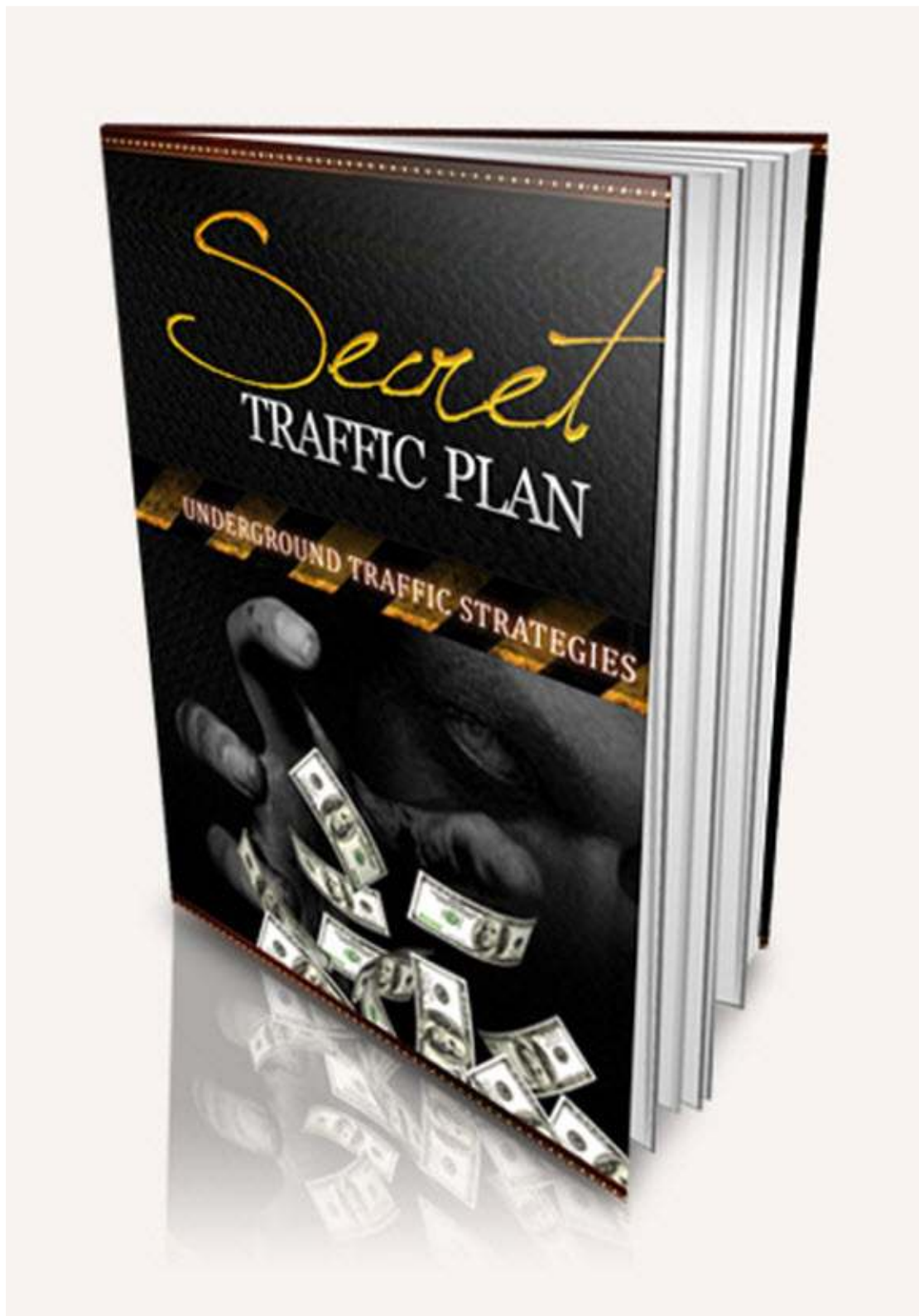


## SECRET TRAFFIC PLAN



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## Introduction

Thank you again for purchasing the "Secret Traffic Plan" I assure you, that you will not be disappointed. In this ebook I will be going over how to drive massive amounts of traffic to any site of your choice! Once you really learn how to drive traffic and have a system in place, there isn't much you CANNOT do online.

Essentially making money online is all about "eyeballs", how many people can you get to look at what you're offering, the more the better.

Consider this your last ebook for a while on traffic building. I lay it all out here. I cover all the free and cheap ways of driving traffic. The reason why FREE traffic is SO great is because you can maximize your return on investment (ROI) with free traffic and once it's setup it keeps on bringing in income, unlike paid methods such as Pay Per Click!

Now everything that we will be covering in this ebook is useless unless you take ACTION!! I think that is the most important skill set you can have an entrepreneur these days!

I struggled for an entire year online, without making a single dime because I would read every ebook looking for something easier to do! I kept reading and reading and never took any ACTION.

As you can imagine my emotions about making money online was on a roller coaster, up and down, every few days.

***Don't be like me!***

After you've gave this ebook an good read, read it again just to make sure you understand the material, then take a sheet of paper and create an action plan for it! That's the way I do things now! ACTION JACKSON is what they should call me. ☺

So let's dive in! We're going to cover a lot of information, I suggest printing this ebook out so it will be easier to read and reference to later!

**LET'S GET STARTED!**

## SEO

I like to start out with SEO because everything that you do online to build FREE traffic will ultimately end up building your online presence through the search engines. Now, don't get me wrong you will be pulling traffic from all corners of the web but most of it will be coming from the Search Engines.

Once the search engines catch on that you are an authority site, with your links spread out on high ranking authority sites, they will consider you to be on top of your game!

Since we are all at different skill levels I just want to take a brief second and explain the theory behind SEO. All the experts and Gurus will tell you, it takes a lot to rank in the SERPS (Search Engine Results Pages). But the truth is...It is BRAIN dead simple, if you know this simple formula!

## SEO Made Simple

This is the exact process I use when tackling new niche markets. So you have a keyword that you want to rank for in Google, right? Now to determine how difficult this would be you would simply do a search for the keyword...In this example we will use the keyword: forex trading

This is a VERY hungry niche that I've been curious about for a while! So let's look at the results:

The screenshot shows a Google search for "forex trading". The search bar contains the text "forex trading" and the "Search" button is visible. Below the search bar, the results are displayed. The first result is "Practice Forex Trading" from www.fxcm.com, which offers a free \$50,000 demo account. The second result is "New to Forex?" from www.gftforex.com, which offers a free practice account. The third result is "Free Forex Trade Alerts" from www.fx360.com, which offers trade ideas twice daily. The fourth result is "Forex Trading" from www.forextrading.com, which offers education, introduction to trading, history, and trading basics. The fifth result is "Online Forex Trading | Currency Trading | ACM" from www.acmarkets.com, which offers trade forex with ACM at unbeatable conditions. The sixth result is "Forex | currency trading | forex trading | forex broker" from www.fxcm.com, which offers 24-hour online forex trading. The seventh result is "Forex | Forex Trading | Currency Trading" from www.forex.com, which offers the site for forex trading. The eighth result is "Experience Forex Trading" from www.easy-forex.com, which offers a free demo account. The ninth result is "Trade 24 hours a day" from www.easy-forex.com. The search results are displayed in a list format with links, titles, and brief descriptions.



So as you can see they are over 12,000,000 results found in Google and a TON of advertisers paying for traffic! Remember, this is just the broad keyword...we will be digging deeper into this niche further down into the ebook.

