is a place where people setup profiles about themselves, and a fantastic opportunity for networking. This can be a great way to build relationships with others in your niche. I would suggest setting up a profile that is based on your niche, and becoming social with those interested in your niche. Facebook has a ton of free tools that make communicating and setting up a nice page a breeze.

Please review video #15 to learn more about Facebook.

METHOD #16: CREATING A PRESENCE IN FORUMS

Becoming active in forums is a fantastic way to increase exposure to your website, as well as help to establish yourself as an expert. Simply finding a forum that is

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related to your niche, throwing your website in your signature line, and answering relevant questions can bring about a nice amount of highly targeted traffic (and also results in backlinks too).

I would suggest not pushing your website too much, a subtle advertisement in your signature line should do the trick. Establishing yourself as an expert can go a long way, after all, wouldn't you rather buy from someone that you trust?

To hear me talk a bit more about working with forums, please view Video #16.

METHOD #17: CREATING YOUR OWN AFFILIATE PROGRAM

Affiliate marketing is very popular, and having people help you sell your own product can be a very powerful advantage. If you have your own product, I would strongly suggest either setting up your own affiliate program, or selling your product through a service such as Clickbank, which has its own program.

When other people sell for you, it is typical to offer them a large commission (it is not uncommon to see a 50/50 split), and this can result in a huge amount of sales. After all, the more you can do to encourage people to sell for you, the more money you'll make!

Even though I consider myself a talented marketer, and can generate my own sales, nothing can come close to what an army of motivated affiliates can do for you.

To see me talk a bit more about this, please review Video #17.

METHOD #18: FUN WITH TWITTER

Twitter is a very popular social site, where its users set up profiles about themselves and then network with others. It is very similar to Facebook. People "subscribe" to your profile, and then receive an update from you every time you make a post to your profile. Imagine, if you are selling something, how nice it would be to automatically notify everyone at once about a new product!

Twitter can be found here:

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<http://twitter.com>

Twitter continues to grow in popularity each and every day. I suggest you get in while its hot.

To see me talk a bit more about Twitter, please view Video #18.

METHOD #19: CREATING YOUR OWN “BAIT”

Whenever you post a link or ad about your website, you will want as many people as possible to click on it. One way to greatly increase your traffic is to offer people “bait”.

An example of this would be giving something away for free. If you have a website on dog training, you could create a small ebook, or newsletter that offers some free helpful dog training advice. This would help to “bait” people to click through to your website. The idea here is that by giving something away for free, you will wet people’s appetite for more, leading them into an eventual sale!

To see me talk a bit more about creating your own bait, please view Video #19.

METHOD #20: PAY PER CLICK ADVERTISING (PPC)

There is no substitute for pay per click advertising (PPC). If you want to drive a huge amount of traffic to your site immediately, and have the money, it will certainly accomplish that. You just need to make sure you don’t lose your shirt in the process!

Pay Per Click advertising occurs when you pay one of the search engines to show an ad for your site in the paid section of the search results. Many people have had success with PPC, though most people fail. I would suggest that if you are just starting out you stay away from PPC until you know a bit more about how to sell to your niche.

Once you are more established, and familiar with what keywords will convert well for you, investing in PPC is a natural progression.

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Popular PPC networks include:

<http://adwords.google.com>

<http://searchmarketing.yahoo.com>

<http://adcenter.microsoft.com>

<http://7search.com>

To see me talk a bit more about pay per click, please view Video #20.

METHOD #21: USING EBAY FOR TRAFFIC

Ebay is filled with an insane amount of people, ready to purchase products, and can be a great outlet to explore for traffic. I have had success selling products on ebay and taking a small loss, in exchange for gaining a new customer.

Ebay also has its own classified ads system, which is worth exploring because of not only the traffic, but due to the valuable backlink you would receive as well.

To see me talk a bit more about ebay, please view Video #21.

METHOD #22: SEARCH ENGINE OPTIMIZATION

Search engine optimization (SEO) is very important, and is actually not as hard as it sounds. When you create pages for your website, taking the time to optimize them will greatly increase your chances for receiving natural organic search engine traffic. Surprisingly, most people don't bother with SEO, giving a huge advantage to those that do. Here are a few important things to keep in mind:

1. **Pay Attention to Keyword Density:** It is helpful to make sure you are using your main keywords a certain amount of times throughout your content. To put it plainly, we don't want to use the keywords too much, or too little. I have found a comfortable density to be around 2.5%.

