

# Secret Affiliate Weapon 2.0: Module 4

**Your Traffic Gusher**

**"The Simple Way To Get All The Website Traffic  
You'll Ever Need"**



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# Introduction

No matter what Internet business model you choose, one thing is absolutely certain:

*Without highly targeted traffic visiting your website, your Internet business won't survive.*

Visitors to your website are like the oxygen for your business.

Think about a bricks and mortar store. Suppose nobody ever comes in to look at what's for sale. That business will shrivel up and die remarkably fast.

It's pretty much the same in the online world. The only difference is that store visitors are people who find your website when they're searching for something.

No matter what you're selling, the only way you'll make consistent income is to put your offer in front of people who are highly likely to buy it.

In this module, I'm going to give you six different ways to get highly targeted traffic like that:

- Article marketing
- Video
- Press releases
- Advertising
- Building a mini-site network
- Creating a viral ebook library

Very few of those require spending any money at all! Once you're armed with these, you'll be ready to fire up your traffic engine and let the profits pour in.

## What Are "Targeted Visitors"?

When you are looking at different methods of driving visitors to a website, no matter what traffic generation strategy you are considering, it will either cost you money or time to set it up.

However, in each of the following scenarios, once you have done the initial work to get your traffic generation working, the strategy you have put in place will continue to drive visitors to your site on a continual basis.

The list of traffic generation methods is not meant to be an exhaustive list of every visitor generation strategy.

Indeed, anything that you can think of that sends targeted visitors to your site represents a valid strategy that you should be using.

Now, I have used the term *targeted visitors* several times, so it is time to define exactly what I mean by this, and how you find them.

A targeted visitor is someone who has come to your website because they have already seen some promotional materials or some other mention of your site and topic somewhere on the net.

The important thing is that they already know what your site is about, and they are already 'pre-qualified' as a potential customer of your business because they made the decision to visit.

For instance, if someone searches Google for a *home business* opportunity and you are advertising exactly such an opportunity, then anyone who clicks on your advert is already prequalified because your advert matches their search term:

The screenshot shows a Google search for 'home business'. On the left, there are three sponsored links: '2008 Top 10 Work At Home' from www.Best10WorkAtHome.org, 'Increase Your Income Fast' from www.LearnToWholesale.com, and 'Top 10 Home Businesses' from www.Best10WorkFromHomePrograms.com. Below these are related searches: 'starting a home business' and 'home business for moms'. On the right, there are more sponsored links: 'Home Business' from www.franchise.com, 'Search Franchise Businesses to Buy based on Your Budget, Start Now' from www.franchise.com, 'Make Money from Home' from Make-Money-Online-Tonight.com, and 'Work At Home' from www.HomeBizOppS10.com. The organic search results for 'Home Business' are also visible, showing a list of home business opportunities.

The only problem with this is going to be that every click on an ad in which the main keyword phrase is *home business* is going to cost you in the region of \$5.00.

Even an advert that uses the term *MLM* or *network marketing* as the primary keyword would cost you \$3-4 per click.

In other words, using the Google AdWords PPC advertising program will definitely drive targeted visitors to your webpage (indeed, using AdWords is just about the quickest and easiest way of doing so) but it might cost a lot of money.

With clicks at these prices, it would be very easy to blow several hundred dollars a day. You have to question the wisdom of doing this, given that \$100 is only going to send 20 to 25 visitors to your site every day.

While it is highly likely that some of these people will join your program, the costs involved are simply too high for this to make sense.

For instance, if your conversion rate (i.e. the number of site visitors who take the action that you want them to take, in this case by joining your network) is as high as 25% (which is not likely), each of those signups would still have cost you something like \$20 each.

Consequently, while paid advertising might form a part of your overall marketing campaign (and we will look at a strategy for maximizing the effectiveness of any such campaign later), it is probably best to start by using promotional tactics that will not cost you any money.

Let's start with one of the most popular...

## Traffic Strategy 1: Article Marketing

Article marketing is nothing more than writing articles about your topic or subject matter and submitting them to the major article directory sites like [EzineArticles](#).

Having your articles published in this way can send visitors to your site in many ways.

The first and most obvious way is that people who use the article directory site on which your article is featured might find your article, read and enjoy it. As a consequence, they visit your site to read more.

The second way is that the major search engines are big fans of the article directory sites, and Google especially is in love with EzineArticles!

For that reason, it is extremely common to see articles from EzineArticles featuring in the top four or five results on the Google results pages.

If your article appears on the search page for a popular keyword term, people will see your article featured in the results, visit the directory to read it and then carry on to your website.

The third way you'll get traffic from articles is through ezine newsletter publishers republishing your work.

Anyone who visits a major article directory is entitled to download and republish any article from that site in any way they like as long as they leave the original author's information and hyperlink attached.

If they do so in their own newsletter or on their website, then they are presenting your article to a whole new bunch of readers, and some of them will visit your site as a result of this.

Regardless of how people get to your site via your articles, having articles published on directory sites is a great way to create one way back links to your site. These links will come from the article directory itself and also from any other websites that republish your article and follow the directory rules by leaving your website details attached to that article.