The next thing we want to do is do the same search in google but this time we want to use a Firefox/Internet Explorer plugin called:















SEO Quake - [www.seoquake.com](http://www.seoquake.com)

If you're going to be doing any type of search engine marketing your going to need this tool or something similar, the best part about this is that it is completely FREE.














Now when we do our search with "SEOquake" we come back with the following results:

**Forex Trading**   
Forex Education. Introduction to Trading Forex · History · Forex Trading Basics · Forex Trading Examples · Working with statistics · How to Trade Forex ...  
[www.forextrading.com/](http://www.forextrading.com/) - 21k - [Cached](#) - [Similar pages](#) -   
[Introduction to Trading Forex](#) [Forex Trading Basics](#)  
[Forex Quotes & Charts](#) [Today's Forex Strategy](#)  
[How to trade Forex](#) [History](#)  
[Forex Trading Examples](#) [Expert view](#)  
[More results from forextrading.com »](#)
















---

**Online Forex Trading | Currency Trading | ACM**   
Trade Forex with ACM at unbeatable conditions. Spreads as low as 0.5 pip, guaranteed fills, one-click execution, 24/7 support.  
[www.ac-markets.com/](http://www.ac-markets.com/) - 65k - [Cached](#) - [Similar pages](#) -   
SEOquake: |  PR: 4 |  I: 36 |  L: 7,719 |  LD: 9,876 |  I: 104 |  Rank: 7767 |  Age: Dec 03, 1998 |  I: 26 |  whois |  source |  Sitemap: yes |  Rank: 12493 |  Price: 717844 |  ?
















---

**Forex | currency trading | forex trading | forex broker**   
FXCM.com - 24 hour online forex trading with No Dealing Desk, spreads as low as 1 pip, trading from charts, and live support.  
[www.fxcm.com/](http://www.fxcm.com/) - 23k - [Cached](#) - [Similar pages](#) -   
SEOquake: |  PR: 5 |  I: 284 |  L: 131,241 |  LD: 262,993 |  I: 9130 |  Rank: 14790 |  Age: Oct 11, 1999 |  I: 355 |  whois |  source |  Sitemap: yes |  Rank: 13831 |  Price: 604439 |  ?

---

**Forex | Forex Trading | Currency Trading**   
FOREX.com - THE site for forex trading. Online currency trading w/ real time execution. Forex mini accounts from \$250. Free forex charts & quotes; ...  
[www.forex.com/](http://www.forex.com/) - 37k - [Cached](#) - [Similar pages](#) -   
SEOquake: |  PR: 5 |  I: 1,530 |  L: 31,143 |  LD: 410,897 |  I: 35300 |  Rank: 7489 |  Age: Jun 10, 1998 |  I: 437 |  whois |  source |  Sitemap: yes |  Rank: 7072 |  Price: 1110658 |  ?

---

**Forex Trading: Online Currency Trading in the Foreign Exchange Market**   
BabyPips.com is a free, funny, and easy-to-understand guide for teaching beginners how to trade the forex foreign currency market.  
[www.babypips.com/](http://www.babypips.com/) - 23k - [Cached](#) - [Similar pages](#) -   
SEOquake: |  PR: 6 |  I: 6,510 |  L: 21,546 |  LD: 27,066 |  I: 5290 |  Rank: 19994 |  Age: Oct 30, 2005 |  I: 812 |  whois |  source |  Sitemap: no |  Rank: 32406 |  Price: 190714 |  ?

Now have a little more data to work with. You would simply find out what these top ranking sites are doing and mimic their success!

SEO Quake gives me the following data from my competitors:

- Amount of pages they have indexed in all major search engines
- Inbound links to their domain & specific page
- Their Alexa rank (shows if their an authority site or not)

- And a whole lot of other stuff but those are the goods!

At the end of the day, ranking high in the search engines comes down to 2 things:

1. **On-Page Factors** – Does your site have quality content pertaining to the keyword you're trying to rank for?
2. **Inbound Links** – The amount of links you have pointing back to your site. In most cases if you have more than your competitor you will rank above them. Check out the results I pulled, above.

I have tested this plenty of times and all I did was gain more Backlinks than my competitors and made sure my site was super relevant to the search term!

***There is no need to read another complicated ebook on how SEO works (unless you want to) that is what it takes to rank!***

Now we will get into how to do some bulletproof keyword research!

## **Bulletproof Keyword Research**

The way I do keyword research is foolproof! The reason I say that is because most people complain that SEO doesn't work and that it takes a long time before you can see results.

***That is only true when you're targeting the WRONG keywords!***

If you're going for keywords that have a gazillion competitors of course your not going to get results, the odds are against you. So what I do is focus on the low-hanging fruit.

This way I get quicker results and I'm getting traffic! These keywords have average traffic but if you're targeting 3 or 4 it can have up really quick! There is close to 20 steps in this keyword research system. It may seem overwhelming at first but it works 100% of the time!

Alright, so let's get into it!

1. Use [Google Keyword Tool](#) to do your keyword research for SEO, they are the most accurate and receive the most traffic out of all the search engines on the net!

We will enter our main keyword which is “forex trading” (without quotes). You will end up with about 200 keywords.

<b>How would you like to generate keyword ideas?</b>	Enter one keyword or phrase per line:
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	<input type="text" value="forex trading"/>
<input type="radio"/> Website content (e.g. www.example.com/product?id=74893)	<input checked="" type="checkbox"/> Use synonyms
	<a href="#">Filter my results</a>
	<input type="button" value="Get keyword ideas"/>

Choose columns to display: <a href="#">?</a>				
Show/hide columns				
Keywords	Advertiser Competition	Approx Search Volume: March	Approx Avg Search Volume	Match Type: <a href="#">?</a>
Broad				
Keywords related to term(s) entered - <a href="#">sort by relevance</a> <a href="#">?</a>				
forex trading	<div></div>	673,000	450,000	<a href="#">Add</a> <a href="#">↔</a>
trade forex	<div></div>	90,500	49,500	<a href="#">Add</a> <a href="#">↔</a>
forex trading online	<div></div>	74,000	49,500	<a href="#">Add</a> <a href="#">↔</a>
forex trading system	<div></div>	74,000	49,500	<a href="#">Add</a> <a href="#">↔</a>
forex trading software	<div></div>	60,500	27,100	<a href="#">Add</a> <a href="#">↔</a>
forex currency trading	<div></div>	49,500	33,100	<a href="#">Add</a> <a href="#">↔</a>
forex day trading	<div></div>	40,500	22,200	<a href="#">Add</a> <a href="#">↔</a>
automated forex trading	<div></div>	27,100	12,100	<a href="#">Add</a> <a href="#">↔</a>
best forex trading	<div></div>	22,200	8,100	<a href="#">Add</a> <a href="#">↔</a>
forex trading systems	<div></div>	22,200	9,900	<a href="#">Add</a> <a href="#">↔</a>
forex free trading	<div></div>	18,100	8,100	<a href="#">Add</a> <a href="#">↔</a>
learn forex trading	<div></div>	18,100	12,100	<a href="#">Add</a> <a href="#">↔</a>
forex trading course	<div></div>	14,800	8,100	<a href="#">Add</a> <a href="#">↔</a>

Go to the end of each section and “Add all...” you want to add all the keywords to the right side so you can export them. (You can add more search variations to come up with more keywords if you like.)