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2. **Emphasize Important Keywords with Bold, Italics, and Underlining:** When creating your page, you can usually use simple HTML tags to emphasize your main keywords. Here are some examples:

Bold: `your keyword`

Italics: `<i>your keyword</i>`

Underline: `<u>your keyword</u>`

3. **Header Tags:** A header tags is a part of your page where the font is larger, and is reserved for the most important text on the page. To create a header tag, simply use this syntax:

`<h2>your keyword</h2>`

There are actually different levels of headings, 1-5. I typically use h2 when emphasizing my keywords (the larger the number, the smaller the text will be, i.e. "h1" is seen as the most important).

4. **Utilize Related Keywords:** When creating your content, try to use a lot of related keywords. This means that if you are talking about dog training, you will also be using keywords like dog collar, dog leash, dog obedience, etc. This is typically done naturally as you write your content, but I wanted to point it out here. Sometimes people really try to focus completely on one keyword, and having diversity in your page and including other related keywords seems to help in the search engines.
5. **Utilize Anchor Text:** When you are linking to your website, make sure that you are making good use of the anchor text in the link. By "anchor text", I am referring to the words that show up as the clickable link. An example of good anchor text would be: "Dog Training Tips". A bad use of anchor text would be one that does not include the keywords we are optimizing for, such as "Click here for more information"

To see me talk a bit more about SEO, please view Video #22.

METHOD #23: ENCOURAGING BOOKMARKING ON YOUR SITE

As I mentioned earlier, it is very beneficial to be bookmarking your site. Even better is when your visitors do it for you!

One way to encourage this is to place buttons on your website, making it easier for people to bookmark. This can be accomplished using the Bookmark This application, which can be found here:

<http://www.semiologic.com/software/widgets/bookmark-me/>

To see me talk a bit more about encouraging bookmarking, please view Video #23.

METHOD #24: STUMBLING UPON YOUR SITE

StumbleUpon is a fun site that is very popular. It is located here:

<http://stumbleupon.com>

Anyone can sign up for an account there, and start “stumbling” sites. Everytime you come to a site that you like, you hit a button to “stumble upon” it. Each stumble counts as a vote, and the more votes a site gets, the more exposure it gets on the StumbleUpon website.

Not only does a stumble help by giving you a valuable backlink, but it can result in a ton of traffic too, especially if the content on your website is interesting. I would highly suggest that you start stumbling today!

To see me talk a bit more about StumbleUpon, please view Video #24.

METHOD #25: THE POWER OF RSS FEEDS

RSS Stands for “Really Simple Syndication”, and is a feed that is produced by blogs. RSS feeds can be submitted to special places on the internet called RSS aggregators, where they are then spread around the net. If you have a blog, you have an RSS feed, and you should certainly be submitting it.

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Submitting RSS feeds is a fantastic way to get links, and is also incredibly easy. The best part is that once your feed is submitted, every time you make a new post on your blog, your feeds will all be automatically updated!

To see me talk a bit more about RSS, please view Video #25.

METHOD #26: DIRECTORY SUBMISSIONS

Submitting to directories is an easy way to get some decent backlinks. In my opinion, directory submissions are a bit “old school” and not as effective as they use to be, but are still worth your while, especially if you just focus on the top directories.

Besides finding niche specific directories, here are a few worth checking out:

<http://www.dmoz.org/>

<http://www.webworldindex.com/>

<http://www.worldwidewub.org/>

<http://www.joeant.com/>

<http://www.411.com/>

To see me talk a bit more about directory submissions, please view Video #26.

METHOD #27: BUYING ADSPACE

Purchasing adspace can be a great way to get immediate exposure and traffic for your website, though similar to PPC, I would strongly suggest making sure your site is optimized for sales before laying out a chunk of money. Adspace can be expensive and you want to make sure you get the most bang for your buck!

To find adspace, I would suggest spending time brainstorming where your potential customers “hang out” on the net, and then contact those sites to see if adspace is an affordable possibility for you.