The great thing about using articles to promote your business is that once your articles are published, they stay on that directory site for a long time.

Because of this, they can continue to drive traffic to your site for many months or even years to come, without you having to do anything other than write and submit the original article.

However, there is an art to creating articles that will generate significant numbers of visitors to your site, and if you get it wrong, what you are likely to see is a trickle of traffic, rather than a torrent.

## How To Write A Traffic Gusher

Let's begin to look at how you create effective marketing articles.

The first thing necessary part of that is the essential keyword research. You need to find the terms and phrases that people use to search the major search engines for information of the kind that you present in your articles and on your website.

To do this, we return to a tool that we have already seen several times in this book, Word Tracker.

We were previously using the free version of the tool, but I am now going to use the full version of Word Tracker because doing so is quicker and far more effective than using the free version.

There is a [free seven-day trial](#) of the fully featured program, so there is no excuse for not trying this full version.

Sign up for the trial and log in to your new Word Tracker account. When you do so, you are presented with a screen where you see this:



You can use either the **Keyword Universe** on the left hand side of the screen, or the **Keyword Researcher** on the right, to conduct your research, but as the researcher is faster and more comprehensive, this is the one you should use.

On the next page, type your primary keyword into the box on the left hand side, and then hit the **Research** button that is over on the far right (in this example, I'm using *wellness* as the keyword):



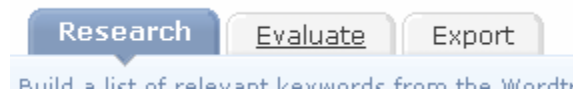
Your seed keyword(s):  
wellness

Settings summary:  
Currently set to match keywords in any order, uppercase and lowercase combined.  
Using data from: US  
Research >>

Show advanced settings

This will produce a list of the top 100 keywords that are related to this primary keyword phrase currently indexed by Google.

Next, you need to evaluate these keyword terms to find those that you should be using in your own marketing efforts, so you click the **Evaluate** tab at the top left-hand corner of the page:



On the next page, you will be asked which of the major search engines you want to collect information from.

As each of the major search engines is different from the others, it makes sense to collect information from all three, because it sometimes happens that a keyword term that is ultra-competitive on Google is not at all competitive on Yahoo or MSN (and vice versa):

Gather competition data from:

Search engines:

☒ Google

☒ MSN

☒ Yahoo

Hitting the **Evaluate** button to the right of the screen will bring up a results table looks something like this:

Keyword	Searches	Predict	Google	Google KEI	MSN	MSN KEI	Yahoo	Yahoo KEI
<input type="checkbox"/> health and wellness	1,047	1,107	<a href="#">6,880,000</a>	0.16	<a href="#">120,000,000</a>	0.01	<a href="#">49,600,000</a>	0.02
<input type="checkbox"/> wellness	794	840	<a href="#">159,000,000</a>	0.00	<a href="#">59,800,000</a>	0.01	<a href="#">477,000,000</a>	0.00
<input type="checkbox"/> wellness dog food	276	292	<a href="#">91,000</a>	0.84	<a href="#">56,800,000</a>	0.00	<a href="#">460,000</a>	0.17
<input type="checkbox"/> dimension of wellness	145	153	<a href="#">9,730</a>	2.16	<a href="#">32,000,000</a>	0.00	<a href="#">13,500</a>	1.56
<input type="checkbox"/> female professional speaker wellness	144	152	<a href="#">2</a>	10,370.00	-	-	<a href="#">0</a>	-
<input type="checkbox"/> definition of wellness	144	152	<a href="#">11,200</a>	1.85	<a href="#">59,900,000</a>	0.00	<a href="#">14,200</a>	1.46
<input type="checkbox"/> emotional wellness	141	149	<a href="#">153,000</a>	0.13	<a href="#">46,700,000</a>	0.00	<a href="#">2,220,000</a>	0.01

By default, what you are seeing at the top of the page are the most popular search terms related to wellness.

This is not the information that is important to you, because you already know (and could have discovered from the free Word Tracker) what the most popular search terms are.

What you are interested in is the three **KEI** columns highlighted in the screenshot, because KEI is an accurate measure of competition in the marketplace for any particular search term.

In other words, the higher the KEI rating, the less competition there is in the market place for that particular keyword term in terms of the number of people searching for a particular keyword phrase every day, as balanced against the number of websites Google indexes that feature that phrase.

It sorts the results by KEI—the keyword terms at the top of the page are those that have the least competition in the market.

If you create promotional materials based on these low competition search terms, your article is quite likely to appear in the top few results on the left-hand side of the Google, Yahoo or MSN search page.

The majority of people who use search engines to find information prefer to look for that information by following natural site links on the left hand side of the bridge, as opposed to advertising on the right-hand side.

Targeting your visitors by using low competition search terms in your promotional materials like your articles is a superbly effective traffic generation tactic, as well as being one that will drive traffic to your site for many months to come.