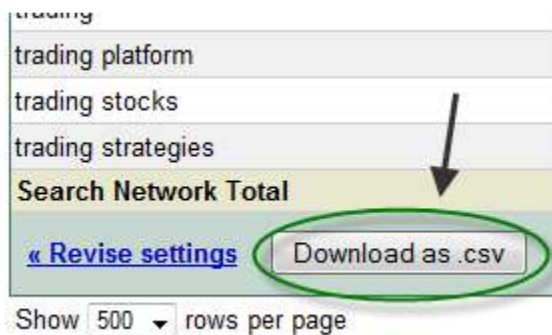
2. You want to export them as a text file shown below:

broker forex review	<a href="#">« Remove</a>
forex signal service	<a href="#">« Remove</a>
forex-traders	<a href="#">« Remove</a>
	<a href="#">« Remove All</a>
<a href="#">+ Add your own keywords</a>	
Download these keywords:	
<a href="#">text</a> , <a href="#">csv (for excel)</a> , <a href="#">csv</a>	
<input type="button" value="Sign up with these keywords"/>	



It should open as a text file, leave it open for now.

3. Log into your Google Adwords account. If you do not have an Adwords account it is crucial that you get one setup immediately! Simple visit the Adwords [signup page](#)
4. Next, log into your Adwords account and find the "Tools" link in the toolbar. Go to "Traffic Estimator"
5. Enter all the keywords from the .txt file you downloaded from Google keyword tool. You will also have to enter what countries you are trying to get traffic from. Next, you will simply click "Continue"
6. Now the "Traffic Estimator" has given you a lot of data, but we are NOT concerned with that at this point. All you have to do now is click "Download as .csv"



7. This will return yet another Notepad file, don't worry about what it looks like you will just be copying and pasting it. Yes, it will look like this:

Keywords	Max CPC	Search volume	Estimated Ad Positions	Estimated Cost	Estimated Avg. CPC
Day	Estimated	Estimated	Estimated	Estimated	Estimated
lower	upper	upper	lower	lower	upper
upperaccount forex trading	\$50.00	1	\$11.21		
\$14.01	1	3	\$40.00	\$60.00	1
forex	\$50.00	1	\$14.27	\$18.18	1
1	\$20.00	\$30.00	acm forex trading	\$50.00	0
\$8.63	\$10.79	1	3	0	\$1.00
\$3.00	auto forex trading	\$50.00	1	\$5.62	\$7.03
3	1	1	\$4.00	\$7.00	automated forex
\$50.00	2	\$5.51	\$6.88	1	3
\$40.00	\$60.00	automated forex system trading	\$50.00	1	7
\$4.49	\$5.61	1	3	1	\$3.00
\$5.00	automated forex trading	\$50.00	1	1	\$6.08
\$7.61	1	3	3	4	\$20.00
automated trading	\$50.00	2	\$5.31	\$6.63	1
3	8	12	\$50.00	\$80.00	automatic forex
trading	\$50.00	1	\$5.72	\$7.15	1
2	\$10.00	\$20.00	bank forex trading	\$50.00	1
\$6.96	\$8.71	1	3	1	\$4.00
\$7.00	best broker forex	\$50.00	1	\$4.94	\$6.18
3	1	2	\$7.00	\$20.00	best forex software
trading	\$50.00	0	\$5.57	\$6.97	1
0	\$2.00	\$3.00	best forex system trading	\$50.00	1
\$4.25	\$5.31	1	3	1	\$3.00
\$6.00	best forex trading	\$50.00	1	\$5.60	\$7.00

8. Next you will need to grab this free software called "[Keyword Corral](#)" so you can analyze these keywords and see which ones have low competition!
  9. After you've downloaded the software save each of the notepad files to your desktop, name them something you can remember.
  10. Next you will open "Keyword Corral" and click "Open source file" and select the notepad file you downloaded from Google's Traffic Estimator, should be named estimates.csv
- Once you do that, it will list all your keywords and now by selecting a group of keyword you can get the competition of each. Hold CTRL and click on the keywords you want to get data on.
- Or you can press CTRL+A to select all.
11. Next you will press "Get Competition" this will give you the amount of sites that are currently optimized in the search engines for that particular keyword.

KeywordTool v1.0.2

Open source file | Filter | Reset | Save All | Save Keywords | **Get Competition** | Competition p

Keywords	Max CPC	Search Volume	Get Competition	Esti Upp
account forex trading	\$50.00	1	\$11.21	\$14.0
acm forex	\$50.00	1	\$14.27	\$18.0
acm forex trading	\$50.00	0	\$8.63	\$10.0
auto forex trading	\$50.00	1	\$5.62	\$7.0
automated forex	\$50.00	2	\$5.51	\$6.8
automated forex system tradi...	\$50.00	1	\$4.49	\$5.6
automated forex trading	\$50.00	1	\$6.08	\$7.6
automated trading	\$50.00	2	\$5.31	\$6.6
automatic forex trading	\$50.00	1	\$5.72	\$7.1
bank forex trading	\$50.00	1	\$6.96	\$8.7
best broker forex	\$50.00	1	\$4.94	\$6.1
best forex software trading	\$50.00	0	\$5.57	\$6.9
best forex system trading	\$50.00	1	\$4.25	\$5.3

It make take awhile to pull the data from Google, so just sit back and wait for the results. ☺

- Now you have data on your competition, be sure to sort by competition. Anything under 6,000 means it is easy to rank for, see screenshot below:

	Keywords	Estimated Cost / Day Upper	Competition
	forex trading secrets	\$4.00	4,310
	forex trading training	\$30.00	4,390
	cms forex	\$30.00	4,520
	learn to trade forex	\$20.00	4,570
	forex trades	\$20.00	4,880
	fx trader	\$40.00	5,020
	forex market trading	\$20.00	5,230
	currency trade	\$170.00	5,260
	spot forex trading	\$6.00	5,270
	forex trading forum	\$5.00	5,530
	forex chart	\$70.00	5,540
	currency trading software	\$30.00	5,810
	forex systems	\$80.00	5,910

This means that less than 6,000 websites are optimized for that keyword! This is easy Pickens compared to 1,000,000.

13. Now we want to create filter, that weeds these 6,000 and below keywords out. Simply click "filter" and set competition like so:

☐ Estimated Avg CPC Lower

☐ Estimated Avg CPC Upper

☐ Estimated Cost / Day Lower

☐ Estimated Cost / Day Upper

☐ Ad Positions Lower

☐ Ad Positions Upper

☒ Competition Score
 

no more than

☐ Keyword Count

Stackable Filters
 

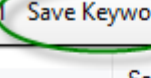
Filter Types

	On	FilterName	Value

Select a row and hit DEL to remove it from the list

Then click "Apply Filter" at the top.

14. Save keywords by selecting the button at the top. It will save it as a .txt (notepad) file, save it on your desktop for easy reference.



Save Keywords

CPC	Search Volume	Est. Low
00	2	\$4.4
00	1	\$6.3
00	2	\$4.1
00	1	\$4.8
00	1	\$5.9

15. Return back to "Google Keyword Tool" and copy & paste the keywords you just filtered from "Keyword Corral".

Make sure you filter your Google keyword results to “Don’t show ideas”:

**How would you like to generate keyword ideas?**

☒ Descriptive words or phrases  
(e.g. green tea)

☐ Website content  
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:

best forex software trading  
interbank forex trading  
forex trading station

☒ Use synonyms

[Close filter options](#)

Don't show results that contain the following words or phrase

☒ Don't show ideas for new keywords. I only want to see data entered.

☐ Include adult content in my keyword results

[Get keyword ideas](#)

This way you only have results for the keywords you identified with low competition.

