

## **Website Traffic Jam**

*"Must-know free AND CURRENT traffic sources"*

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## Introduction:

As you are well aware to be successful on the internet you need more than just a website. You need traffic and this can be a cause of concern for many marketers today. Just how do you get traffic coming to your website or blog on a regular basis?

Well this is what this guide is going to help you with. You will find 10 free traffic lessons in the following pages. Follow these lessons and you should see a dramatic increase in your traffic stats.

Tracking your stats can also help you see what is and what is not working. This can easily be done by installing Google Analytics on your site. Do this first and then you are all set to start increasing your visitors and developing a great online presence.

Good luck in your business!

## Lesson One: On Page Optimization

### ***Search Engine Spiders***

Before you can even think about driving traffic to your website you have to ensure that your site is set up correctly. What this means is that your site needs to be search engine friendly. It has to be found easily by the search engine spiders and they need to like what they find!

The spiders or robots crawl your site through your website pages and hyperlinks. They then store this information into an index. It is through this index that your website gets found on the internet.

One good point here is that if the spiders find links which are dead or broken, then your page becomes de-indexed. This is why it is extremely important to check all your links periodically.

Once the spider has visited your site it sets a timer to come back and visit. On their return visit they are looking for new content and changes. This timer could be one or two days, or it could be set for a week or more. Now, if you don't add content and the spider comes back and sees this they set a new timer for a longer time period.

Your goal is to have the spiders return frequently and this is easily done by adding new content regularly. Content doesn't just mean articles, you can add new images or a video and this will keep the spiders happy.

When you have a brand new site your issue is to find these spiders and leave an invitation, **your link**, for them to visit. So think about where most marketers hang out. Places like Facebook, Twitter, Squidoo and popular forums and websites. Make a point of visiting them and leaving a comment with a link back to your website.

Once the spider accepts your invitation it won't take long before they index your site and you will start to be found in Google and the other major search engines.

### ***Meta Tags***

Meta tags are words which are used to describe your website. They tell the search engines what is important on your site.

Your meta tag description is the description which shows up in the search engines listing. This description contains 155 characters and you want to use this to your benefit. This is where using your keywords comes into play.

You want to craft a meta tag description which describes your site, includes your keywords and entices the reader to click through to your website. This can be achieved by writing out various descriptions until you come up with one that perfectly fits your website. This description can also be changed at any time, so you can easily test various ones to see which performs the best for you.

## ***Header Tags***

Header tags are the tags which are known as H1, H2 and so on down to H6. When used correctly they tell the search engine spiders the importance of your content. With H1 being the most important.

When you use these tags you should always include your keyword in the tag. If you bold the words as well then you are making them stand out even more. With the larger print and darker font Google assumes these are more important and takes notice. This is exactly what we want to have happen.

## ***Site Map***

By providing the spiders or robots with a site map you are helping them navigate around your website. If your website is run on Wordpress you can quickly install the XML Sitemap Feed plugin. This will automatically create a new sitemap each time you add new content to your site.

A site map is an excellent way to attract the spiders especially if your site is new. It is also good for the human visitor to, as they can easily find what they are looking for.

Once you understand and implement the basics of on page search optimization then you are ready to start driving traffic to your site.

## **Lesson Two: Forum Links**

Joining forums in your niche can be a great way to get exposure to your site. But you must know how to use forum marketing correctly. If you join and start blasting promotional offers everywhere you will be banned very quickly!

Your first step is to find a good forum in your niche. This can be done by doing an online search with these terms:

### ***Niche + forum***

Look through several forums and find ones that are relevant to what you have to offer. You also want to be sure that you are allowed to leave a URL in your signature file. Only join those that allow you this option.

It is very important to read and adhere to the guidelines in each forum. Some forums only allow you to add an URL after you have completed a certain number of posts. Many forums also prohibit the use of affiliate links so take the time to read the rules before posting anything.

To set up your signature file you will have to use coding that is slightly different to html coding. The code that the majority of forums use is BBC code and it looks like this:

**[url=http://yourwebsite.com]keywords[/url]**

When setting this up be sure to make it compelling enough that people will click on it.

## **Lesson Three: Social Sites**

If you use social sites correctly they can be a great source of traffic. You want to set up and create accounts at the top social sites.

- Facebook
- Twitter
- LinkedIn

With these sites you can add links to your website and you can even post new links every day. This is perfect for driving traffic to your site. Each time you have added new content just share it on these sites. People will start to click through to see what you have to offer.

