



**By Michael Harris**

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## **Traffic Tips for Beginners!**

Driving Traffic Doesn't Have To Be Complicated!

### **Your First Traffic Tips for Beginners: Web Traffic - An Overview**

Welcome to your first chapter of the Traffic Tips for Beginners. In each issue, you will learn valuable information, tips and techniques that you can use to drive more traffic to any website you want. Including your own, your clients or to affiliate offers.

In this first issue, we are going to go over some of the more basic, but essential tips for generating free website traffic, because who doesn't want more free traffic.

Driving traffic doesn't have to be complicated or cost a fortune. In fact, there are several simple ways that you can start driving traffic that won't cost you a dime. Implementing a few of these, proven techniques can definitely help you get more visitors to your website and most of them won't take you very long either.

Content is King! I'm sure you may have heard that phrase more than once before and when it comes to getting traffic it's true. In fact, it is what makes the web go round and it's one of the best ways to boost the flow of traffic to any website.

That is why the first tip I am going to share with you is to write articles closely related to the topic of the website you want to send traffic to and publish them everywhere. Let people know that they have permission to share them with



others so that they publish them on their own websites as long as they include a link back to yours. To make the most out of this technique you should submit them to other sites that publish content from guest authors and article directories like Ezinearticles.com. You can also set up a lens on Squidoo or a microblog on platforms like Hubspot, Microblogger, Tumblr or Posterous.

Whenever you publish, make sure that you include your URL in the author's resource or bio box of your articles, so that when your article gets published people who like the information you've provided will be inclined to visit your website.

This same technique works well for short reports and ebooks. Create something of value to give away and most people will be glad to share it, carrying a link back to your site with it everywhere it goes.

Include your URL in your business correspondence. When it comes to getting traffic, you can't be shy. Anyone you communicate with can be a potential customer. People are curious by nature so why not take advantage of it by giving them the opportunity to find out what you have to offer.

This also works well for all of your online correspondence as well. Be sure to include your URL in any emails, social profiles, forum signatures and any blog comments you make. This way when people read what you have written they will be exposed to your URL.

Arrange a joint venture with other website and list owners. Make a deal with them to advertise your website in exchange for a commission or some other form of reciprocation. This won't cost you anything and it can be one of the fastest ways to generate traffic and increase profits.



If you don't have a blog, set one up and add content to it on a regular basis. There is a very good reason why so many people use blogging platforms like WordPress to publish content and that is because it is very beneficial for getting good search engine rankings. Every time you add new content to your blog, it will ping the search engines robots to come index your site, which leads to better listings and ultimately more traffic.

To help increase the visibility of your blog even more you should submit it directly to search engine and blog directories. While this will happen naturally over time, you will speed up the process if you take the time to submit your URL to at least the major directories like Google, Bing and Yahoo.

Here is a great article that list 20 of the top blog directories you should submit to as well:

<http://www.searchenginejournal.com/20-essential-blog-directories-to-submit-your-blog-to>

If you want to take this process, a step further, you can create an RSS feeds for your site and submit the feed URLs to the major RSS feed directories as well. This will generate traffic to your website. If you are using WordPress it will automatically publish, an RSS feed for your content and comments. Then all you have to do is submit it.

Here is an article and quick video that helps explain this process in more detail:  
<http://www.wpbeginner.com/beginners-guide/what-is-rss-how-to-use-rss-in-wordpress>

These techniques are time-tested, proven ways to generate a steady flow of traffic to any website without spending a fortune. Best of all they are easy to



implement and can they can have a long lasting effect on the amount of traffic your website receives.

Make sure you look for your next issue soon. We will be talking about several more ways that you can drive more traffic to any website you want.





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### Traffic Tips for Beginners

**The Secret To Web Traffic: Drive it to where you want it to go.**

In the last chapter, we talked about some of the more basic ways to generate free website traffic. In this issue, we are going to go over several more ways that you can drive traffic to any website you want.

For any online business to succeed, it is important to have traffic to their website. Without traffic, there won't be any visitors, customers or sales, which ultimately leads to failure. That is why it is so important to learn how to drive traffic where you want it to go.

As we discussed in the last issue, you can drive traffic to any website even if you're on a tight budget, and today we are going to discuss some essential ways to accomplish this without spending a fortune in advertising.

I have discovered that one of the easiest methods to attract more traffic is to supply new, different and usable information directed to the site that I want more the traffic from. This is often referred to as content marketing. What makes this so effective is that the majority of people go online looking for information about the products and services they are thinking about purchasing.

