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# **INTRODUCTION**

## **Increase Your Traffic And Promote Your Web Site Effectively**

If you are an internet marketer, you are aware that you must promote your web site in order to make money. If you have not yet mastered the art of web site promotion, you will have to make a concentrated effort to do so if you want to succeed in internet marketing. The more you can make your web site visible to the public, the more traffic you receive and the more sales you will make. There are some ways you can promote your web site more effectively, increasing the volume of traffic to your web site.

If you do not already have your own domain name, get one. Your domain name should be catchy and memorable, and be very recognizable to the public. Use a name that is appropriate for your business and do not choose a domain name that is too long. You should avoid annoying banners and pop-up ads. Give your customers free information on subjects relevant to your business and update this information frequently. If you give your visitors substantial, relevant information, they will stay at your site longer and you will make more sales. You will want to submit your site to search engines. Search engines account for a large percentage of traffic to most web sites. This will include positioning and meta tag placement. You will need to test with various search engine tools and you will have to constantly update your site if you want to stay indexed.

If you can afford to pay for advertising, do so. Paying for sponsored results on search engines and banner ads are an excellent way to drive traffic to your site. You can also advertise in online newspapers and magazines. In addition to advertising, you can create an online community. A blog, message boards, email groups, and discussion lists are great places to make and receive comments about your business. Include your custom signature in your postings and post frequently. If you do not have a mailing list, get one. You can keep in close contact with

established and potential customers, and build credibility in your market.

A monthly or periodic Ezine can be a very useful tool in giving your customer's new information and product updates. Each time you send out your Ezine to your mailing list subscribers, you will remind them to visit your web site. If your Ezine contains pertinent information your customers may share your Ezine with others, increasing traffic to your web site. Exchanging ads with other internet marketers is a good way to promote your web site as well. You place your ads in your associate's Ezine and other publications, and in exchange you will place their ads in your publications.

Update your web site constantly. Your web site should always be functioning perfectly and you should update articles and features regularly. Check for broken links, pages, and images. If your customers are able to find what they need each and every time, they will return to your web site again and again. Search engine spiders love frequently updated content, so make this one of your top priorities. If you fail to update your content, the search engines will drop your web site from search results. Promoting your web site is the only way you will succeed as an internet marketer.

These are just a few of the ways to bring traffic to your site. Throughout the rest of this report, we will discuss in detail, other sure fire ways to bring traffic to your site. Without traffic, your website is nothing!

First we will start off discussing how to POWER UP your traffic by submitting to the search engines and how they rank your pages! We will also discuss the different ways to get the higher rankings with the search engines to increase your traffic! Then we will discuss various other ways to **Power Up Your Traffic!**

# **Table of Contents**

<b>1. Power Up Your Traffic With Search Engines - Part 1.....</b>	<b>5 - 7</b>
<b>2. Power Up Your Traffic With Search Engines - Part 2.....</b>	<b>8 - 10</b>
<b>3. Power Up Your Traffic With Link Strategies That Work -     Part 1.....</b>	<b>12 - 13</b>
<b>4. Power Up Your Traffic With Link Strategies That Work - Part 2...</b>	<b>14 - 16</b>
<b>5. Power Your Traffic With Articles.....</b>	<b>17 - 19</b>
<b>6. Power Up Your Traffic With Forums.....</b>	<b>20 - 23</b>
<b>7. Power Up Your Traffic With eMail Signatures.....</b>	<b>24 - 26</b>
<b>8. Power Up Your Traffic With Testimonials.....</b>	<b>27 - 29</b>
<b>9. Power Up Your Traffic With FREE Traffic Tools .....</b>	<b>30 - 32</b>
<b>10. Power Up Your Traffic By Running Contests.....</b>	<b>33 - 36</b>

# 1.

## **Power Up Your Traffic With Search Engines - Part 1**

Bringing more web site traffic to your site can be done by understanding more of your website's standing and statistics. There are so many ways you can bring quality traffic to your site and one of them is by submitting to search engines.

Before dealing with the "how to's" and "do's" and "don'ts" of search engine marketing to bring traffic to your site, let us first have a good look on how search engines work.

Search Engines are special websites that are designed to help people using the Internet to find relevant topics about the things that they are searching for.

There are different ways on how search engines work and generate results, but all of them perform three basic tasks.