So, go back to Word Tracker and click on each of the KEI column headers in turn to sort the results by competition levels:

Searches	Predict	Google	Google KEI
902	954	<a href="#">24,600,000</a>	0.03
520	550	<a href="#">12,100,000</a>	0.02

Now, you will have a very different picture, as the keyword terms that have the best ratio of searchers to available web pages are pushed to the top:

Keyword	Searches	Predict	Google	Google KEI
<input type="checkbox"/> female professional speaker wellness	144	152	<a href="#">2</a>	10,370.00
<input type="checkbox"/> healthcare professional speaker wellness	120	126	<a href="#">7</a>	2,057.00
<input type="checkbox"/> wellness intl sponsoring resource	65	68	<a href="#">9</a>	469.40
<input type="checkbox"/> work health wellness policy	21	22	<a href="#">1</a>	441.00
<input type="checkbox"/> personal care health and wellness pumps	53	56	<a href="#">9</a>	312.10
<input type="checkbox"/> hospital employee wellness fairs	24	25	<a href="#">2</a>	288.00
<input type="checkbox"/> how to write a wellness plan	16	16	<a href="#">1</a>	256.00

These are the results sorted by Google KEI, showing that they have only 2 web pages indexed that feature the term *female professional speaker wellness*, but that there are approximately 150 people using Google to search for that particular term every day.

As there are only two other web pages that feature this particular term, if you create an article using this term as your primary keyword, the very worst you could do is appear in the number three slot on the Google results page!

That would give you a tremendous chance of pulling many of the 150 people who are using Google to search for this particular term every day to your article, and then to your site.

As far as KEI value is concerned, it is generally believed that any keyword term that has a KEI score in excess of 10 points is one that you can profitably use, as you have a reasonable chance of driving traffic to your article and then to your site by doing so. Any term that scores in excess of 10 KEI points should be added to your keyword list.

Don't forget to check the KEI for both Yahoo and MSN as well, because the results are likely to be very different.

You now have a keyword list that you can use to create articles that will drive targeted visitors to your site.

Each of your articles should be in the region of 350 to 500 words long. The first thing that you need to do when writing articles is to make sure that your primary keyword term is included in the article title (and as near to the beginning of the title as possible).

You must then ensure that it is included in the first and last paragraphs of your article, and that it is dotted throughout the article no more than two or three times more.

During your Word Tracker keyword research, you will probably have noted that some of the key words on your list attract very few searches every day.

These should therefore be considered to be 'secondary' keywords, and if you can include a secondary keyword in an article alongside a primary keyword, this will also help to drive additional traffic.

Write your article according to the AIDA principle. This is:

Attract	<b>A</b> ttention
Create	<b>I</b> nterest
Create	<b>D</b> esire
Call for	<b>A</b> ction

Remember that the primary purpose of writing your article is to send people to your website. Your article must therefore tell people what is available on your website.

The best way of doing this is to attract their attention in the early part of your article by telling them about a problem, a problem that they themselves are suffering from because that is why they are reading your work.

You then tell them how your product or service addresses the problem in order to create interest, followed by highlighting how much worse the problem will get if they do not take advantage of the solution that you are offering. In this way, you create desire. We will come back to the action step in a moment.

When you upload your article to a major directory site like EzineArticles, there are several other things that you need to upload besides the article itself.

In addition to the title of your article, you also have to add a two or three sentence summary of what a reader will discover by reading your article.

Many marketers use the first two or three sentences of the article itself as this short summary, but you should never do this. When anyone is browsing an article directory site, all that they will see is your article title and the short summary, so if your short summary is not persuasive, it is unlikely they will read your article.

If they do not read your article, they cannot visit your site, so your summary should be a punchy short sales pitch for your article, rather than two or three sentences that will appear to have little meaning when taken out of the context of your article.

Next, you need to add a list of keywords, the terms and phrases that someone would use when they are searching the directory site for information such as is contained in your article.

However many characters the directory in question allows you to include in the keywords section, use as many as you possibly can so that you include as many keywords as possible.

The final and most important piece of additional information that you have to upload to the directory is commonly known as your *resource box*, which is a short, descriptive biography of you and your business.

In this resource box, you include a hyperlink to your site, and as most directories will allow you to add at least two hyperlinks, you should do so. One of these hyperlinks is the URL of your site, while the other should be what is known as anchor text, that is, your primary keyword that you also hyperlink to your website.

This is a very effective tactic for making sure that the search engines find your article and index it for that particular keyword or phrase.

It is also in the resource box that is displayed at the end of your article that you include your call for action. In other words, tell the reader to click on the link in order to visit your site, because a large number will not do so if you do not tell them.

On the other hand, the simple act of telling people what to do will significantly increase the number of people who will read your article and then visit your site.

Here is something that you should always do that will multiply the number of visitors who come to your site from your article by a factor of two or three.

*Write your resource box as if it is the last paragraph of your article, a smooth flowing continuation of what went before as opposed to being something freestanding.*

By doing it this way, you guarantee that the person who has just read the lion's share of your article will also have to read the resource box, because otherwise the whole article is incomplete and perhaps does not even make a great deal of sense.

If on the other hand, the article is obviously complete and finished before they get to your resource box, there is really no reason for them to continue reading, and therefore a significant proportion will not do so.

So, include a couple of hyperlinks in your resource box, and a call to action, and make it read like it is the final, concluding paragraph of your article.