To see me talk a bit more about buying adspace, please view Video #27.

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METHOD #28: WORKING WITH BIT TORRENTS

Working with bit torrents is an interesting way to get some easy traffic to your site. Essentially a bit torrent is a file that is shared throughout the internet. The trick here is to create a small document that upsells your website or product, and giving it a catchy title. Once you have the file, you simply distribute it amongst the bit torrent network.

You can learn more about torrents here:

<http://www.bittorrent.com/>

To see me talk a bit more about bit torrents, please view Video #28.

METHOD #29: NETWORKING WITH OTHERS IN YOUR NICHE

Networking with others in your niche is a fantastic way to not only learn more about your niche, but also gain profitable relationships as well. I would encourage you to spend time being social in forums and social networks, and forge as many relationships as possible. An additional suggestion would be to network with people in the “offline” world as well. This is especially appealing because people in your niche that are offline would not necessarily be competing with your efforts online.

To see me talk a bit more about networking with others in your niche, please view Video #29.

METHOD #30: PARTICIPATING IN A LINK EXCHANGE PROGRAM

Link exchange programs can be a great way to get links at either a low cost or free. You simply join a network, and agree to post links to others on your site. Other members in exchange then start linking to you. The result is several links spread across the internet. One of the keys to a good link exchange program is that you never directly swap links with someone else. Reciprocal links (whenever you link to someone and they link back) are not worth as much as one way links, and a good link exchange guards against this.

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To learn more about link exchange programs, please view Video #30.

METHOD #31: EZINE ADVERTISEMENTS

Advertising in ezines is often overlooked as a form of traffic generation. Ezines are very popular, and can be a great way to reach potential customers in your niche. It is not too hard to find ezines that offer advertising at reasonable rates as well, especially compared to advertising in the offline world, such as a newspaper or magazine.

There are several sites specializing in coordinating advertising in multiple ezines, such as:

<http://www.ezinead.net/>

To learn more about advertising in ezines, please view Video #31.

METHOD #32: OFFLINE ADVERTISING IN NEWSPAPERS & MAGAZINES

Advertising in newspapers and magazines is often not thought about as we tend to focus mainly on online opportunities. Though advertising offline can be expensive, it can also be very profitable. A cheaper option would be to run classified ads in your local paper, just to feel out the waters.

When you start advertising in places like a mainstream magazine, you have to remember that you are competing against other advertisers that have spent a ton of money on market research and ad copy. Be careful and make sure you know what you are doing before you invest a considerable amount of money!

To see me talk a bit more about offline advertising, please view Video #32.

METHOD #33: DO YOU DIGG?

Digg is a fun site that is very popular. It is located here:

<http://digg.com>

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Anyone can sign up for an account there, and start “digging” sites. Everytime you come to a site that you like, you hit a button to “dig” it. Each dig counts as a vote, and the more votes a site gets, the more exposure it gets on the Digg website.

Not only does a digg help by giving you a valuable backlink, but it can result in a ton of traffic too, especially if the content on your website is interesting. I would highly suggest that you start digging today!

To see me talk a bit more about Digg, please view Video #33.

METHOD #34: FILLING GAPS WITH A CUSTOM 404 PAGE

If you don't have a custom 404 page setup on your website, you are letting a ton of traffic slip through your fingers. As hard as you work on your website, people are going to occasionally get lost, click on a link that no longer exists, or even incorrectly link to you. By default, whenever someone comes to an address on your site that doesn't exist, they are simply sent to an error page.

Creating a custom 404 page allows you to either redirect visitors from an error page to a specific spot on your website, or can serve as a way to let the visitors know “sorry, that page doesn't exist anymore, but here's a really cool product”.

You can customize your 404 page right in the cPanel of your hosting account.

To learn more about custom 404 pages, please view Video #34.

METHOD #35: BE BOLD AND DARING

There is no question about it, you want your website to be memorable. After all, you want your visitors to not only return once they've visited, but tell their friends as well. One great way to do this is by setting your website apart from the rest, by being bold and daring.

Try to brainstorm and think if there is anything you can post on your site that is controversial, or “buzz worthy”. If you are able to create content that eventually goes viral, you just might end up with more traffic than you know what to do with!