Basically, they search the Internet or selected pieces of the Internet based on important keywords. They keep an index of the words they find and where they found them. They allow users to look for words or a combination of words that are found on their websites.

Early search engines held an index of a few hundred thousand pages and documents, and received maybe one or two thousand inquiries each day. Today, a top search engine will index hundreds of millions of pages, and respond to tens of millions of queries per day.

Search engines through the years have changed from being a search portal to a marketing tool. Today search engines don't only offer us reliable searches, but also keep us on track of the most promising companies on the Internet.

So, how and where do you start? There are so many ways you can bring quality traffic to your website and in this report we are going to touch on some basics, especially on the search engine factors.

Make sure that your sites are search engine friendly and can easily be crawled by the search spiders.

The first thing to do is to look at your site and make sure that your site is complete. Fix all broken links, have all pages completed. Make sure it loads quickly and properly.

It is important that when you are designing your website, you not only bear in mind what your website requirements are that will make it look good, but also you should take into consideration the requirements of the search engines.

The best way to go through this is to remember that search engines don't really care about how nice or how catchy your flash graphics are or how snazzy your JavaScripts are. Instead, search engines looks at the code behind your page.

Therefore if you want to be presented well in the search engines, then make your codes easy and nice to read.

What I am trying to say here is that when creating your codes, make sure you include the elements that search engines are interested in.

Like for example, you should put in your title tags, description tags, keyword tags, and alt tags at the beginning of your code. Search engine do not like to wade into your codes of lines to get the core idea of what your site is about.

Therefore, be careful and do some extensive planning on how you will position certain key elements on your site.

If you are using table lay-out pages, then make them simple and not too complicated. Avoid using frames.

Always think twice on how to use graphics. Make them relevant to your content and use the Alt tag for your images. Position the main content of the page before the images, or at least, with the images nested between tags.

When dealing with search engines and bringing traffic to your site keywords are one of the most important things you should look into.

In general, there are a wide variety of keywords that you can use on your page; therefore, for a good concentration of keywords on your site, you should only carefully select the top 10 keywords.

Many search engines look at the main body of the page and identify keywords and phrases that are used within the text. So it is advisable for you to use competitive keywords within the main page of your site's body.

**Always make sure that the keywords are prominent within the text of the body.**

The following notes above when followed can help you gain a much coveted high ranking in the search engines and can help bring a large amount of traffic to your site, which can lead to a greater flow of profit for your online business.

# **Power Up Your Traffic**

# **2.**

## **With Search Engines -**

### **Part 2**

Without traffic to your websites, you will not be successful at Internet marketing. The basic algorithm is no traffic means no profit. And as most of us know, we create websites to generate traffic to them. Bringing traffic to your site can be done in so many ways, such as reciprocal linking for example.

But the best and cheapest way of drawing traffic to your site is via the search engines. To do this, you should design your site to be attractive to the search engines.

Search engines do not care how much effort you put into designing your site with all the latest borders or sound effects. If you fail to get listed in the search engines, no traffic will come to your site and no one will see your latest creations.

Do not make the mistake of trying to trick the search engines; use things that are only related to your site. In this way, people and search engines will know what kind of business you are operate.

Another mistake for some web developers is using hidden words to attract traffic. This is done by putting hidden keywords into your site. They make the color of the keywords the same as the background, camouflaging the words with the whole web page.

This kind of trick may be invisible to human eyes, but search engines are much more optically advanced to notice this kind of mischief. When caught, your site will be penalized which will result in a great loss of traffic and profit.

There are a lot of search engines and each one has its own rules that can change at any time.

Try to get familiar with these sites' rules and regulations to be able to get a grasp on how they want your sites to be. It's also a must to buy your own domain for sites as these kinds of domains have a greater chance of getting listed faster than those from free web hosting sites.

As a professional marketer, you need to build quality web sites with valuable and useful content. Using a free web host does you no justice with the search engines or potential customers. Finally, make sure your site is complete. Missing graphics or links is not good for your human visitors or the search engine spiders.

Now you have an outline of what you need to do in order to be recognized by the search engines and get that all important traffic.

Spend your time building a quality site and you will be rewarded. Too many sites are just plain junk; spam sites generated in an attempt to fool the engines. It may work for a while, but overall, you will suffer.

So now that you know what it takes to be listed in a search engine, your next question should be what search engine should I submit to?