Also, when you create your account with the article directories, include an attractive picture of yourself, because many of the directories (such as EzineArticles) will feature the picture next to the resource box.

This helps to increase the number of people who visit your site after reading your article and it costs nothing to do, so do it!

[Video showing article submission process]

Once you have written your articles, these are the directory sites to which they should be submitted:

- <http://ezinearticles.com/>
- <http://goarticles.com/index.html>
- <http://searchwarp.com/>
- [http://www.articlecity.com/article\\_submission.shtml](http://www.articlecity.com/article_submission.shtml)
- <http://www.ideamarketers.com/>
- <http://www.articledashboard.com/>

When you're submitting your articles to the directory sites, there is one extremely important factor that you have to bear in mind.

While for many directory sites it is not a problem, EzineArticles insists that any content that is submitted to them is unique.

In other words, you cannot have already published the same article on another article directory site when you submit it to EzineArticles.

EzineArticles is, however, by far the biggest and most powerful of the article directory sites, with approximately 20 million visitors every month.

If there is one article directory site that you definitely want your work to be published by, it is this one!

A member of the EzineArticles editorial staff checks every individual article that is submitted to the site, and that can take several days to happen.

As a result of this, it is always necessary to submit your articles to EzineArticles before you submit them to anyone else. You should also wait until your work is published by EzineArticles before sending it to the other directory sites shown in the list.

Incidentally, while there are probably a thousand article directory sites on the net, if you submit your work to just this half dozen, that's plenty.

The final question to answer is, how many articles should you write?

The answer to that is as many as possible, because article marketing is a numbers game. The more articles you have published, the more traffic you will send to your website. It's simple as that.

There is, however, a way of short cutting the article creation process. If you want to add content to any websites that you create, then it is natural that you will be creating articles and other written materials anyway.

Why not use software to take these materials and create articles out of them which, with a little bit of tweaking, will be adequate for most directories?

For example, by using a free article spinner like [Jet Spinner](#), you can create dozens of different versions of the same article in the space of 10 or 15 minutes per article, and those are perfect for submission to the article directories.

Indeed, if you create enough unique versions of your article, you can submit a slightly different version to each of the article directories listed, which will be an even more effective marketing tactic.

While there is little chance that Google will index exactly the same article from half a dozen directories, they will index all the articles if they are different enough to represent unique content in every case.

In this way, you give yourself six chances of grabbing the number one spot in the search results as opposed to just one or two!

## Traffic Strategy 2: Video

The screenshot below shows the results of a Google search for *make money online* for which there are 11.7 million pages indexed:

The screenshot displays Google search results for the query "make money online". At the top, it indicates "Results 1 - 10 of about 11,700,000 for 'make money online'". The results are divided into two columns: "Sponsored Links" on the left and "Sponsored Links" on the right. The left column contains several sponsored links, including "Online Currency Trading", "A Better Way to Trade FX", "Google Ad Programmes", and "Only In Malaysia Mah! Exposing The Secrets to Gain RM38,000 ...". The right column contains sponsored links such as "Tired of your job?", "Make Money - Online?", "Make Money", "Forex Trading Online", and "Investment Fsp Inc". A red bracket on the left side of the screenshot groups the first four sponsored links under the label "Natural Search Results". A red box highlights the fifth sponsored link, "How to Make Money Online", which is a YouTube video. The video title is "How to Make Money Online" and the description is "what you put into it is what you get out of it. To make money ...". The video is 12 minutes long and has a 4-star rating. The URL is "www.youtube.com/watch?v=fVx\_OR-mXw".

The third most popular result in the natural search results (the links on the left side) for this extremely competitive term is a [YouTube](#) video.

This demonstrates the power of using videos in your promotional efforts, and it is something that you should definitely be doing.

The facts and the evidence are almost overwhelming in their strength and power.

For example, according to [Alexa](#), YouTube is the third most popular website on the internet, and enjoys in excess of 280 million visitors every month, but the video story is not only about YouTube.

There are dozens of video hosting network sites and all of them have huge numbers of devotees who return to their favorite video sites on a daily basis.

It is therefore an undeniable fact that using video to promote your business could be one of the most effective free traffic generation tactics. However, the secret of using video as an effective marketing tool lies in knowing the best way of doing so.

At the present time, it is most marketers have not really got the video marketing game fully figured out.

For example, looking back at the previous screenshot, how did this particular video from YouTube managed to feature so highly in the Google search results?



As the owner of YouTube, Google tend to be a little biased towards videos from that particular site, but the question still remains, how did the search spider manage to find and index this video?

The most important thing to understand about the search engines, and the technology behind them as it currently stands, is that they are not as yet able to extract information from published videos.

However, whenever you upload your video to any of the hosting network sites like YouTube or Google Video, you do so with additional information attached, such as a title, a description and keyword tags.

It is this information that decides whether the search engine or any individual who is searching that video network site will find your video when they are searching for information like yours.

For this reason, creating the additional materials that you upload with your video is critically important and something that we will therefore focus on.

Before doing so, however, the first thing that you need to do is create a suitable video that you can upload to the video network sites as a way of publicizing your website.