Providing them with high quality, unique content on your website is like bait to lure them in and when it's "really good" it keeps them interested. The nice thing



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about this method is that it works whether you are promoting your own website, your client's site or sending traffic to affiliate offers.

Bottom line, content is the best way to attract real visitors and get them to spend more time on your website. It will inspire them to share, bookmark, and return often. With every visit, they get one-step closer to becoming a paying customer. It also helps boost your credibility because when you provide lots of useful information on your site it makes you look like an expert in your niche, which builds trust and trust converts people into customers better than anything else does.

Optimize your website for search engines. In order for your site to be found on the search engines when people are looking for information, make sure that you use keywords and phrases in your headlines and throughout the rest of the content. This means that your site will show up and rank well when people search for those keywords and this will drive more traffic to your website.

Here is a great article that talks more about including keywords in you content:

<http://www.entrepreneur.com/article/231333>

Participate in targeted forums and social networks. This is a very effective way to drive traffic to any website. Join in on the conversations, answer questions and post useful information that is closely related to your industry. Just be sure not to post blatant advertizing because most of the time this will get your posts deleted. Again, make sure to include a link to your website whenever appropriate.

Use viral marketing to drive traffic to your website. Write free ebooks or short reports with a link to your website as we briefly discussed in the last issue. Have a link to your website on your blog and on any press release that you write. These will all drive traffic to your website for a long time to come.



**Drive traffic to your website using PPC (Pay per Click) advertising. This method will require a monetary investment. However, if you have an advertising budget, you can generate a lot of traffic very quickly by running a PPC campaign on Google Adwords, Facebook or other similar program. Just make sure you know what you're doing before you invest or you could end up losing more than you make.**

**Video marketing is a very popular way drive traffic to any website. You can create a video about your product or service that you offer on your website and post that on YouTube. Add your website link on that video, and this will make sure that people who view your video will also visit your website.**

**By following even a couple of these tips, there is no reason why you can't drive a lot of traffic to any website you choose, which in turn will help boost credibility and increase profits.**

**Make sure you look for your next issue soon. We will be talking about creating a solid plan for driving more traffic to any website.**





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Driving Traffic Doesn't Have To Be Complicated!

### Traffic Tips for Beginners

#### Web Traffic Is No Longer a Mystery: Create a plan for yourself

In the last chapter, we talked about several ways to drive more traffic to any website you want. In this issue, we are going to talk about creating a solid plan for driving more traffic to any website.

Setting up an advertising and marketing plan that guides you in the steps you will need to take to direct traffic to your websites is critical. It will help you establish your goals and set up a cost effective advertising budget. It will also help you determine a solid timeline and decide what tools you'll need to get the job done.

Today we are going to go over a few simple strategies that you can use to develop a marketing plan specifically designed to generate traffic.

The first thing you should do is establish objectives and define your target URL's. Once you know, exactly where you want to send the traffic you'll be able to determine the best way to generate it, whether it's SEO, article writing, PPC or other method like print advertising, social media or video marketing.

Next, you should establish your goals in terms of revenue. How much do you want to earn from your traffic campaign. This will help determine the volume of traffic you'll need to reach your goals. Your objectives and goals will guide you in deciding the level of promotion you need to do to send traffic to your desired website.



Establish your advertising budget is a very important step. There are many ways of driving traffic to your website; some are free, some affordable while other can be quite expensive. You need to know what your budget is, so you can decide what methods will work best in your situation.

Be sure to include allowances for necessary tools you'll need. For instance, in order to capture leads and follow-up with your prospects, it is necessary for your website to have an automated email system or auto-responder like [AIOP](#), Getresponse or Constant Contact.

This captures your site visitor's email addresses, so you can contact them whenever you have something of value to share. It will also send out prewritten broadcasts automatically so you can set up a series of follow-up messages and let them go to work for you. Of course, these emails will have a link to the website where you want to send the traffic.

You also need to think about your short and long-term traffic strategies. It's important to include multiple methods for generating traffic in your plan. As I mentioned in the last issue, one of the quickest ways to generate traffic to any website is pay per click (PPC) advertising. This is because it can bring almost immediate results. It can be a great way to get a quick boost, but unless you keep investing on a regular basis it won't last for long, so you need to have other methods for driving long-term traffic in place like blogging, SEO strategies, article marketing or forum participation because they are less costly and have more lasting effect.

Before you start implementing any strategy for generating website traffic, it's important to do your research and have a good understanding of how the method works this way you can create a solid plan of action to follow.

This is a great site I have been using because it solves 2 major problems I was having.