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To see me talk a bit more about RSS, please view Video #35.

METHOD #36: PURCHASING LEADS/RENTING A LIST

A powerful way to get in touch with potential customers is to purchase leads or rent a list. There are companies that specialize specifically in lead generation, and then sell those leads off for a price. Depending on the source of the leads, the quality can be either low or high.

If you do consider this route, I would highly suggest testing the leads before making a large purchase. I would also suggest doing your homework and making sure that the company you are buying from is reputable. If the company makes some outrageous claim (for example, if they are selling 1,000 leads for \$10), the leads are probably of little or no value. Be careful!

To see me talk a bit more about purchasing leads and renting a list, please view Video #36.

METHOD #37: GETTING TRAFFIC FROM AMAZON

Amazon is one of the most popular websites out there, and contains a huge amount of people that are looking to spend money on things. This can be a very valuable place to establish yourself as an expert. This is as easy as creating a profile for yourself, and spending time reviewing products in your niche. The idea here is that people in your niche will come to trust your opinion, and follow your recommendations, which would then carry over to products that you are promoting as an affiliate.

To see learn more about getting traffic from amazon, please view Video #37.

METHOD #38: EXPIRED AND RELATED DOMAIN NAMES

Every day, valuable domain names expire and are up for grabs. This can be a great way to take advantage of someone else's previous work. Domains of particular value would include those that already have a fair amount of links pointing towards it. Another option is purchasing domain names that are related

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to yours, such as popular misspellings. You'd be surprised how often people misspell domain names!

To see me talk a bit more about expired and related domain names, please view Video #38.

METHOD #39: UNLEASHING THE POWER OF RESELL RIGHTS

Creating a product with resell rights can be a great way to create a reputation on the net and build free leads for yourself. The concept here is that you create something of value, and then give or sell it away to others, who then sell your product and keep all of the profits to it.

Though it might sound crazy to give away your rights like this, if done correctly it can be a great way to cover a lot of ground on the net quickly, as others distribute your name for you. The best situation is where you continue to get the email address of everyone that buys your product (even though you aren't making any money off of it) because then you can grow your list as others do the grunt work for you.

To see me talk more about resell rights, please view Video #39.

METHOD #40: BUYING TEXT LINKS

Purchasing text links can be a great way to get very powerful backlinks immediately. There are several text link brokers that offer connections to numerous websites in just about any niche you can imagine.

There is concern that the search engines, in particularly Google, penalize websites that buy and sell links. I do not know if there is truth to this rumor, but I would urge you to use caution.

Another option would be to find websites that you would like to get a link from, and approach their webmasters individually, offering to pay them a few bucks for a link. You just might be surprised by how many cheap links you can get this way!

To learn more about buying text links, please view Video #40.

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METHOD #41: OFFERING INCENTIVES FOR LINKS

So what's better than getting your own backlinks? Having other people link to you on their own, of course! I would strongly suggest doing everything you can to encourage others to link to you. One great way to do this is by offering an incentive.

You can get very creative with this. You could offer to donate to charity if someone links to you, give out free software or gifts, and so forth. You want to do everything you can to encourage others to link to you.

To learn more about offering incentives for backlinks, please view Video #41.

METHOD #42: JOINT VENTURES IN YOUR FIELD

Participating in joint ventures can be a very profitable thing. A joint venture is when you approach someone in your niche, and agree to promote with them. An example of this would be that you offer their product to your customers, and vice versa. The result is that you both achieve additional sales.

Joint ventures can also be a great way to build a list quite quickly, and can be done with just about anyone that offers products that compliment yours.

To learn a bit more about joint ventures, please view Video #42.

METHOD #43: DON'T LET YOUR SITE GET STALE

I am guilty of creating websites and then forgetting about them. Unfortunately this results in both visitors that get bored with your website, and won't stick around, and also shows the search engines that you are not offering any new content to the internet community.

I would definitely suggest that you do what you can to update your website on a regular basis. I have found that I often have a spike in traffic when I go back and add new content to a site. The search engines love it! Plus nothing is as embarrassing as when you have content on your site that is no longer relevant, you don't want to hurt your reputation!

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To learn more about keeping your site fresh, please view Video #43.