So the first thing to decide is, what is the subject matter of the video that you are planning to make?

When it comes to making videos for online marketing purposes, the subject matter is not really all that critical. There is no need to worry about keyword targeting or anything like that, because the search engines cannot pick up on the video content anyway.

The main thing to understand about using video to publicize your business is that you should aim to create a video that either entertains or gives the viewer information that they will find useful and interesting.

The basic purpose of your video is to make the viewer want to visit your site to find out more after they have watched it. This means that after they have watched the video, you must point the viewer to your website.

So, the video that you make can be of almost any type. It can be an exciting or funny 'action' video that you have recorded, and even if you have recorded it with the camera on your mobile phone, that is still acceptable.

It can be you talking directly to the camera, or a screenshot video recorded using free screen capture software like [CamStudio](#).

It does not even need to be a real “video” at all. You can take a series of still images that you have either taken yourself or downloaded from a free site like [Stock.Xchang](#).

You then have the choice of editing the pictures together using video editing software like Windows Movie Maker (which you should already have on your computer if you are using Windows XP or Vista).

If you don't have Movie Maker, try [ZS4](#) or [Wax](#), which are both simple and effective free movie editing software programs that do a very good job.

Alternatively, you can upload your still images to [animoto.com](#), and the program that ‘drives’ the site will produce an acceptable and unique 30 second movie short that you can immediately upload to YouTube directly from animoto.

However you make your video, the main thing to remember is to include the URL of your site in it.

For example, you should have a title screen at the beginning of the video something like this:



At the end of the video, you should add a similar credits screen. Alternatively, you can insert a *watermark* featuring the URL of your site that is visible throughout the whole video.

There is no need for your video to be more than a few minutes long, because the majority of people who use sites like YouTube have a fairly short attention span anyway.

Should you have any problems or difficulties editing your video using Movie Maker, simply run a YouTube search for *movie maker* or *movie maker tutorials* like [this one](#).

With your video ready to go, it is now time to upload it to the network sites.

As highlighted earlier, this is the most crucial aspect of marketing with video. This is where doing things the right way will ensure that your video is found and watched, whereas doing things the wrong way will equally ensure that it is not.

Using YouTube as example of how you should add information to your video to make absolutely certain that people searching for information like yours will find it, the first thing you must do is include your primary keyword in your video title.

So, assuming that in this case you are targeting the home business market, you might use a title like *Home Business – Top 10 Ideas*.

You then write a description of your video, and in that description, you should include as many keyword phrases as you can, because the keyword tags can only be single words.

Most importantly, include the URL of the page on your site where you want the viewer to go after they have finished watching the video as the first line of your description like this:

## Video Upload (Step 1 of 2)



The screenshot shows a video upload interface with the following fields and content:

- Title:** Home business - top 10 ideas...
- Description:** http://www.YourSite.com  
Having your own home business is becoming increasingly popular. Home businesses are a great way of
- Video Category:** People & Blogs
- Tags:** Tags are keywords used to help people find your video. (space separated)  
business money success profit home cash extra

Below the tags field, there is a link: Click to add suggested tags: [Advice](#), [Community](#), [Dating](#), [Personals](#), [Random](#), [Video Blog](#), [Wisdom](#)

The reason why you include the URL of your site as the first line of the description can be seen here:



By doing this, you ensure that a live hyperlink appears next to the top right-hand corner of your video, which makes it far easier for the video viewer to visit your website after they have finished watching.

An alternative method of driving visitors to your site is to make a longer video of which only the first half is uploaded to the network sites.

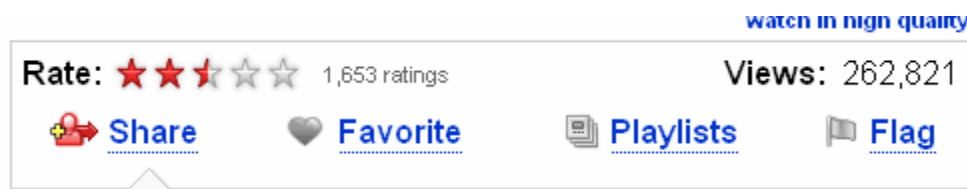
In this case, the credit at the end of the video should say something like “End of part one,” and the hyperlink from your description should take the viewer to part two of the video, which is, of course, featured on your own webpage.

By including as many of your keywords as you can in your description, you will pull significant numbers of viewers to your video, and you will drive visitors to your site. However, there are a couple of other things that you can do in order to increase your website traffic from video.

Instead of having only one YouTube account, open up several accounts for which you will need a few different free email accounts.

Take your original video and re-edit it by making it longer or shorter, changing the title and descriptions, adding different soundtrack music and so on.

Next, upload a different version of your video to each of the accounts you have just opened. Finally, from every one of those individual accounts, open up the other versions of the video that all belong to the new accounts that you created and give them a five star rating, adding them to your favorites and your playlists:



Doing this is a great way of getting the ball rolling, because in the same way that no one ever wants to be the first guest to arrive at a party, no-one likes being the

first to rate a video. However, once you have done it first, then you will find others start to follow very soon after.