There are so many search engines that you could submit to, the internet is populated with almost thousands of search engines. But some of them are only spam engines, so be careful in submitting to sites that do not have good credibility.

A good search engine should at least have a page rank of 3 and above, but this factor fully depends on the span of time that the website has been inhabiting the Internet. If it is a new site and you think that it has a good possibility it will rank well, then you can submit to them.

You can use some big search engines to check for credible small engines. Like for example on my site, I usually check some new engines first on Google before submitting to them.

You can just type the URL into the space provided for your search and if the site that you are searching for is listed in Google, then there is a great possibility that the search engine you are submitting to is a good one.

Just try to remember to spend your time creating credible sites instead of wasting your time creating spam sites. Black Hat tools for optimizing your site are not a good way to bring in traffic. These things may work for you the first time, but in the end, you will suffer.

Remember that the search engines, specially the big ones, are the main factors that affect your traffic numbers. So be good to them and abide by their rules; in this way, you can do good not only for your site, but also do good for other people who are viewing your site and expecting to find useful results.

# Power Up Your Traffic With

# 3.

## Linking Strategies That Work -

### Part 1

Search engines determine the ranking of indexed pages according to keyword density, the number of links that send visitors to your site, and the quality of the content you place on your site. Over the years, internet marketers have tried to find ways to manipulate and mechanize their content to trick search engines into giving them higher rankings, but most have ended up as failures. Links are quite a bit easier to automate. There are proven ways to automate links, developed by internet marketers across the globe. These linking strategies have been highly successful in drawing traffic to web sites and achieving high rankings in search results. So far, these linking techniques have been very successful, with the emphasis being on "so far". Here is a basic description of the proven methods that will increase your traffic and site rankings through linking:

1. You will need to get inbound links from sites that rank higher than yours in the major search engines. You can start by finding a very popular forum and begin making regular posts. Include your signature with every post you make. Every time a visitor to the forum views one of your posts, your link will be visible. You can also find article directories and submit articles regularly. Include a resource box at the bottom of each article you submit, giving readers permission to reprint the articles as long as they leave your resource box at the bottom. This will give your articles, and your links, more exposure.

- 2.** Find sites that are similar to yours, selling related products, and send the web master a testimonial about the products he or she is selling. Normally, the web master will not be able to turn down the chance to publish your testimonial, and as a courtesy will place your link at the bottom of the testimonial.
- 3.** Find high traffic sites that sell any type of products. Write reviews about their products and post them to your blog or web site. Make sure the web master of the products you review receives a link to your review, and you will usually get a link in return.
- 4.** You can exchange links with other internet marketers, meaning that you place their link on your site and vice versa. Try to keep this to a minimum however. Search engines will frown on a large number of link exchanges on any given site.
- 5.** There are a multitude of free directories that allow you to add your link easily. Subscribe to as many of these as you possibly can.
- 6.** Once your page ranking begins to rise, you can consider linking to membership sites. These are sites that ask for a small fee to allow your links to be displayed.
- 7.** Place only substantive, quality content on your web site. If you put quality content on your web site and update it regularly, you will rank higher in search engines results. If your site is of high quality, other internet marketers may come to your for links instead of the other way around.

These strategies currently work very well. There could come a time when they are no longer effective. Search engines become smarter with each passing day. Make the most of these proven methods while you can.

# 4.

## Power Up Your Traffic With

## Linking Strategies That Work -

### Part 2

Search Engine Optimization can be the difference between a small, barely profitable or visible website and a traffic magnet website.

There are so many ways, both good and bad, to acquire links to be able to drag traffic to your sites. Some sites react to certain strategies better than others.

Some even have conflicting strategies that they react to. To document all of these things would require a significant number of pages and research that goes beyond the scope of this article. So we have just listed below some legal ways to be able to acquire good traffic to your site.

Write articles for others to use in their newsletters or as content for their sites. You can dramatically increase your visibility when you write articles in your area of expertise and distribute them to editors as free content. Just ask for a visible link to your website and include it in the lower end of the article. This is an effective viral approach that can produce hundreds of links to your site over time.

Another good way to bring traffic to your site is to issue press releases. This is one linking strategy that really works; just like articles, you have to find newsworthy events such as launching your free services. You then send a news release to print and web periodicals in your industry.

The links to your site in online news databases may remain for years and have some clout with link popularity. However, opening or redesigning a website is seldom newsworthy these days. You may want to use a Web news release service such as PR Web.