16. Now these are the results that we come up with and their looking pretty good!

Show/hide columns				
Keywords	Advertiser Competition	Approx Search Volume: March	Approx Avg Search Volume	Match Type: Broad
Keywords related to term(s) entered - sort by relevance				
forex systems	<div></div>	33,100	14,800	<a href="#">Add</a>
currency trade	<div></div>	27,100	18,100	<a href="#">Add</a>
foreign currency trading	<div></div>	22,200	14,800	<a href="#">Add</a>
forex free trading	<div></div>	18,100	8,100	<a href="#">Add</a>
currency exchange trading	<div></div>	12,100	6,600	<a href="#">Add</a>
forex courses	<div></div>	12,100	5,400	<a href="#">Add</a>
forex demo account	<div></div>	12,100	4,400	<a href="#">Add</a>
account forex trading	<div></div>	9,900	5,400	<a href="#">Add</a>
currency trading software	<div></div>	9,900	4,400	<a href="#">Add</a>
forex managed account	<div></div>	9,900	5,400	<a href="#">Add</a>
forex market trading	<div></div>	9,900	5,400	<a href="#">Add</a>
forex pips	<div></div>	9,900	4,400	<a href="#">Add</a>
forex real time	<div></div>	9,900	5,400	<a href="#">Add</a>
forex trading training	<div></div>	9,900	5,400	<a href="#">Add</a>
learn currency trading	<div></div>	9,900	6,600	<a href="#">Add</a>
scalping forex	<div></div>	9,900	5,400	<a href="#">Add</a>
day trade forex	<div></div>	8,100	2,900	<a href="#">Add</a>
forex managed accounts	<div></div>	8,100	4,400	<a href="#">Add</a>
free forex training	<div></div>	8,100	3,600	<a href="#">Add</a>
fx trader	<div></div>	8,100	4,400	<a href="#">Add</a>
learn to trade forex	<div></div>	8,100	4,400	<a href="#">Add</a>
automated forex system trading	<div></div>	6,600	2,900	<a href="#">Add</a>

As you can see these low completion keywords are getting TONS of traffic and barely anyone is optimizing for them! That means you can go in and gobble up some of that traffic from Google!

17. Now you would simply build links around those keywords with low competition to get easy rankings in the search engines!

I hope I didn't confuse you up there but that is the same science I use to rank in the search engines within a matter of weeks!

The only thing you have to do to rank for those keywords is build links with those keywords as anchor text. Anchor text is the clickable text that leads a person to your website!

The formula for keyword research alone was worth the price of this ebook, hands down!

If you want to learn more about SEO, here are a few notable sites to get you started:

<http://www.seobook.com/blog>

<http://www.seomoz.org>

<http://searchengineland.com>

## **Link Building**

Now we get to what makes SEO work! If you have more links than your competitor, in most cases you will win the SEO war. One key thing to remember is that you want to build your links in a steady pace if it's a new site. If the domain was registered over 3 months ago, I wouldn't worry too much about how fast you build links!

Even though every tactic I layout in this ebook can build links to your site. I have 3 methods that I use solely for the purpose of building links!

### **Method #1 – Software Directories**

This is a method I picked up last year and it has helped my sites rank very fast in the search engines. When you list a software application on a software directory website, most of the time they will give a link back to your site for more information about the software.

Most of these software directories have a pagerank of 2,3,4 and 5. Once you tap into some of their link power, it will skyrocket your site!

So you're probably thinking, how can you create a piece of software for each of your sites?

**NOTE:** This is a method I learned from [www.30minutebacklinks.com](http://www.30minutebacklinks.com) if you want FULL step by step videos on how to implement this strategy, simply visit the website.

Here I will show you how I create software and submit it to the different software directories so that you will gain some high Pagerank Backlinks.

We will be creating simple toolbars that people can use in their internet browsers. These toolbars can be branded with your website and a link can be embedded within the toolbar also.

People will go to these high traffic software directories looking for free software and they will find your toolbar, but most importantly you will gain a link to your site!

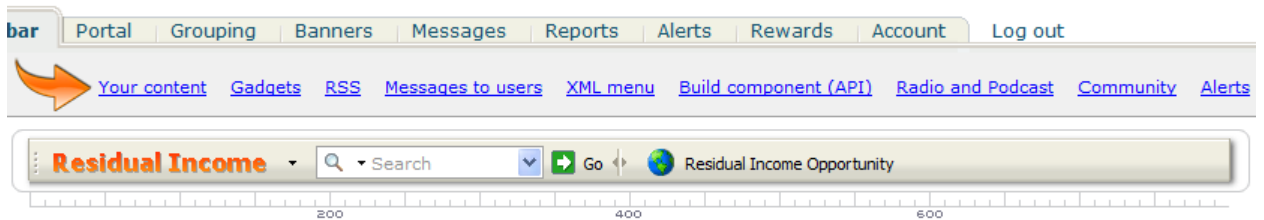
So here's the step by step:

1. First we want to create the toolbar, which we will do at [www.conduit.com](http://www.conduit.com)



2. When you get there simply go to "Get Started" it should be in the upper right hand corner. Next, you will sign up for an account and make sure the name of your toolbar is the keyword you are targeting
3. After completing the form, create your toolbar...I usually just add the keyword I'm targeting and a link to my site in the toolbar, like so:

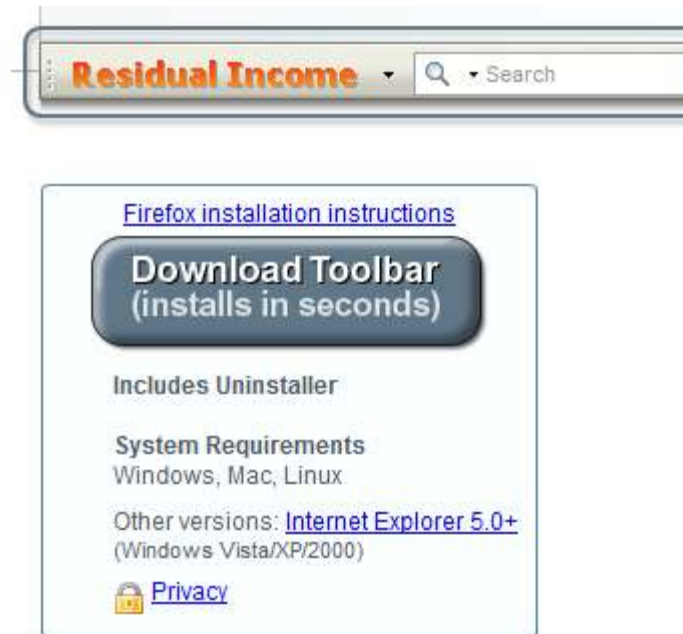




As you can see I'm targeting the keyword "Residual Income Opportunity" and that's how simple your toolbar can be.

4. Now that you've created your toolbar, you want to download your toolbar for Internet Explorer and Firefox. Simply click on "Account" in the menu bar and look for your "Hosted Domain" this is where your toolbar will be hosted.

For example my URL is: <http://ResidualIncomeOpportunity.OurToolbar.com>



Right-click on "Download Toolbar" for the Firefox version, if you are using Firefox. Do the same to download the Internet Explorer version.

5. After downloading you want to create a PAD file so you can submit to the software directories. I would go over how to do this but I want to stay on the topic of getting TRAFFIC!