Just as it was with articles, creating and publishing videos is a numbers game. The more of them you have spread across as many sites as possible, the more traffic you will drive to your website.

If you want to make this as passive a traffic generation system as possible, you should have a video making blitz at the very beginning.

They should not be a major difficulty, because once you have the ideas, making videos is actually a lot of fun, and once you start churning them out, you will very quickly find that it becomes quite addictive.

So, make 50, 100 or 200 videos and upload them to as many video networking sites as possible.

There are many video hosting network sites, so if you were to submit your videos to every one of them on a manual basis, it would be an almost full-time job.

In order to shortcut the video submission process, there are a couple of sites to which you can upload your video, and they will in turn submit the video to a certain number of networking sites on your behalf.

This will save you a lot of time and effort, so you should definitely use the services of [TubeMogul](#) and [HeySpread](#).

While the first of these two sites only distributes your video to 12 of the major networking sites (including YouTube, Yahoo Video, AOL and MySpace), it does offer some fantastic analytical tools, and is entirely free to use.

You can then use the second site to distribute your video to the networking sites not covered by TubeMogul, such as Google Video.

Using HeySpread is not free, but each video submission will only cost a few cents, so it is a service that is well worth using considering the time and effort that doing so will save you.

## Traffic Strategy 3: Press Releases

Creating and issuing a press release about the launch of your new business venture can pull a significant number of visitors to your site.

A press release is only likely to be effective for a short period of time.

However, you can create a press release and have it distributed across most of the major news sites on the net for free, and it is an excellent way of starting to generate traffic to your site at the very beginning.

The first thing to understand about creating effective press releases is that they should not read like a blatant advertisement.

For example, your press release headline has to tell the reader what the news angle is, rather than being an obvious plug.

Fortunately, there are plenty of places where there is lots of information from press release experts about how to create them and where you should submit your press release once you have created it.

Firstly, press releases are generally issued in a standard format which is not the same as creating an article. While some of the press release sites will require you to complete their standard form, if they do not do so, you should stick to the standard press release format.

You can find a sample of how you should create a press release on the excellent [Publicity Insider website here](#), and also details of how to write an effective press release on the [same site here](#).

Finally, you need to know where to submit your press release. There is an exhaustive list of [free press release distribution services here](#).

Using free press release distribution services means that your release will be distributed and published eventually, but how long it takes and where your information will be published are not aspects of free press release distribution that you have any control over.

For that reason, I would recommend that you consider the \$25 **Online Enhanced** distribution service from [PRNine](#), which guarantees that your press release gets issued in a timely manner. While distribution cannot guarantee publication, using this particular service significantly enhances the chances of your press release being published.

## Traffic Strategy 4: Advertising

There are two ways that you can advertise your business.

First, you can create a short advert and submit it to the free classified advertising sites such as [Craigslist](#), [US Free Ads](#) and my own service at [Featuring.com](#).

Secondly, as suggested earlier, you can use [Google AdWords](#).

Using AdWords can be extremely effective, and it does have the ability to drive targeted visitors to your site extremely quickly.

However, unless you know exactly what you are doing, that is, until you know how to write effective AdWords ads, it can be a very expensive business.

This is not a big problem as long as your advertising is driving superbly well-targeted visitors to your site and as long as those visitors are taking the action that you want them to take from your page.

However, ensuring that this happens is where the skill of creating effective AdWords adverts comes in.

In the past, learning how to create effective AdWords advertising was a matter of trial and error.

You would create your first advertising campaign, and then create a second, slightly modified version of your original advert so that you could test one against the other.

Thus, you would gradually increase the effectiveness and profitability of your advertising but it would be costing you money to do so. Not all of your advertising would be effective, and if your ads are not driving the right kind of visitors to your site, it is money wasted.

What you really want to know is how to create effective and profitable advertising materials straight out of the box.

While most new AdWords advertisers might consider this to be an impossibility, it is a simple thing to do by spying on the most effective advertisers in your particular marketplace.

Go to the homepage of [Keywordspy.com](#) and type your primary keyword into the box at the top of the page—we'll use *wellness* again as an example.

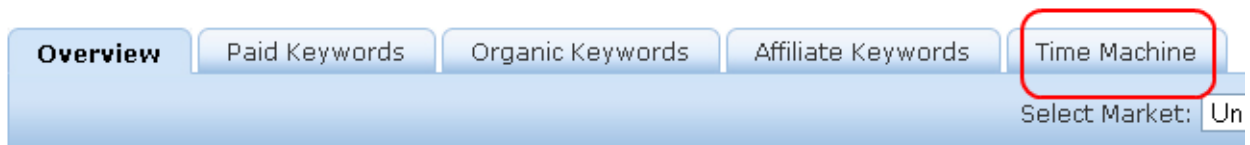
Note that we are only using the 'Free Search' resource, so this operation is completely free.