Placing your website URL in online copies of your press release may increase link popularity some. Issuing press releases is a traditional promotional strategy, but there are other traditional approaches that can help you as well.

Blogs have gone a long way when it comes to marketing strategies. This tool is the latest buzz in the SEO industry. If you want quality links to your site, then start a business blog.

Begin a business blog on your website. If you offer excellent content and regular industry news, people are likely to link to it, increasing your site's PageRank.

Always make sure when you are sending e-mails to include your site's URL with your signature, as this helps potential customers to keep in touch with you.

Most e-mail programs such as AOL, Netscape, and Outlook allow you to designate a "signature" to appear at the end of each message you send. Limit it to 6 to 8 lines: Company name, address, phone number, URL, e-mail address, and a one-phrase description of your unique business offering. Look for examples in e-mail messages sent to you.

Buying text ads in Ezines is also a good way to gain exposure. Some of the best buys are small text ads in e-mail newsletters targeted at audiences likely to be interested in the same or similar fields. Many small publishers don't have sophisticated advertising and offer attractive rates.

Purchase pay-per-click ads. The top ads appear as featured links to the right of "natural" search engine results for your keywords. Your ranking is determined by how much you've bid for a particular search word compared to other businesses. This can be a cost-effective way to get targeted traffic, since you only pay when someone actually clicks on the link.

List Your Products on Shopping Comparison Bots and Auction Sites. Shopping bots compare your products and prices to others. Google's Froogle is free, so be sure to list your products there. A Froogle listing also helps your product page's ranking on Google.

Advertising in Froogle is cost effective as well. Listing your products in Froogle is a MUST-DO free way to market to thousands of customers. Reaching these customers otherwise might cost you billions of dollars. By listing in Froogle, you save a huge portion of this money.

A key consumer benefit of these sites is the convenience factor whereby consumers can easily assess different product options from different retailers all at once on a single web site.

Froogle provides very specific results. They've even taken the time to display the images of the products they're listing, giving it all a very shop-search-like feel.

# Power Up Your Traffic With

# 5.

## Articles -

## Part 1

This may not guarantee the peak placement for you in those search engines, but it will surely increase your probability to be incorporated into the pertinent and relevant results. Of course, in the world of online businesses, competition is very high. Sometimes you are up, sometimes you are down. You'll never know unless you take the risk and indulge further.

Regard the information below to be a one-sided recommendation, and advice only, which have been pulled together and accumulated based on both knowledge and research. You must note that all search engine technologies are continuously developing and evolving nowadays, meaning that tactics and strategies that worked last month are most likely useless or less effective today.

Well, of course, the main key to keeping your website on top of the search results is providing enough content so that your customers and others are interested and will come back to your website.

Generally speaking, these search engines have been developed and created by people who are much skilled with storing, gathering, and analyzing data, programmers, the mathematicians, and all of the other talented people who contain innovative ideas. But during the age when almost anyone in this free world had access to the internet, the ratio of the people who gave raw information has abruptly increased. In short, some people don't even care about information in the same way that search engine experts and designers would.

Search Engine Optimization is considered the bridge over the gap. It aims to bring the people with the standard computer skills to all the information they look for. It goes beyond the sometimes too-much mathematics-based search-engine technology, which takes you a step nearer to the target audience. SEO mainly should be about investigating how the people will try to look up the information on the web and the useful means and tricks on how to invite them to your website.

Choose the right keywords to increase your traffic. Do not use a keyword that you know will not help you increase your ranking due to the ferocious competition. And of course, you must not choose a keyword that nobody is looking for. Do not use a keyword that is unrelated to the content of your site. You should use the general and popular keywords to meet the targeted traffic you want.

There are keywords that can affect your traffic and cause your site to be filtered or banned in the search engines. Do not use such filenames or the ALT tags that may allow your site to be filtered from the search engines. Use dynamic pages so that functionality is a necessity. The best strategy is to use relevant content that is well laid out to separate the pages.

Your title should not be very long. It should contain 70-100 characters only. The title should also not begin with the domain name. Have it unique, catchy, and easily remembered by people. The reason why the domain name shouldn't be included in the title is because it will be considered spam. You should use a different filename for the title tag and the domain name too. It will also be considered spam if you don't.