**NOTE:** If you want a full step by step on how to implement this link building method from beginning to end visit:  
[www.30minutebacklinks.com](http://www.30minutebacklinks.com)

## Method #2 – Website Directories

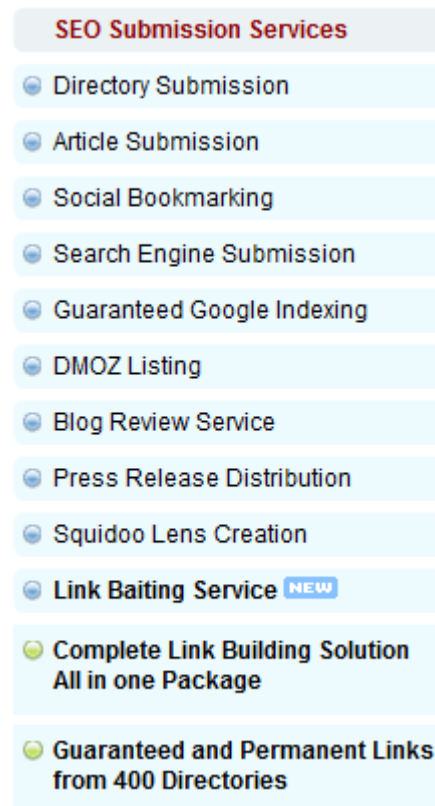
This is a quick link building method. This can build tons and tons of links to your site at the click of a button or you can outsource this. I'm advocate of automation, I use software called "Autosoft" by GSA, it's expensive if your first starting out (like \$150). You can download a free trial at their website:

<http://www.gsa-online.de/eng/softsubmit.html>

You can also outsource this to [www.submitedge.com](http://www.submitedge.com) They do all kinds of SEO work for building links to your site. If your short on time or simply don't feel like doing the manual work. This is a company that I recommend!

To the right, is just a small list of all the services they perform!

You have them perform some of those mundane tasks...



### Method #3 - 3 Way Link Networks

There's a lot of skepticism about if 3 way link networks work or not. Some of you are probably asking..."What is a 3 way link network?"

Simply put, you will input your site into a network where other sites can link to yours and vice versa. This builds links on each others pages but you will never link to the same site (hope that made sense☺). So all the while your site is continuously building Backlinks without you lifting a finger.

The 3 way link networks that I recommend is: [www.3waylinks.net](http://www.3waylinks.net)



**Arm Yourself With  
My Top-Secret Linking Technology  
That Has Already Achieved 2,360+  
Page One Rankings In Google  
For People Just Like You!**

This network was built by a very good SEO expert and internet marketer named Jon Leger. I have over a dozen sites in their network, all gaining good Backlinks!

## Article Marketing

Apparently articles have launched the careers of superstars like Joe Vitale and many others. Articles are a unique and often undervalued way to generate traffic, prestige and sales.

Apart from the fact people read the article and go through to your site, there are two other main benefits, the first is the relationship you build with the reader, and next is the image you create.

When you get someone reading your article then a relationship is formed between both of you, if they like the way you write and/or the information that you provide, then when they go through to your site they are a 'warm' prospect as they feel they know you a bit more than some faceless corporation, that should hopefully translate to more sales!

You can take two different angles with article marketing, one is you try and get as many people to click through your article as possible, the other is you try to get the article ranked in the search engines for a specific keyword to get consistent traffic to them. Let's look at both strategies in turn:

1. Grabbing readers - Don't ask me how, but when you submit an article to the article directories then you will get people reading them within minutes. Some must be webmasters who want your article for their site, but from the amount of clicks through the bio box

I get on some of my articles then ordinary surfers must be finding them as well.

That is strange is because the article won't be ranking in the search engines for anything yet so people must have the site in their favorites and come and read them? Or maybe other authors as they browsing through and finding the articles?

Either way the key to getting as many people to read your article as possible is to

- a) choose a hot market, but

b) To have an attention grabbing headline!

Something like 'Is Your Insomnia Going to Kill You? The 5 Deadly Facts about Sleep Deprivation' - that is just something I quickly made up, but you get the picture, you grab their attention and funnel them through to your article.

This means you capture as much of the traffic that is swirling around these sites as possible, but it is not so effective for the second strategy...

2. Ranking in the search engines - So the first strategy will work for as long as people can find your article, you may find yourself ranking in the search engines for some phrases by accident, but more than often than not then after the first week your article gets buried on the site and your traffic gently dwindles to nothing.

The only way to combat that is to try and grab yourself a ranking in the search engines that will filter free traffic from the search engines to the article on a consistent basis, and then hopefully through to you website via the bio box.

The title of your article is an important part of your ability to rank, which is why you can't do the technique above of making a really good title AND aim for the search engines (but you can try). There are so many factors that go into a ranking that nobody can be sure of what the perfect way to get your article to rank is. But one thing that definitely seems to play a part is having the keyword you are targeting in the title, preferably near the start (as the article directories use that as the title of the page the article is on)

The length of the title also seems to be important, so if you drown your keyword with lots of extra words and someone else doesn't, then they could rank much better than you.

You want to aim for keyword phrases that when you type the keyword into Google with quotes around it - they only have about 20,000 results. Maybe more - it depends on what directory you are using (only Ezinearticles.com is worth the hassle, but [www.goarticles.com](http://www.goarticles.com) and [www.searchwarp.com](http://www.searchwarp.com) also rank reasonably well) and on the market you are targeting.

So referring back to the attention grabbing title before - 'Is Your Insomnia Going to Kill You? The 5 Deadly Facts about Sleep Deprivation'. Then just as an example let's use the keyword phrase 'sleep deprivation and reaction time' as our targeted keyword. It gets 51 searches a day and only has 1,380 results in Google when typed in with quotes (if you look at it in Google you'll see someone has actually written an article on this keyword and it is ranking - what better way to prove the power of this!).

Now you can see the dilemma, how do you write a short, interesting title and get the keyword phrase in? Sometimes you can do it, often you can't! So you have to go for something vaguely interesting and instead concentrate on the ranking putting enough eyeballs on your title to get people to click.

So you could have, 'Sleep Deprivation and Reaction Time, The Hidden Killer' or 'The Deadly Effects of Sleep Deprivation and Reaction Time' (keywords not near the start I know - but you just have to do your best). The article that is currently ranking has, 'The Link between Sleep Deprivation and Reaction Time' for example. Now hopefully if you write a title like that and have the keyword in your article a few times, then it may rank for the keyword phrase on the first page of Google's results.

That can then net you a portion of those 51 people every day coming to the article until it starts to get old and Google starts to replace it with what it thinks are more relevant results.

Give it a try - it is free if you do it yourself!

## **New Article Marketing Method**

There is a new form of article marketing that just jumped on the scene last year. There are several networks these days that will take your article and post it to hundreds of blogs.

The great thing about this you can spread your links and content across 100s of related blogs, which looks good in Google's eyes. The key here is to write quality articles so that these blog owners will approve of your content. Most likely they will, since they need more content on their blogs.

Here are a few article syndicate networks:

- [www.articlemarketingautomation.com](http://www.articlemarketingautomation.com)
- [www.syndicatekahuna.com/providers](http://www.syndicatekahuna.com/providers)
- [www.1waylinks.net](http://www.1waylinks.net)

## **Automated Article Submission**

I'm all about automation because it gives you an edge over your competitors and ultimately saves you boatloads of time so you can off doing other things!

So here are my 2 recommendations for automating your article marketing efforts!

[www.jetsubmitter.com](http://www.jetsubmitter.com) & [www.articlepostrobot.com](http://www.articlepostrobot.com)

Both of those tools work well, but I like "Jetsubmitter" better because it submits a different article to each article directory so you won't be flagged for duplicate content!

## **Forum Marketing**

Many people overlook the power of forum marketing but it has so many benefits it's not even funny. I say the only downfall is that it takes a long time to do this right!

Forum marketing is one of the many ways to generate a lot of Backlinks to your website; it can also send a lot of traffic to your site, which will help you get more sales or email subscribers.