Check that the market you are researching is the USA (unless you have a specific requirement to research somewhere else) and hit the search button on the right:



Free Search:  United States Search

On the page that this action brings you to, you are looking for the **Time Machine** tab at the top right-hand side of the page;

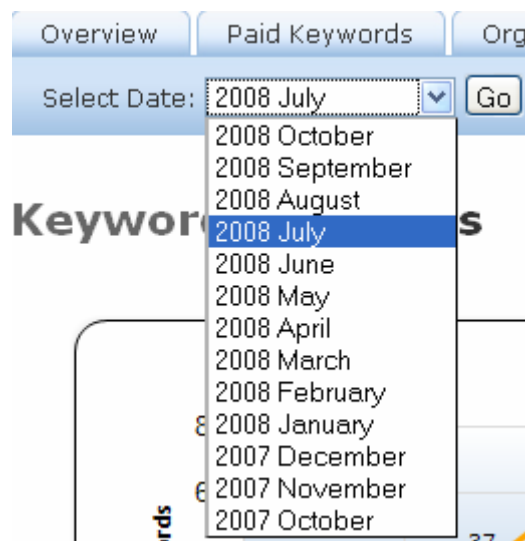


**Overview** Paid Keywords Organic Keywords Affiliate Keywords **Time Machine**

Select Market: Un

Scroll down the page that you arrive on and you will see a list of the top 10 AdWords advertisers who focused their advertising on that keyword in the previous month.

Take a note of the company names, and then scroll back to the top of the page to find the drop-down box which allows you to view information over the previous 12 months:



Overview Paid Keywords Org.

Select Date: 2008 July Go

- 2008 October
- 2008 September
- 2008 August
- 2008 July**
- 2008 June
- 2008 May
- 2008 April
- 2008 March
- 2008 February
- 2008 January
- 2007 December
- 2007 November
- 2007 October



Go back over the previous 12 months, and check which advertisers from the current top 10 (if any) appear on a regular basis.

Companies that regularly appear in the top 10 regularly are clearly making money from their AdWords advertising and that indicates that their advertising is effective.

If they still appear in the current top 10, it is a reasonable bet that their current advertising is the most profitable they have ever run.

You cannot take this as a fact as it is possible that they have just changed their advertising as part of an ongoing testing campaign, so you should keep an eye on their advertising and their subsequent top 10 position.

However, what you are doing here is spying on the companies in your marketplace that are the most effective and therefore the most profitable advertisers.

Their advertising is highly effective and so all you need to do is duplicate (but not directly copy) their advertising to enjoy similar results.

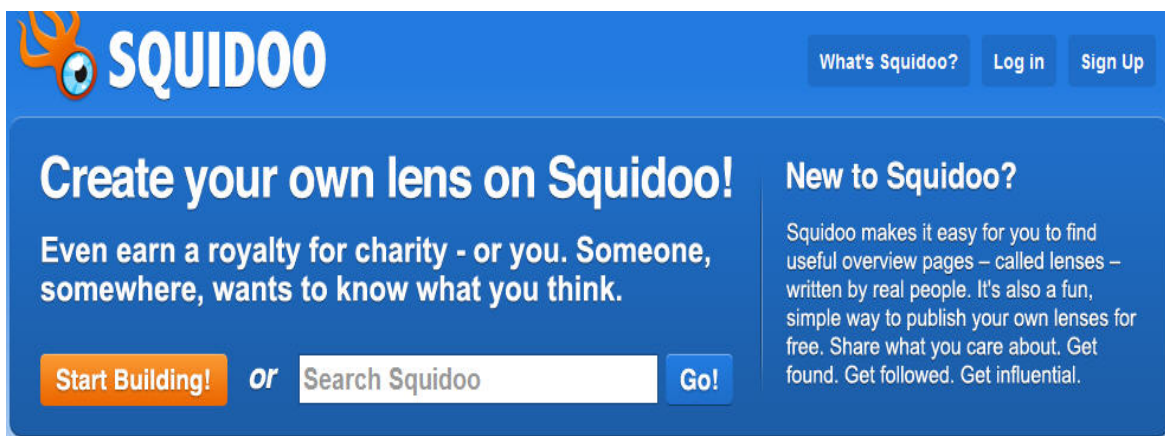
By using this spying method, you cut out all of the trial and error that you would normally have to go through before you can establish a successful and profitable AdWords advertising campaign, and you can do the whole thing at no cost whatsoever.

## Traffic Strategy 5: Mini-Site Networks

There are plenty of websites that allow you to build a mini-site with information about your product or service for free.

Many of these resources are extremely popular with the major search engines, particularly Google, and for that reason it makes sense to use these resources.

For example, one of the most popular websites, especially with the online marketing community, is [Squidoo](#), which is a place where (as the home page tells you) it really is possible to build a mini-site (or a *lens*, as Squidoo calls it) in 60 seconds!



Everything on the Squidoo site is modular, so you choose the modules that you want to include in your mini-site before populating each of these modules with content.

Sometimes, this will need to be content that you provide (remember all those articles that you created earlier?) and sometimes it will be content that you can add automatically such as YouTube videos, eBay affiliate products and so on.

Building a Squidoo lens is easy to do, and as long as that lens is focused on your primary keywords, it is an extremely effective marketing tool.

Because Google is a big fan of Squidoo, it is very common to see lenses ranking high up the search engine results pages for even some very competitive keyword terms. If you can feature high up on the search results page, the chances of driving traffic to your web site are extremely good.