If you want to use the perfect keywords, use the Traffic For Words package to showcase the best keywords for your site. All other web sites are using this package to increase their sales and traffic in the internet marketing world. It's not only you who are looking for the best keywords. There are hundreds of thousands in the community who are competing so you should be able to have one that is definite and perfect for your site detail.

Search engines generate finances as well. Finances are collected either from selling your own advertisement placement and selling listings or both. So think carefully about your keywords. Make sure that they are worth it.

Traffic For Words will reveal the secrets that the best SEO's have in mind. Secrets that let you smell the success and secrets that are made to put you in the right place where you want to be.

# 6.

## **Power Up Your Traffic With Forums**

For someone who is starting a web based business, one of the biggest challenges is generating traffic to their web site. It takes some researching for ways to drive free traffic to your website. Of course there are lots of strategies to promote a website. And one of the best ways to get traffics is through forum postings.

A forum is a gathering of people that usually have the same interest on a certain topic like health, business, hobbies etc. It is designed for those who want to share their opinions, ask questions, socialize, seek help and give advice.

Forums are a treasure trove of information. Participating in forums does not only benefit you, but you will also get the benefit of promoting your website. Of course the more forum postings you had, the bigger chances of generating free traffics.

You will find plenty of forums if you research for the desired topic plus the word forums. For instance, if you are seeking for health tips, you might do a search for "health forums". From there you'll find different categories, but it is better if you start ith the basic message groups.

Now let's find out how forums can help drive free traffics.

Forum postings, message boards and newsgroup are the beginning of a relationship between you and your audience- those who read these venues. Most of these message boards allow you to use a portrait of yourself. This adds up in making the whole experience much more personal, between you and your readers. In most cases, it allows readers to meet other people online and finally become friends with them.

With these venues you have the prospective in reaching a large number of people, all who can help you and your business and may form some lasting friendships in the process. This is one way of generating free traffics using forums.

Forums posting is also one of the most productive efforts that you can engage yourself online. Remember that time is money. You are working hard to on promoting your website. And this is one way of getting free traffics. So, involve yourself, participate in at least some of these ventures:

- 1.** Join in any forum discussions that interest you. However, you should also be choosy on the forums you're going in with. Make sure that it also related to the theme of your website.
- 2.** Choose the topic or the area where you have the opportunity to help other people. You can give instant solutions to their problems or some suggestions.
- 3.** You can also connect to those discussions wherein the members share the same interest that you have in the website.
- 4.** Finally, this is your time to share your ideas and inquire about something that you want to know. Forums are actually a give and take method. A good strategy that benefits all the members.

Here are some key points to consider in forum postings. Remember that your main goal is to promote your website.

- 1.** Look for message boards that generate a lot of traffic. The more traffic on the board the better your chances of getting more traffic to your site and making good connections with others. Avoid forums that contain spam.
- 2.** Use your real name and if possible post a picture of your self. If you have a logo of your site, better post it also. It is one way of letting people know you and the website that you are promoting.
- 3.** Success in getting your post read is your main concern. You won't waste time for your forum postings just to be ignored by the readers. Make sure your subject is catchy and you are at the right topic.
- 4.** Proper choice of keywords is also important. So make sure you use good keywords in your message boards.
- 6.** Signature files that links to your site are also vital. Use them every time you post. The signature must explain briefly your products. This will also count as sites that link to your website and thereby increase you popularity and rankings. So make them unique and creative.
- 7.** Make sure you are contributing something worthy when you participate in these message boards. Once you start to become a valuable contributor others build a trust in you and will feel safe making purchases from your site.

- 8.** Forum etiquette. Make sure you observe proper rules in forum postings. Avoid violent reactions, and comments. That won't help you. Attacking others or attacking in defense will drive business away from your site faster than you can blink an eye. Always READ your posts before hitting the submit button.
  
- 9.** Lastly, always, always ALWAYS obey the guidelines if they exist, and use common sense if they don't. Respectful use of other people's forums to draw traffic is often welcomed as long as you are a useful, positive contributor to the community.

# 7.

## **Power Up Your Traffic With eMail Signatures**

In today's online marketing strategy, almost all who promote business have a killer email signature on the bottom. So what's in an email signature? And how does it drive traffic to the website you are promoting?

An email signature is like a mini ad that is affixed to the bottom of an email. Its message could be as simple as your name and email or as elaborate as flashing animated graphics. And with a just few mouse clicks, you can add your signature to the bottom of your emails automatically.