There is definitely no shortage in niche communities, you can find a forum in just about any niche you can think of these days! I found one a few weeks ago on Bee Keeping; I mean who would of thought? ☺

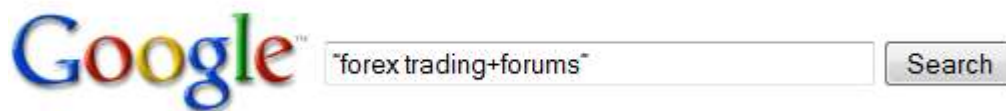
You can instantly build a good reputation in these communities and reach out to your prospects with just a few forum posts and a very enticing signature that shows them the links to your website.

Remember to start off slow when jumping into a conversation at these forums because the advocates in the group will notice your trying to sale something from the start! It's important to be discreet and find some common ground with people!

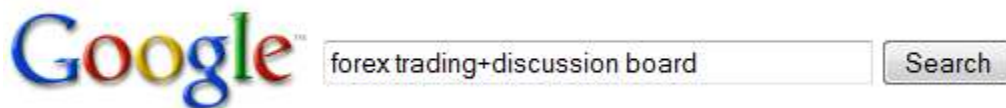
You don't want to bust onto the scene, spamming the threads with a lot of "me, too!" responses, because it won't be long before you find yourself banned or simply ignored.

Be helpful, share tips, resources and information, and approach forum marketing in a similar way that you would approach social networking, by offering help and slowly building awareness of your brand.

This is how you will search for forums in your niche market. You would simply do a Google search like so:



Or



Just replace "forex trading" with your main keyword and dozens of forums will pop up for your niche!

When creating your signature box, be sure to feature a free report or resource to entice people to click your link in the same way that you would create your article marketing resource boxes.

The easiest way to direct traffic to your website from a forum is by offering something of value, at no cost.

Focus on building a list of active subscribers that you can follow up with in the future with both free content, balanced out with promotional offers.

To locate some of the TOP forums with a lot of traffic, simply visit:

[www.Big-Boards.com](http://www.Big-Boards.com) They show you how many members and posts a particular forum has, to make sure there is a lot of traffic there. This is a very good resource for Forum Marketing.

## **Viral Marketing**

Viral marketing is a very powerful marketing technique, that when done correctly can bring in a lot of traffic, traffic that will spread like a wild fire!

We've all heard of the term viral marketing but most of us really don't know how to go about setting one up!

A viral campaign **MUST** be spread from person to person, eager and willing to share your website link with friends, family and online acquaintances.

In reality, creating a viral marketing campaign is nowhere near as difficult as most people believe, and can yield an impressive return on investment if done correctly.

Here I'm going to give you 4 ideas that you can use to create a Viral Marketing campaign that will bring constant traffic to your website!

### **4 Viral Marketing Campaign Ideas**

#### **#1: Do Something Different**

If you want to generate a buzz around your website, you need to stand out from the crowd by being original, different, even controversial. You could create a blog post highlighting an opposing view to a recent news clip, or create a video that takes on an entertaining or comical approach, such as a parody of a recent event.

#### **#2: Offer Incentives**

Viral marketing always works best when a valuable product or service (including tangible items) are offered. By encouraging activity such as requiring that a user refers or recommends your site to five friends prior to



being able to download the digital product, or receive an entry into your contest, you are able to instantly generate a buzz around your site.

You could give away digital items such as a report, ebook, script, audio file, video clip, course, software, scripts or even coaching. You could also offer physical items such as t-shirts (with your logo printed on the front), mouse pads, coffee mugs, calendars and so on. With [www.CafePress.com](http://www.CafePress.com) this can be done very easily.

You can also consider giving a discount to a product or service, rather than offering something for free. I've done this successfully by offering my visitors an instant discount just for filling out my "Refer A Friend" form, and sending off an email broadcast to five or ten of their contacts.

### **#3: Run A Contest Or Challenge**

One of the easiest ways to create a viral campaign is by offering a contest where the user has to fulfill certain tasks in order to be eligible to win prizes. This could include promoting your product as an affiliate, completing a survey (helping you compile demographic information or feedback about your website), or it could be as simple as posting a comment on your blog, or adding you to their Twitter account.

If you look at the overall picture, rather than just the immediate surge of traffic that your website will experience, you will be able to end the promotion, benefiting from the new subscribers, followers and continued traffic that you'll receive.

During the Christmas holidays, NameCheap.com, a popular domain registrar gave away a few hundred dollars worth of domain registrations just for having people follow them on Twitter and answer questions to trivia challenges.

While this created an immediate buzz from people hoping to win a free domain name, it didn't cost NameCheap much in promotion and in the end, they not only had a large following of users on Twitter, but they had reached out to new customers who are likely to continue registering domain names,

since after all, they have the one they received free already hosted at NameCheap.

#### **#4: Save People Time & Money**

Consider creating a package that you can give away with resell rights, to marketers and online businesses in your niche market.

Marketers are always looking for free content or giveaways that they can pass onto their list, and by offering resell rights, you pass on a precreated PDF file that includes your website link in every copy distributed.

This means FREE promotion, while providing fellow marketers with valuable content that they will gladly send out to their subscribers, or feature on their website.

### **Web 2.0 Marketing**

#### **Squidoo**

By creating a Squidoo lens, you can generate a TON of traffic from the major search engines, as well as from within the Squidoo community itself.

When creating your lenses you must choose a Squidoo URL that matches your keyword so your Squidoo lens will rank in the search engines for the keyword you're targeting.

An example of this would be [www.squidoo.com/forextrading](http://www.squidoo.com/forextrading) or [www.squidoo.com/forex-trading](http://www.squidoo.com/forex-trading), those domains I'm sure are already taken you just need to add hyphens or "the" domain name.

#### **Hubpages**

With Hub Pages, you can create an account in just a few minutes and start creating "hubs" that focus on your niche market. By answering questions, providing reviews and participating within the Hub page community, you can generate traffic, create a buzz and build a list, all at the same time. AND –

you can also earn money from AdSense advertisements that are featured throughout your HubPages.

HubPages.com is also an authority site with the search engines so you will be able to rank for specific keywords and generate traffic from multiple sources.

*Here are a few tips to help you create your first Hub:*

#1: Use ORIGINAL content only! Do not post PLR or any recycled content on your hubpages. You want to focus on offering original, high quality material throughout the Hubpage community.

#2: Add modules to your hubpages for additional revenue. You can add in Amazon and eBay modules as well as AdSense advertisements.

#3: Add links with your keywords within your hub page content, leading to your websites, blogs and landing pages. Add at least two text capsules.

#4: Do NOT post affiliate links within your hubpages, instead focus only on building YOUR network (most affiliate links will be removed by HubPages admin, anyway).

#5: Add fans to your hub and be active within the community and its sub groups.

#6: Encourage RSS subscriptions to build a following and expand your outreach. Squidoo provides a platform that enables you to create mini-webpages that feature information such as articles, and modules showcasing everything from Amazon books, favorite link listings, and You Tube videos.

## **Blogger**

Blogger.com is pretty much self explanatory but I think it deserves a quick mention. Being that Google owns blogger their blogs tend to rank higher in

the search engines. Creating a FREE blogger blog with a link back to your site will definitely give your site a boost.

Most importantly the blogger blog you create will be easy to rank in the search engines for certain keywords!

With Wordpress.com and Blogger.com, you can generate a ton of traffic and of course, a solid back link just by creating a freely hosted blog.