You can also join groups or get followers who are in the same niche as you. Doing this step is really advantageous and can bring you some great targeted traffic.

Say you are promoting model trains, then follow or join groups of people who are using or collecting model trains. This way you can provide them with helpful tips and facts and gain their respect. Many will follow you back and start looking into just what it is you have to offer!

If you upload a plugin on your site for your visitors they can choose to share your information with their friends. Additionally they can join your group or follow you on twitter.

## ***Social Book Marking***

Some of the top social book marking sites currently are:

- StumbleUpon
- Digg
- Mister Wong
- Delicious
- Blink List
- FriendFeed
- Backflip
- LinkaGoGo
- My Linkvault
- Spotback
- Folkd
- Spurl
- MyPiP
- TeDigo
- Oyax
- Memfrag
- Ziki
- Yattle
- Buddymarks
- JumpTags

A more extensive list can be found by doing a search online. With these sites you want to submit the links to your recent articles and videos. Some sites will allow you to submit links from article directories while others will not. Just try several out and see which ones fit your needs the best.

Additionally there are several different plugins for Wordpress which add icons to your site. If your visitor chooses they can share this information by clicking on the icon and bookmarking the site. All you need to do is make things easy for your visitor and they will start to create traffic for you.

## Lesson Four: Directories

### ***Online Submission Directories***

One way to get your site onto the internet is by submitting your URL to directory sites. There are hundreds of directories which you can submit to and again a good listing can be found by doing a search for them.

You should also submit your URL to the top search engines and this can be done by visiting the following:

[Submit to Google](#)

[Submit to Bing](#)

[Submit to Yahoo](#)

### ***Blog Directories***

If you have a blog you can also submit this to thousands of blog directories as a way to get traffic to your website. If you don't have a blog you should seriously consider adding one to your site and then submitting the URL.

Using directories can be time consuming and there are several software programs which do the submission for you. Some are free while others will be a paid service. If you choose to go this route set up a different email address, as you will receive tons of verification emails. Some of these will have to be confirmed by you before your website is added to the listing. So use an account which you will check frequently.

Many also require that your blog has a minimum number of posts in it before they will accept it. A good rule of thumb is to wait until you have three months worth of postings as this will almost help your acceptance level.

### ***Blog Carnivals***

A blog carnival is a network of blogs on the same topics pointing at each other. Think of it as an online magazine being distributed to thousands of readers.

You submit your blog posts to a certain category and it is then distributed to a huge network of bloggers. Many of which are experts in their field and being linked to them could provide you with many new visitors to your website.

## Lesson Five: Article Marketing

A proven way to drive traffic to your site is by article marketing. You simply write an article on a topic and submit it to article directory sites. Once your article is published you can start receiving traffic to your site.

To do this effectively you need to make use of keywords, especially long tail keywords. By targeting your market you will receive quality visitors, ones that are looking for what you have to offer. This is exactly the type of visitor you are looking for.

All article marketing sites have their own set of guidelines. This includes word length, unique articles and not accepting PLR material. You will have to do your due diligence and read the rules before submitting.

When writing an article you want to select your main keywords and then use these keywords in the title. Then use the keyword again in the first paragraph, preferably the first sentence and then the last paragraph. In between you want to sprinkle your keywords a few more times. It is also helpful to bold or underline your keywords.

You must use keywords so that they sound natural in the sentence and you don't want to stuff your article full of keywords. Doing these two things wrong is a sure way to get your article rejected.

As well you are normally allowed to use a resource box and this is where you hyperlink back to your website by using anchor text.

This is how it would look:

```
<a href=http://www.yourwebsite.com>http://www.yourwebsite.com</a>
```

```
<a href=http://www.yourwebsite.com>yourkeywords</a>
```

Many article directories will allow you to use two links, as in the above example.

Remember with article directories people have the right to publish your content on their website. Even though they are supposed to keep the original author's links the real truth is that many people don't. By leaving two different links you are upping your chances of your links staying intact.

Articles should be enticing and make the reader want to read to the end. Your resource box includes a call to action and your link to your website. Make sure that your call to action is clear. If they are getting a free report state that:

*Grab Your Free Report Today Here*

When you are done writing your article immediately start writing another one while the ideas are fresh in your head. This second article can be used as content for your website and provides additional information for the reader.