Generally, an email signature is a free marketing tool, with the power to reach a large number of people.

To the individual, the email signature is a chance to be creative or make a political or social statement. To a business person, an email signature is a great opportunity to advertise your business to everyone who views your email. While advertising is often banned in mailing lists and newsgroups, email signatures are not. Just post a message followed by your worded signature.

Using email signatures costs nothing and takes virtually no time to set up. Even so, a lot of popular web marketers believe that it is one of the great ways to promote your site.

Like to know more? I hope so!

Email signatures work every time you reply to or forward any email message; the more times the email is sent or forwarded, the more times the signature is shown. Say, the second person forwards that email to his/her own circle of friends, and then each person forwards the email again and again. Your email signature linked to your website will be shown to people you don't even know, absolutely free! So it only takes a few steps to spread and showcase your website.

Another good thing is that it is not SPAM. This is just a circle of friends forwarding emails to each other. But be sure you use the right email signature so that you'll gain potential customers from the list of friends.

Business contacts should always have easy access to your website. Not everyone can easily memorize such a website. It's a big mistake if you use a free sub domain in your signature as there is a great chance that people will not remember the whole website address. And that is useless. So it is important that you have a direct referral page URL in your email. Another good tip is to always set up a default email signature to be included in your emails once you use them.

So how can you make your email signature recognizable?

Your goal here is to encourage people to click to the link in your email signature. Remember that an email signature is an advertisement, and therefore, the basic guidelines for writing advertisements apply. To get the most mileage out of your email signature, here are some vital things to keep in mind.

- 1.** Keep it simple, yet direct to the point. Most email systems and mailing lists will automatically cut off any signature exceeding 4-6 lines, so keep it below this length. It's also a good idea to set your line lengths to about 60 characters -- the optimal length for readability.

- 2.** It should attract the people. Your email signature must be creatively done. Make use of “borders” of text or special characters.
- 3.** Include the name of your business and a short, concise marketing statement.
- 4.** Sell benefits, not features. Consumers will be more interested in the benefits they will receive from the products rather than its features.
- 5.** Offer something free. An example of this is giving free information, a free-to-enter contest, free samples, etc. Your free report can contain other advertising material, but make sure that it does include free information so your customers won't feel like they have been exploited.
- 6.** Avoid using HTML coding in the signature. Many persons do not or cannot view HTML email. If you send plain text email, you are sure that everyone will be able to view it properly. Take into consideration different ways wherein your email signature will be recognized by the potential customers.

That's all it takes to make your email signature stand out. So, better try it! - don't miss out on using this free, easy advertising method to get more traffic to your website!

## **Power Up Your Traffic With**

# **8.**

## **Testimonials**

When people like what you do, they are happy to say good things about you. I'm sure you know that getting written or recorded testimonials for your products or services is an excellent way to build your credibility.

Sending and recording testimonials is one of the greatest ways of establishing trust with your potential customers. It is a way of showing them what your satisfied customers say about your products and services.

But did you know that testimonials can help increase your website?

Giving testimonials is not only a good way of brand building yourself, but also in getting traffic to your site. They are actually a unique and practical way of gaining visitors to your site. In most cases, you can find them in sales letters, sales text, email, etc. They can be placed on the product sales page that has lots of visitors.

When a potential consumer is considering whether to buy or not, testimonials may reassure him.

Basically, testimonials are a valuable addition to your marketing materials and your website. When done right, testimonials can be a strong ally in establishing the credibility of your website. Not only that, they often make the sale all by themselves. Therefore, you will have a greater chance of boosting your profits.

So, how will you make your testimonial a hit to your potential consumers?

No webmaster, no matter how successful, can resist an honest, glowing tribute to their creation. The trick is to write short, flattering testimonials for the content, design, functions, products, services, etc. of many web sites and send it to them as sincere "feedback." Testimonials also assure the consumers whether to buy a product or not, so make sure that they absolutely get published.

Here are some of the basic things to consider in making a credible testimonial.

### **1. Photos**

Photos add credibility. These can help prove that these are real people. So, ask those people for photos. If they don't have a scanned picture, they can send a softcopy by email.

### **2. E-signatures**

Generally, almost all online testimonials you see have text signatures. You could have people mail their written signature, scan it, and upload it with their testimonial. In this way, people will feel the testimonial is more official.