Make sure to add in at least three articles that are relevant to your topic, and inter-link your Squidoo lens, Hub Pages, and both blogs to each other as well as to your main website.

## Blog Commenting

I outsource my blog commenting, if I want to do it in mass. If I'm in the internet marketing niche, I usually spend a few hours writing the comments myself because you want to say something meaningful in your comments.

1. So your comments will get approved
2. You build a solid online reputation

Of course there is software to automate you finding blogs that will give your sites some good Backlinks!

## Commenting Software

My highest recommendation is [www.commentkahuna.com](http://www.commentkahuna.com) allows you to search for blogs and posts on a topic. To the left is a list of features I pulled from their salespage.

- ➔ **Generates a TON Of Free *Highly-Targeted* Traffic!**
- ➔ **Boosts Your Search Engine Rankings**
- ➔ **Gets Unlimited Free Backlinks** From High Authority Niche Blogs
- ➔ **It's FREE, Fully Functional** -- Plus, it blows away software that currently sells for \$97-\$147!

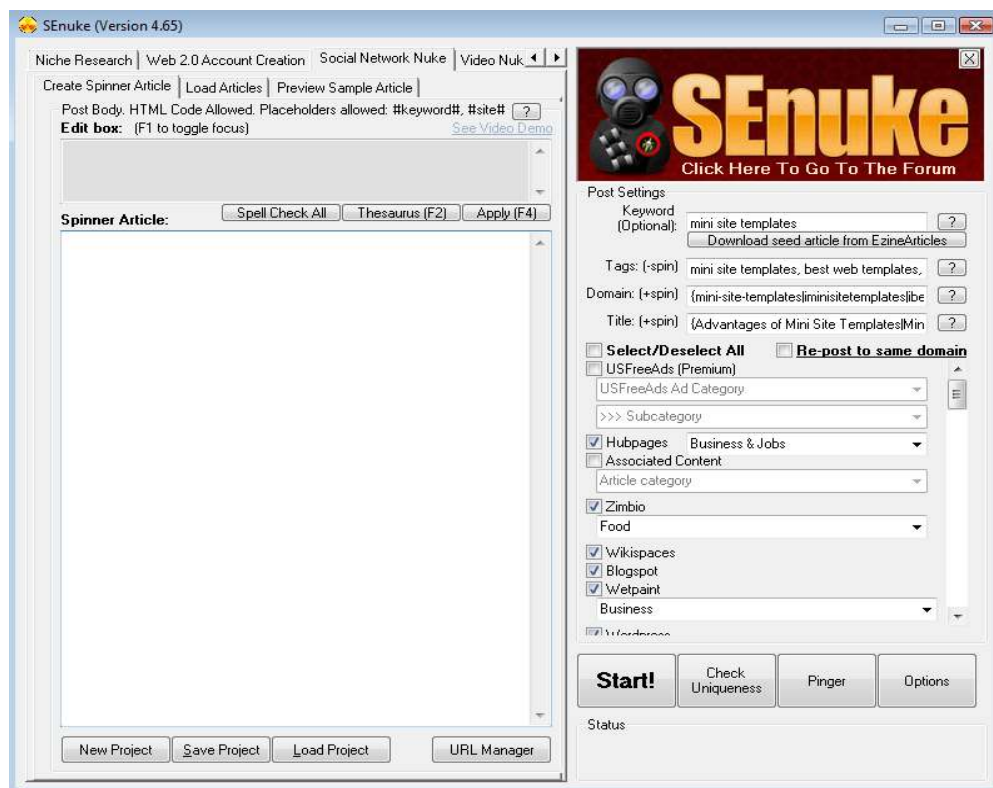
## Automatic Web 2.0 Software

We all know that creating content and submitting it to all the different Web 2.0 sites can be a very daunting task, especially if your doing it all yourself! Well [www.senuke.com](http://www.senuke.com) is an AMAZING tool, I don't say that to hype it up, I say that because it is TRUE.

This software is VERY powerful when used properly, it will submit your content to over 15 different web 2.0 sites and social bookmark the links!

The creators offer a 7 day FREE trial so you can try it out!

Check out the screenshot below of the software below to see what this software can do on autopilot, you just press a button and it goes!



## **Press Releases**

Press Releases are one of the easiest methods of introducing your website and spreading your message in front of thousands of prospects in your niche market, as well as picking up affiliates and potential joint venture partners.

With press releases, you simply hire a skilled writer to create an article that will broadcast out to the news sites like:

[www.BusinessWire.com](http://www.BusinessWire.com)

[www.Prnewswire.com](http://www.Prnewswire.com)

[www.PRWeb.com](http://www.PRWeb.com)

These Press Release sites will circulate your message and present your product and service in the form of “newsworthy content”.

The trick is exactly that: you want to create a press release that appears to be news, rather than an advertisement. The back links that a press release can create is phenomenal, in fact, I have seen an intense surge of traffic within minutes of my first press release being published, and months later, I was still receiving targeted traffic from the circulation of this release.

## **How to Structure a Press Release**

The one thing you need to be careful of is that you model your press release so that it causes an emotional response in your viewers.

Your press release title should be no longer than 150 characters in length (otherwise it may be truncated without prior approval) and grab the interest of your readers immediately. It should also flow well into your first paragraph, carrying your message and seaming it together.

Make sure that your press release features your primary keywords that are relevant to your product or service, as search engines will index these press releases based on the keywords that are featured within the content. Also be sure to include your company name at the beginning and end of your press release to increase branding and public awareness.

***Example Format:*****FOR IMMEDIATE RELEASE:**

Contact:

Contact Person

Company Name

Telephone Number

Fax Number

Email Address

Web site address

**Headline**

City, State, Date —Statement explaining what press release contains

First paragraph- Gives the facts. Includes who, what, where, why, when and how info.

Remainder of body text - Should include any relevant information to support what is written in your title and your first paragraph.

Last paragraph- Ties it all together and provides readers with additional information link.

**Resources:**

<http://www.pressequalizer.com>

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

<http://www.custompressrelease.com>

<http://www.prnine.com>

<http://www.Press-Release-Writing.com>

<http://www.contentdone.com>

<http://www.contentcustoms.com>

**Press Release Distribution Sites**

<http://www.PRWeb.com>

<http://www.URLWire.com>

<http://www.PRNewsWire.com>

<http://www.Free-Press-Release.com>

<http://www.marketwire.com>

## Secret Link Bomb Campaign

Here is a free/low cost process that I implement to drive traffic to ALL my new sites that I'm promoting, there are 7 steps total. You can use this same plan to drive a TON of traffic to your site!

1. **Keyword research** – This is where I go through the process of finding those easy to rank for keywords that still have traffic coming in!
2. **SENUke** – I then use SENUke to create articles on each keyword that I'm targeting and submit to popular web 2.0 sites.
3. **Automated Article marketing** – Once I've submitted to popular web 2.0 sites, I then go to "JetSubmitter" and do a mass submission of articles, targeting each keyword.
4. **Blog Comment x20** – Commenting on popular blogs in your niche is a VERY easy way to gain Backlinks and traffic to your site! I setup a new site and in 2 months this site has a pagerank of 3! Which is unheard of and I did that with pure blog commenting.
5. **Software Submission** – Then I do a software submission, create a piece of software to submit to major software directories. This gives a vast amount of Backlinks to my site!
6. **Add to 3 Way link network** – During this step I would simply add a piece of code to a page on my site to be added to the link network! This builds my Backlinks on autopilot!
7. **Video w/ Traffic Geyser** – I would create a simply slide show with [www.Animoto.com](http://www.Animoto.com) or Traffic Geyser's very own slideshow creator and submit it to video sites. I can expect about 1 visitor a day from each video I submit. So, in other words the more I submit the better!