**1- Getting traffic**

**2- Converting that traffic.**

The great thing about this program is that it is totally free and was created to solve the 2 problems I just mentioned. And it builds your list so you can market anything you want to your referrals.

Here's the link: <http://www.MaxIncome101.com/?rd=wd8ThN7n>

Make sure you look for your next issue soon. We will be talking about more about using articles as a tool for driving traffic.





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### **Traffic Tips for Beginners**

#### **The Generating Traffic Through Articles and more**

In the last chapter, we talked about creating a solid plan for driving more traffic to any website. In this issue, we are going to talk more about using articles as a tool for driving traffic.

As I'm sure you know by now, traffic is very important for any website to be successfully and it's especially vital if you want to earn money from the site. As we have discussed before you can drive traffic to any website using a variety of methods including free and paid.

Some may say that article marketing is dead, but in my humble opinion among all of the different ways of driving traffic to a website, writing and submitting articles remains one of the most powerful tools you can use to get more visitors not to mention it helps turn you into an expert in your industry. Which can only lead to good things!

**Why is writing and submitting articles so great for driving traffic?**

One of the main reasons is because they produce long-term results. A good article will continue to drive traffic to a website for a very long time after it's published. They are always working for you by being available for anyone to read with a convenient link for them to visit to find out more.

Unlike other methods that offer quick results, articles have a lasting effect that



keeps on giving sometimes for years. While they may not bring in hordes of traffic, all at once, they will often bring a small amount on a regular basis and this type of targeted traffic shouldn't be ignored. They also provide permanent one-way links to your website, which is great for search engine rankings.

They are a very affordable way of driving traffic to any site you choose. You can write your own articles or you can hire a ghostwriter to write them for you, which usually isn't very expensive.

You can then publish your articles to various places like your blog, social networks and article directories. There are also tools that you can use to automatically submit your articles to multiple directories at one time which when done correctly can increase the number of links pointing back to your site substantially.

As I mentioned earlier they also help build online credibility by turning you into an expert in your niche. Once you become recognized as you an expert people will listen to what you have to say because they trust you. Then they will feel confident when it comes to purchasing the products and services you recommend.

Articles are great search engines bait and the more you publish the more your site will be indexed and the better your rankings will be in the directory results. If your article happens to set listed in the top ten results on one of the major search engines like Google or Bing, you have the potential to get massive amounts of free traffic.

By including specifically targeted keywords in your articles you can get even better results, because the search engines will show your listing to people who are looking for information related to your niche and type those keywords, your articles and website show up on, therefore making it easy for you to get a lot of



traffic on your website.

Lastly, they have a very viral effect. People who read and like them are likely to share them on social sites, with friends and even put a link to them on their own websites, which makes them extremely powerful for driving traffic anywhere you want to go.

Make sure you look for your next issue soon. We will be talking about how to target your traffic for even better results.







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### **Traffic Tips for Beginners**

#### **Generating Traffic: Knowing where you are aiming your traffic**

In the last chapter, we talked about using articles as a tool for driving traffic. In this issue, we are going to talk how to target your traffic for even better results.

Although it's important to generate high volumes of traffic to a website in order to see result, it's even more important for that traffic be targeted so that the people who visit your website are more likely to purchase the products and services you offer.

Since getting visitor's to any website can take time and money, you don't want to waste your energies getting every person you can to the site. It's much better to focus your efforts on reaching the people who are really interested in what you have to offer.

Now let's go over a few ways you can accomplish this.

First, get to know your target customers and make sure that all your traffic campaigns are targeted reach them. Once you know who you're targeting it will be much easier to reach them.

This means understanding their wants and needs. It also means using the right method of contact as well as the right keywords and emotional triggers in your content and advertising materials. For instance, if you're using Google Adwords, your ads must be designed to appeal to targeted consumers. If you're writing



articles they must contain the carefully chosen keywords and phrases that your customers search for online.

Make sure your website is listed in the top search engines and directories like DMOZ in categories that are related to your niche. For example, if your website is about selling products or services that relate to staying healthy, get your website listed under the health category. This way when people who are looking for this type of information there will be a better chance that they will find your website.

Publicize your website in relevant forums and online groups. Remember, the more you know about your potential customers, the better you will know where to find them. This means you can go to the relevant forums or online groups where they hang out so they can get to know you and you can subtly point them where you want them to go by sharing a link in your signature, which will conveniently show up whenever you post.

Make sure to be helpful, post relevant content and always keep in mind that the people in these forums are targeted consumers who are much more likely to buy from you once they get to know you.