### **3. Profiles**

The basic part of a testimonial is the profile. Ask your potential costumers to include a brief profile of themselves with their testimonial. Let them answer some basic questions like age, occupation, hobbies, favorite motto, etc. This will make your testimonials more entertaining to read. And, more chance of knowing you.

## **4. RECORDINGS**

Testimonials are not only expressed through writings, but also verbally. One thing you can do is record people's testimonials with a mini tape recorder over the phone, on your answering machine, or voice mail. With each one, include a phone number they can call to hear the actual testimonial. You can record online audio and online videos as well. Just convert the recording into an online audio file and upload it to your website. You can do some research on how to convert these files.

## **5. E-MAIL MESSAGES**

When you get e-mail testimonials, publish the entire e-mail message instead of just the contents about the product or service. It will be more believable because it will include the date, time, subject, who it's from, and who it's to.

## **6. HAND WRITTEN LETTERS**

Like, email signatures you can also mail hand written letters. Scan and upload the entire written testimonial or letter to your web site. This will give your testimonials a feel of realism.

## **7. CONTACT INFORMATION**

When you get testimonials from people, it is better to ask them if they are willing to include their contact information under the testimonial. In this way, you will allow your potential customers to ask your current customers questions about your product or service before they buy.

Also, if they're speaking on behalf of a business, include the business name. Mention if they have any professional certifications or titles that would enhance their authority.

Those are some of the relevant things to consider in making a testimonial. Keep in mind that testimonials will help pave your way to a successful business. It really is worth the effort. So start collecting your own now!

## **Power Up Your Traffic With**

# 9.

### **FREE Traffic Tools**

Tell-a-friend forms are a perfect example of viral marketing. Viral marketing and viral advertising refer to marketing techniques that seek to exploit pre-existing social networks to produce exponential increases in brand awareness through viral processes similar to the spread of an epidemic. It is word-of-mouth delivered and enhanced online; it harnesses the network effect of the Internet and can be very useful in reaching a large number of people rapidly.

Viral marketing is sometimes used to describe some sorts of Internet-based stealth marketing campaigns, including the use of blogs, seemingly amateur web sites, and other forms of astroturfing to create word of mouth for a new product or service. Often, the ultimate goal of viral marketing campaigns is to generate media coverage via "offbeat" stories worth many times more than the campaigning company's advertising budget.

Refer-A-friend is a "tell-a-friend" form that you can install on your web site within minutes. The only technical knowledge required is the ability to copy and paste a small piece of code into your web pages. Although you put the same piece of code on every page, visitors can effortlessly refer a specific page from deep within your web site because of page-sensing technology.

Word of mouth is still an advertiser's best friend - both offline and online. With it, your visitors can recommend your web site directly to their colleagues' inboxes.

Gain a deeper insight into your web site's performance

Refer-A-Buddy tracks the number of times your web site visitors make a referral and also which pages are referred. These statistics tell you something that even the most expensive and sophisticated web site logs and trackers cannot give you. That is to say they measure a real human interaction with your web site. If someone decides to 'tell a friend' about what they have found at one of your web pages, then you can be sure they were pretty fired up and enthusiastic about it.

At last - double strength email validation to help you and your web site visitors

Email addresses are often long and complicated and most people are not expert typists. Our research shows that without validation, as many as 40% of email addresses are entered incorrectly or are invalid. So any professional web application that asks a user for an email address will try to check that the email address is 'well formed.' A good referral software does this of course - but also goes one important step further and verifies that the web server referenced in the email address both exists and is up and running. This works for your visitors as an intelligent assistant to help them address their referral correctly and, if you are using the opt-in email check box, it makes it more likely that you will receive good quality email addresses for your database.

Now you can benefit from the power of viral marketing

Without a doubt, old-fashioned 'word of mouth' is one of the most powerful ways to publicize anything. So if a visitor to your web site likes what he/she sees, why not offer him/her a simple and attractive way to spread the word? After all, put yourself in his/her position.

Say you want to tell a friend about a web page you have seen. You don't need to remember the URL, the web page address. You don't need to get on the phone and start spelling out the URL. And you won't even have to try to type out the URL in an email. A sample code of a 'tell a friend service' solves this problem by making it a simple matter for a visitor to pass on their recommendation, and consequently, they are more likely to do it. Not only that, but this web tool makes sure they make the recommendation error-free. The software knows the full and precise URL of your web page and places it as a clickable link into the recommendation email.