There are thousands of article directories out there. Please note that some take days or weeks to accept your article. So don't wait around for the notification that it has been accepted. Just keep writing and submitting.

Here is a list of some of the top article marketing directories:

1. Ezinearticles.com
2. Hubpages.com
3. Squidoo.com
4. Articlesbase.com
5. Buzzle.com
6. Examiner.com
7. Suite101.com
8. Associatedcontent.com
9. Technorati.com
10. Brighthub.com
11. Helium.com
12. Seekingalpha.com
13. Gather.com

Your published articles will be creating traffic as well as backlinks to your website. This method of traffic generation is recommended for the beginner as it is totally cost free. All that is required is your time and effort. With practice you will learn how to write an article quickly and effortlessly.

**Note:** Some article directories allow you to post comments to your articles. Make use of this as this can help make the article more popular. As well it provides yet another way for the reader to get to your website.

## ***Ezine Publishing***

If you are a decent writer you can approach Ezine publications in order to get your content published there. This is different to an article directory where they tend to focus on your article being found by keywords.

With Ezine's your work is valued for the content that it provides. You must contact the publisher to see if they would be interested in using your article. If it is accepted it will go out to their email list. This can boost your traffic enormously, as some ezines have thousands of subscribers!

As an added bonus many publishers will actually pay you for the use of your article!

If your content is well received you could easily pick up a regular writing spot at that particular ezine. This is one of the most underused methods of driving traffic to your site. If you enjoy writing it is definitely something worth looking into.

## ***Sharing Your Content***

Sharing content is becoming very popular now and this is done by uploading your content to sites like Scribd and Docstoc. The format for your content varies by site some will accept word documents and others prefer PDF's.

When adding your content to these types of sites be sure to include a link back to your website. A call to action is another good idea, make it compelling and give them a reason to want to visit your site.

Google loves content sharing sites so it is possible for your content to show up in search engine listings.

Your content can also be made into a PowerPoint presentation and uploaded to slide sharing sites. The top slide sharing site is currently Slideshare.net and has an Alexa ranking of under 2000!

On the same theme you can turn your content into a video and upload it to YouTube and other video sharing sites.

Can you start to see just what you can do with one piece of content? With one well written article you can literally turn it into a dozen different formats. All with the potential of driving more traffic back to your site.

## Lesson Six: Classified Sites

Craigslist and Kijiji are two classified sites that have the potential to generate a substantial amount of traffic to your website. They are particularly useful if you offer a service or have a local business.

To post an ad on [Craigslist](#) you will be required to create an account and verify it. Then you can start posting your services to the site. You simply pick a location or region and a category and submit your advertisement.

Craigslist gets around 10 million visitors each day so you can appreciate why this is a tool you should utilize in your business. Now they do have strict rules in place to protect everyone and to prevent spamming. Follow these rules and you won't run into any issues.

Many affiliate marketers are using this site successfully to generate new customers. Plus you are able to promote eBay stores and even your own online store.

Craigslist has a search feature which is based on date and then by keyword. Images also help to increase your exposure and can easily be added to your ad by using their upload feature.

When writing your ad keep it short and to the point as these are the ones that normally get the best results. Craigslist allows you to track your ad and this can be done by email, phone or website referral.

One area of Craigslist which as a marketer you should visit is the forum section. This section often gets overlooked but holds some valuable information and connections for you. The Craigslist forum is the most highly trafficked area on the entire site.

Use the forum area to connect with other buyers, sellers and marketers. Watch what they are doing and you will learn how to use Craigslist to your advantage.

Kijiji is another popular classified ad site, especially in Canada. It is free to post ads and you don't even have to register an account. Again you just pick the location you wish to advertise in, select an appropriate category and write your ad.

There are many other classified sites which you can use in a similar manner. Some will charge to list business ads, so check their rules and regulations first.

## Lesson Seven: Yahoo Answers

Yahoo Answers is another great way to attract attention and drive traffic to your blog. All you have to do is provide helpful answers to questions in your niche. By doing this you will become well known and looked upon as the go to person in your market.

When answering questions you can use some of your articles in your reply, or even a portion of an article. You receive points for your answers and for posting questions and this helps to increase your visibility. The point level currently goes from Level 1 to Level 7. The higher your level the more active you are allowed to be on the site, again giving your more exposure for your business.