## Cheap Traffic Tactics

Now FREE traffic is cool and all but you want to bring in as much as you can with cheap traffic also. When traffic is converting from these cheap traffic sources it is a good idea to keep them running because your ROI (Return On Investment) will be so high! Here I will just go over 2 of my cheap traffic tactics!

### PPV

Stands for Pay Per View, this is not a new method but marketers have just begin to understand the power of this! There are advertising networks that find publishers, such as bloggers who want to display ads on their site in exchange for a share of the ad profits.

[www.Zango.com](http://www.Zango.com) and [www.trafficvance.com](http://www.trafficvance.com) are 2 of the TOP pay per view networks out there. With Zango, they get people to download a toolbar to use while there browsing the web.

In order to download the toolbar the end user must be willing to see ads from time and time. These ads will be yours depending on what type of sites the users is visiting. So when they visit a site that you are targeting or is related to your ad, a FULL screen pop over ad will appear in most cases.

Although this is not as targeted as Google Adwords, it is also cheap! If you can get some of that traffic to convert well over what you paid then it is worth it, because your increasing your profits all the while.

In most cases, I pay as low as .01 cents per view and I get 1,000s of views to my sites. That's only a few dollars for 1,000s of hits. If your offer converts at least 2% you can get some of that traffic to turn into sales!

With PPV marketing you want to make sure you are testing to see if it is working for your offer. Some products and services may work with this type of marketing and some don't!

## Ezine Marketing

Ezine Marketing is one of the favorite methods of many top marketers. Ezine marketing allows you to "piggy back" off the credibility of the Ezine owner.

What is an Ezine? An ezine is an online newsletter about a specific topic, with a targeted group of subscribers. Ezines range in topics from gardening tools to online marketing. Owners of ezines offer advertisers the opportunity to "rent" their subscriber list for a specific advertisement.

For example there are ezines about business opportunities. The ezine owner could send an ad, on your behalf, to their list.

The major benefit of ezine advertising is that you are advertising to a highly targeted audience. Ezine ads can be just as targeted as pay-per-click advertising, if not more. Ezine subscribers have already REQUESTED information about a specific topic, so they've established their interest in learning more.

Once you find an ezine that gives you great results, you can schedule many solo ads ahead of time. It's a great way to plan your advertising for 2-3 months at a time.

**Find 5 possible ezines and choose one to begin advertising with and place your ezine ad.**

Step-By-Step

### **I. Find Ezines Tip:**

Use a Google document or spreadsheet to keep track of your ezine research.

1. Do a Google search for ezines in related to your industry. For example: "forex trading ezine, "online marketing ezine," "affiliate marketing ezine," "home business ezine," or "networking marketing ezine." Whatever industry you are in, search for "\_\_ (your industry) \_ ezine." Also do the same search replacing the word 'ezines' with 'newsletters.'

2. Do a search on Google for 'Free Ezine Directories.'

3. Use Charlie Page's Directory of Ezines:

<http://www.DirectoryofEzines.com>

4. More subscribers does not equal a better ezine. Often times it can mean the opposite. Be sure to subscribe to the ezine so you know what they're sending out.

## **II. Review Ezines**

What to Look for in an Ezine:

1. Verify how many times per week the ezine list is emailed. Some ezine owners simply have ezines to build a list and sell solo ads. These type of ezines aren't effective as they're not delivering valuable content to the reader, because the readers are constantly bombarded by offers.
2. Verify the quality of an ezine before placing an ad with them. Subscribe to the ezine and see how many emails you get per week, and how valuable the content really is.
3. Ask the ezine owner for referrals of people that have advertised with them in the past. If they do a good job, they'll be happy to give you some names.
4. Don't spend your entire advertising budget on one single ad. Test out some smaller ones first (10,000-20,000 subscribers). Once you know what works and have money coming in, then you can go big.

## **III. Choose Ad Type**

Ezines typically offer four types of advertisements. Depending on your budget and pricing of the ad, choose an ad that allows you to test, without spending your entire budget.

1. Solo Ad: Normally a full page ad that tells your story, gives the reader valuable information, and provides a specific call to action.
2. Sponsor Ad: Shorter, 1-2 paragraph, benefit-driven ad.
3. Classified Ad: Traditional 3 line classified Ad. Should be benefit driven.
4. Joint Venture: Instead of paying for the ad, you split a percentage of the profits with the ezine owner.

## **IV. Create Your Ad**

1. Be sure to setup tracking so you know how many leads, applications and sales are generated from your ad.
2. Test that your conversion code is setup and working properly before you send your ad to the ezine owner.

### **Solo Ad Writing Tips:**

- Include Benefits, benefits, and more benefits
- Use a strong, attention-grabbing headline
- Sell the click, not the whole deal. Your goal is to get people to click on the ad. You don't need to give them the whole story about your business, just sell the click.
- Put yourself in the subscriber's shoes. Empathize with them. Be their friend. Let them know you care. And if you don't care? You're in the wrong business.
- Use personal stories. Remember "Facts Tell. Stories Sell!"
- Think about the subscriber as if they were sitting at the coffee shop with you, or across the desk from you. Write your ad as such.
- Use the core emotions of joy and pain: Avoiding pain is a VERY strong motivator for people.
- Don't appear perfect. That is boring. Be truthful and unafraid to share your flaws.
- Don't be too formal in your solo ad.

## **V. Place Your Ad**

1. Double and Triple Check Your Ad Copy and Tracking URL before sending it off!
2. Double check that ad delivery date (when it will be sent out, appear on the website, etc..)
3. Determine your cost per lead once your ad goes out
4. If the ad converts well, you may want to secure long-term placement with the ezine owner
5. ALWAYS test your ad one time first, BEFORE securing any longterm placement with an ezine owner.

## **Action Outline**

- I. Find Ezines
- II. Review Ezines
- III. Choose AdType
- IV. Create Your Ad
- V. Place Your Ad

## **New Twist on PPC**

We all know how expensive Google Adwords is becoming and to be honest it's the MOST effective form of advertising! This method I'm about to explain only works in HUGE niches where there are a look of products and people looking for those products, a GREAT example is the internet marketing niche, where there are a TON of gurus and courses!

Most marketers don't think outside of the box and continue to bid on those expensive keywords and soon after get into bid wars with their competitors!

So what I like to do is bid on popular guru names, domain names and even product names. These keywords have a low cost per click but in most cases lots of people are searching on these key terms.

To get more information on how to effectively use this method, visit [www.marketingbully.com](http://www.marketingbully.com) this guy is brilliant when it comes to thinking outside of the box! This is where I picked this technique up!

## **Conclusion**

There you have it, I just exposed just about every traffic technique that I know. Armed with this information you can take a site from no man's land to ranking really high in the search engines.

Usually there are 2 types of people that reach the conclusion of an ebook, those that will create a plan and take action or those who've just spent a lot of time reading an ebook and go look for something easier to do.

I hope you've chosen the path to take action on the information you have now!

If you are just starting, then I'd advise you to read through this ebook again, and then head over to [www.warriorforum.com](http://www.warriorforum.com) and starting to read what people there are talking about.

If you stick to these rules below you will achieve success:

**Rule #1** – Don't spend money you don't have on the latest and greatest courses and tricks, stick with the basics!

**Rule #2** – Learn what you don't know

**Rule #3** – TAKE ACTION and learn more from experience!

If you follow those rules you will be on your way to becoming an Internet Marketing GURU!