Use your own newsletter and other related newsletters to promote your website. Publishing your own newsletter is a great way to build a list of prospects who are interested in what you have to offer. Make sure that your newsletter includes great content and offers your readers real value. Make sure that your URL is added to all of your issues, not unlike the link below.

Always be on the lookout for other websites that your target customers visit and inquire about advertising your site on theirs. Often time you can work out a trade where you promote their site in exchange for them promoting yours. This usually works best if the site you want to advertise on isn't a direct competitor.



By combining several of these targeting techniques, you can generate plenty of targeted traffic to any website you want.

Have you ever heard of Hash-Tag Marketing? hash-Tag marketing is a direct way to use hash-tag to drive traffic directly to your site because the people are looking for what you have. And the hash-tag drives this traffic to your site.

This is the zip link for the ebook. Just click it on and download it and enjoy. I know you will like this type of marketing.

Here's the link: <http://successwithmike.us/hashtagtrafficsecrets/df/hts.zip>

Make sure you look for your next issue soon. We will be talking about a few more benefits of targeted traffic.





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#### Hit your target and be consistent

In the last chapter, we talked about how to target your traffic for even better results. In this issue, we are going to go over a few more benefits of targeted traffic.

As we know, targeted traffic plays an important part in making sure that your website gets the right visitors. When traffic is targeted correctly, there is a much better chance that the visitors you receive will convert to paying customers and that your bounce rates are going to decrease.

Let's say you have a great website that you want send traffic too. It looks awesome, loads fast, is user-friendly, provides great content and offers fabulous products and services. The problem is: you aren't making any real sales and your bounce rates are sky-high. Most of the time this is because the traffic isn't well targeted.

If you aren't exactly sure what bounce rates are here is an article that may help:\*\*\*\*\*

<http://mashable.com/2013/11/22/bounce-rate-metrics>

To help solve this problem you should focus your efforts on targeting the right people as we discussed in the last issue. Now let's go over a few more ways that you can target your traffic for better results.



**Send out a press release. Many people ignore press releases because they don't understand the benefits or because that don't know how to write them. The problem that most people have is that their release sounds more like an advertisement than news. When in fact they need to be written like a newspaper article, and in the third person, so that they will be picked up and published.**

**A well written press release can generate traffic from multiple sources for an extended period of time just make sure before you submit one that you learn how to write a good one. One of the best ways to do this is by reading some that have already been written and then use them as an example for your own.**

**Some free classified sites like Craig's List receive unbelievable amounts of traffic every day. The good thing about these is that there are a lot of them. Some have a limit on the number of ads you can post, but many allow unlimited postings. The key to getting good results on these types of site is to use the right keywords do people can find your ad when they perform a search.**

**As I have mentioned before micro-blogging sites like HubPages and Squidoo are great for driving traffic. These two websites in particular can be an excellent source of targeted traffic because they have a large number of members, which results in tons of internal traffic that's looking for information. These sites also carry a lot of weight with the search engines, and can result in lots of organic traffic.**

**Yahoo Answers is another great source of free traffic. Thousands of people visit Yahoo Answers daily. They are asking questions and looking for information. If you can answer their pleas for help then you will get their attention very quickly.**

**Be sure to include a link back related information on your site in your answer to**



entice them to check out more of what you have to offer. Just make sure that any link you leave provides them with the answers they are looking for. Don't just leave your link if it isn't helpful or you won't get a good response.

Make sure you look for your next issue soon. We will be talking about some simple ways to drive traffic using private label content.



## About the Author

I have been online now for over 9 years. Many of these years were spent learning, and not making a lot of money. But that has changed into a reasonable business where I make monthly income. And during these learning and not earning years I didn't lose anything. I already understood one thing many new people don't understand about any business, physical or internet. It takes time to really get your business going where people can see it.

Many have said that content is king on the internet. Well if content is king, then traffic must be queen. Because we need both to be successful regardless. And because I already knew that, I didn't have the same risk others took. I already had a successful business while they put all their hopes and dreams into a business that was doomed from the start.

If you don't get a good concrete understanding of how this business works, you are only wasting your time.

This is why I decided to write this short ebook about internet traffic. It was written to just give you a few ideas about internet traffic and a few suggestions. I do know you will know more after you read it than before. And that knowledge can and will help you develop your own personal style and plan for getting the traffic you need.

And please watch out for my next ebook which will be out in a few months.

It's called Things you needed to know but didn't know to ask. It will talk about things we needed to know and have even before we started our businesses.



Hoped you enjoyed this ebook. If you would like to be informed about my next ebook please email me at [drmehsr@gmail.com](mailto:drmehsr@gmail.com)