METHOD #44: CREATING A COMMUNITY WITH A FORUM

Forums are a great way to get your visitors interacting with one another, and build a sense of community. It can result in a ton of traffic every day, especially if your forum offers something that people can't find anywhere else.

Installing a forum is a breeze. If you have cPanel, it is as simple as hitting a few buttons. Once you have a forum, you can also keep in touch with your community as well, and get a better handle on what people in your niche want, so you can offer it to them.

To learn more about creating a community with a forum, please view Video #44.

METHOD #45: BUYING ENCOURAGING INTERACTION WITH VISITORS

Visitors love it when you interact with them. It shows them that you care about what they think, and helps you to build a relationship with you. This results in them coming back, and hopefully even telling their friends!

You can encourage interaction all kinds of ways. You could put a poll on your site, give people a chance to make comments in your blog (make sure you respond to them), create games and contests for them, and so forth.

Going this extra mile is certainly worth it, and can go a long way for you to establish credibility in your niche.

To hear me talk a bit more about encouraging interaction with visitors, please view Video #45.

METHOD #46 REACH FOR TESTIMONIALS

Nothing helps sell products quite like testimonials. It is one thing for me to claim that I have the best product in the world, but when an actual buyer says that, it speaks volumes.

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I would strongly suggest that if you are selling your own product, you do whatever you can to get some testimonials. You could even consider offering your customers some sort of bonus if they took the time to create one for you.

The internet is full of scammers and cheaters, a solid list of testimonials can be a great way to show your website visitors that you offer a strong and valuable product, which will in turn help to boost your sales and conversions greatly.

To learn more about reaching for testimonials, please view Video #46.

METHOD #47: FIND OUT WHAT PEOPLE WANT TO HEAR

Here is an additional thing to keep aware of, to help your site become more respected and therefore popular. Do what you can to find out what people want to hear. One of the goals of your website should be to provide helpful information to people in your niche, and a major part of that includes finding out exactly what people in your niche want to hear.

You can learn more about this by spending time in forums related to your niche. You could even spend some time chatting with people, and take note of the kinds of problems and questions that they have.

By giving people what they want to hear, you will be showing them that your website is valuable, which should then in turn lead to you gaining stronger footing in your niche.

To learn more about finding out what people want to hear, please view Video #47.

METHOD #48: THE POWER OF THE TELL A FRIEND FORM

I always hope that when someone visits one of my websites, they'll help to spread the word for me. Why not make it easier with the tell a friend form?

You can get this free script here:

<http://www.tellafriendform.com/>

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I would suggest offering a free gift as a bonus to those that share your site with friends. This will further help to encourage people to fill the form out. Neat!

To learn more about the tell a friend form, please view Video #48.

METHOD #49 OUTSOURCE YOUR TRAFFIC GENERATION

All of this link building takes work and time, and eventually it will become too much of you to handle (especially as you continue to build additional websites and branch out). Outsourcing is a fantastic way to manage link building. Just about anything can be outsourced. I have had great success paying others to write articles for me, create accounts on social networks, and so forth.

When you get involved in outsourcing, I would suggest starting small, and making sure that the person is able to perform your work at an acceptable quality level. Once that person proves his or her worth, you can ramp things up.

There is no question about it, outsourcing can make you back your investment many times over when done wisely.

To learn more about outsourcing, please view Video #49.

METHOD #50: EXPAND ON WHAT WORKS

Many traffic generating ideas were presented here, and only through careful scrutiny and follow-up, will you learn which ones are working the best for you in your niche. Careful following of your results can help to show you what has been the most beneficial for you. I would strongly suggest that you then expand upon what is already working for you.

Another example of this would be to closely monitor what parts of your website are the most successful. Time should then be spent to further expand upon this success to increase your amount of profit.

To learn more about expanding on what works, please view Video #50.

CONCLUSION

Whew, that was a lot of information! As I mentioned earlier, not every traffic generation idea will be a good fit for you, but I do hope that you will seriously pursue many of the techniques suggested in this series. Only through consistent hard work, will you see the fruits of your labor become profitable. Gone are the days where we can just build a website and wait for the traffic to come!

So get out there and start building your very own traffic explosion. See you at the top!

Scott Drake

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