This can make a lot of hits to your website especially if you have been patient about making your daily enhancements on your website. This is another easy way to gain more people's trust, as these are often satisfied customers who want to share their experiences. Adding this feature will likely result in more traffic, resulting in additional sales.

As a webmaster resource, a good referral software is a perfect way to exploit a new kind of marketing, which adds smooth, professional functionality to your web design and at the same time is an invaluable web tool for driving traffic to your web site through the power of viral marketing.

# 10.

## **Power Up Your Traffic By Running A Contest**

For sure, a lot of your customers may be looking for the type of product or service that you offer. So, how will you attract those buyers who are not yet familiar with your site and those who you want to have come back again?

How will you gain visitors and drive traffic to your site?

One answer is to run a contest. And not just an old contest. It must be crafted to keep them coming back to your site. Lots of clever people will say that running a contest will help, but they won't give you tips on how to do it.

Benefits of holding a contest

One of the biggest benefits of running a contest is traffic. A contest can help you increase traffic to your site. Studies show that a contest, if held during a full month, can gain 500-5000 visitors and more. So, imagine that opportunity!

Your potential consumers may even tell their friends about your site and it's also a chance to boost your sales.

Some affiliate programs online may also be curious of the number of visitors and page views you have. And one way to increase this is to run a contest.

Contests also help if you plan to sell ad space on your site.

Generally, if you write a monthly or weekly newsletter, running a contest and asking those who enter if they want to subscribe to your newsletter will usually result in about 1/3 of them signing up.

And lastly, those who have a business but don't have a website can also benefit from a contest. The types and rules might be different, but running a contest would get you noticed and get people to come to your site again and again.

## **Steps to consider in holding a contest**

### **Step 1: Determine your goal**

The first thing you should do is to decide what goal you want to achieve. Choose whether your main objective is just to get people to visit your site, drive traffic to your site, get subscribers, or make a sale. Have your goal set and keep that in mind.

### **Step 2: The theme of the contest**

Next is to decide what theme to have. The theme must be dependent on the type of business you have and the holiday seasons. All themes are good, but focus on something that will benefit visitors of all ages. Think about the types of people you want to attract to your business.

### **Step 3: Find Sponsors**

Now with a goal and a theme, you need to find sponsors. This is said to be the hardest part of starting and running a contest.

The target sponsors are sometimes business owners. They are the ones who willingly donate the prizes.

If you belong to a business group, you can ask them if they would be interested in donating a prize to your contest in exchange for something valuable – like exposures on ads.

You must give your sponsors credit for the donation so they too can benefit from the visitors. You can also run a contest and just purchase the item yourself to give away, or use your own products.

#### **Step 4: The Kind of Contest**

You should also be thinking of what kind of contest you want to run. Be creative in choosing one. Make sure that your visitors will participate and enjoy the contest.

Do you want it to be a puzzle, or a sort of scavenger hunt?

Maybe you want them to fill out a survey and in return, their names will be raffled for a prize.

You can also run the contest and ask for feedback about your site or ask them to create a poem or an ad related to the theme. This all depends on what your goals are.

#### **Step 5: Set up the contest on your website**

Now is the time to set up the contest on your site. You or your web designer needs to make a page, design a logo if necessary, and set up the page to suit your needs and tastes.

Again, be creative in choosing the proper layout. You have to include the list of sponsors, prizes, and the set of rules.

#### **Step 6: Promoting your contest**

You need to promote the contest so people know you're there and are offering free prizes!

Think of the many ways in which you can list your contest on the different sites.

There are many sites on the Internet that will list your contest on their contest site in exchange for placing their banner/link on your contest page. Most are free, but require a link back to their site.

If you do not know how to do this or do not have the time, then hire a company to do it for you.

### **Step 7: Picking a winner**

One easy way to pick a winner is through random selection. You can just pick an email. Ask a representative to do the selection.

You do not have to purchase some fancy software to do it for you, as long as you are fair and honest. Don't forget to remind the contestants that the winner/s will be randomly chosen.

Now, the contest is over. You can evaluate how far it helped in generating traffic to your site. If the contest went well, think of something that you can run in the succeeding months.

**POWER UP  
YOUR TRAFFIC!**