Once your lens is created, you really only need to update it every month or two with a short article or even a new video (use the videos that you are featuring on YouTube).

Doing this will keep your lens fresh which in turn keeps it on the results pages.

You can do almost exactly the same at [HubPages](#) and [Weebly](#), and creating a keyword targeted blog at [Blogger.com](#) is a good move too.

This is another extremely popular website, and because it is owned by Google, it is no surprise that many blogger blogs are also popular on the search results pages.

The final thing to do with every one of these mini-sites is to add links from them back to your main site.

Every piece of promotional literature that you publish on the net that includes a hyperlink to your site (including your articles, videos descriptions, press releases and these mini sites) generates one way incoming links to your main web page.

Google in particular uses these incoming links as a measure of the popularity of your site. The more links you have, the more popular your site appears to be to the world's top search engine.

Google is extremely keen on making sure that people who use their search engine are presented with the highest quality information.

If your incoming link-count makes it clear that your website is high quality, this will push you further up the results pages.

Google actively believes that it is because of this approach that they retain their number one search engine position, so you can be absolutely certain that they are not going to change this approach any time soon.

In short, incoming links of incredible value, and therefore the more of them you can create, the better it is.

## Traffic Strategy 6: Rebrandable Ebooks

Creating and giving away your own rebrandable ebooks is another highly effective way of creating a passive income, one that is particularly well suited to being combined with affiliate marketing.

What you do in this case is write an ebook that is targeted at a particular marketplace.

Within that ebook you include several affiliate links meaning that any time someone buys a product by following one of the links, a commission is paid.

However, the smart aspect of a rebrandable ebook is that while some of the affiliate links included in the product will generate an income for you, not all of them will.

By using special software like [Viral PDF](#), you allow anyone who gets their hands on your book to rebrand some of the affiliate links with their own information.

In this way, you actively encourage other people to pass on your ebook to others, so that they are doing your marketing for you.

It will depend on the popularity of the book that you create as to how effective this will be. However, there is no reason why this strategy cannot create a continual stream of affiliate product sales for many years to come.

There is no reason why you should not include affiliate links in your book for products that pay a recurring commission, either on the 'front-end' or on the 'back-end' product.

In fact, why not allow links for affiliate products that only pay a commission on the initial sale to be rebrandable, while retaining the links to products that pay recurring commissions for yourself?

In this way, you would create a double income stream from both new affiliate product sales and the recurring commission payments on older sales.

By simply publishing one viral ebook a month, you would very quickly build a significant library that would be actively circulating on the net because you have encouraged people to pass your work on in the most effective way possible, that is, money in their pocket!

## More Traffic Ideas

Anything that you can do that raises people's curiosity about what you are doing and drives visitors to your website as a result of curiosity or interest, is a good idea in terms of generating additional income for your business.

For example, if your main site has been built using WordPress, then every time new information is posted to it, you must "ping" (send a signal) about this event to the major search resources and directory sites by using a free *pinger* like [Pingoat](#).

In addition, you should add a outgoing *RSS feed* to your site, so that every time new content is added, information about that new content will automatically be sent to anyone who has subscribed to your RSS list.

The most effective way of getting people to subscribe to your list is to download and install the [What would Seth Godin do?](#) plug-in to your site (installation instructions can [be found here](#)).

By sending regular updates to people using RSS, you bypass the e-mail system, ensuring that they always get the information about what you are doing.

This is a tremendous way of making sure that people come back to your site on a regular basis, because by the fact that they signed up for a subscription, they have already indicated their interest in your subject matter.

Beyond this, there are hundreds of different ways you can send traffic to your web site, and it really is a question of how much time and effort you want to spend on doing so.

The more effort you put in to getting your business off the ground and into a position where it can generate thousands of passive dollars for you every week, the more successful it is likely you're going to be in doing so.

## Conclusion

Now you know how to get traffic for any Internet business you care to create. The type of business you create needs to fit you, and the specific traffic tactics you use need to fit your business.

But every single traffic strategy I've given you here will pour surprisingly large amounts of traffic into your website. When you boil things down, Internet business is like setting up a storefront in a shopping mall that's as big as the planet.

That sounds great, but there's a problem...the number of stores (websites) is so huge that people can't find yours without looking in a directory.

That directory is a search engine, and if they can't find you there, the only way you'll get visitors is if they stumble upon your site by accident. That's not the smart way to build a business.

But I've given you seven different traffic strategies that work like crazy and some (like video) are just getting started.

- I showed you how to write articles that will get you lots of visitors for free from traffic powerhouses like EzineArticles.com
- I showed you how to create your own videos to promote your site at Web 2.0 juggernauts like YouTube
- I gave you a simple way to get immediate attention from the press with a press release
- I showed you two ways to advertise your site directly (including two free places to put your ads, if you'd rather not pay)
- I showed you how to build your own mini-site network to get high-quality back-links
- I showed you how to creating your own viral ebook library
- And I showed you how to get even more free traffic to your WordPress driven site

Putting all of that together, you now have a solid Internet business plan that can feed you for years...and probably let you kick your day job to the curb.

I wish you well as you turn your dreams into reality!

Ewen Chia