You must register to use this service and that can be done at:

<http://answers.yahoo.com/>

Your first step is to complete your profile, provide as much information as you can here. Including a photo will help brand you and makes you look more accessible.

Once you have registered find a category that is closely related to your niche and start answering questions and racking up your points.

Make sure you answer questions that pertain to your website and use the box that says: *Know your source? List it here.* This allows you to reference your website.

Remember your goal is to have your answer picked as the Top Answer as this boosts your points level. You will begin at Level 1 and will have to get 190 points to advance to Level 2. Each level has a limit on how many answers you can provide each day and this is why it is important to climb levels quickly.

### ***Finding Questions to Answer***

By using the advanced search feature you can quickly locate relevant questions in your niche.

1. Enter your keyword in the All of These Words box
2. Click on All
3. Set the status of your search
4. Select Open Questions – Best Answer has not been selected

This will provide you with a list of questions based on your selections. Click on each one and answer them until you reach your daily limit.

When leaving your URL don't forget you can point to specific pages within your website and not just your home page.

## Lesson Eight: Blog Commenting

Commenting on other people's blogs is a good way of driving more traffic to your site. This is very true especially if you can be one of the first people to post a comment on a large website or blog. Most people tend to only read through the first handful or so of the comments and this is where you want to end up.

When leaving blog comments make sure that you respond to the article or blog post and comment on it in a thoughtful way. By providing good information people are more likely to visit your website to see just who you are.

Now you may be wondering where to find good blogs to comment on. Here are two of my favorite ways.

1. Set up a Google Alert to be notified of new posts in your niche.
2. Use the Google Blog search function at <http://blogsearch.google.com/>

Then get into the habit of posting comments several times each day to increase your traffic. Because you are leaving your URL you are also creating backlinks at the same time. This in turn makes your website more popular in the eyes of the search engines.

Using the above two methods ensures that you are posting comments on active sites. There is nothing worse than posting countless comments which never get published because the blog owner doesn't log into their account anymore!

## Lesson Nine: Press Releases

Submitting press releases is a valuable way of creating masses amount of traffic to your website. Plus this is a method which is often overlooked by many marketers.

When you create a press release you don't want to deliver a sales pitch. Think like a reporter and create content that you would be happy to recommend to your readers. Do you see the difference?

The aim of a press release is to get your website featured around the country. In order to achieve this you want to provide valuable information about a service, product, person or event.

Many press release sites require payment but we have found three free sites to get you started.

[Free Press Release](#) – costs \$1 to include your web address

[Prfree](#)

[Free Press Release Center](#)

## **Lesson Ten: Give Something Away for Free!**

Who doesn't love to get something for free! We all do so why not use this to your advantage on your website? Free content can be in the form of a report, an eBook or even a discount off of your product or service.

If you decide to use this method be sure to create an opt-in form on your website. This way you can collect their name and email in return for the free gift. This is the start of building your own list.

### ***Creating Your Give Away***

When creating your free report or ebook be sure to embed links back to your website inside the book. If you allow the report to be distributed to others you can create a viral effect for your product. One person signs up for the book but then shares it to maybe five or six others. They do the same and this effect can snowball. One person downloading your product could produce a 100 or more visitors to your site!

You can create this same type of effect by using videos. Just be sure to make them funny and appealing enough that people will pass them along.

To make your viral report even more effective split it into two parts. With the second requiring the person to sign up to your list to receive it. This method works well at building your list quickly, so it is something worth considering.

Your giveaway only needs to be about 8 – 10 pages long and can easily consist of a few articles woven together. You can do this yourself within a few hours and once completed you would turn it into a pdf file and upload it to your server.

When setting up your Autoresponder list for this give away you would place the download link in their first email message. It is often a good idea to repeat the link in the second message, in case they didn't download it the first time around.

If you absolutely hate writing you can use PLR or find a good writer for cheap on sites like [fiverr.com](https://www.fiverr.com) and [writeswaps.com](https://www.writeswaps.com).

## Conclusion:

As you can see it will take work to create your own traffic jam of visitors to your website. Not that it can't be done, anything is possible and you have to start somewhere. Work on creating a stream of visitors and before you know it your rankings will rise in the search engine. This movement will create additional traffic for you.

Work through these traffic lessons at your own pace. Taking some action is better than taking no action at all!

By doing as much as you can you will be pushing your business to a new level. Be consistent with your efforts and it will pay off in the end.

Congratulations on taking positive steps towards building your business!