

How To Obtain Free Traffic

By Stephen Roberts of Internet Marketing Today.

Website

Details;<http://www.inoneplace247.com>

Thank you for downloading this report, please feel free to pass it on as a representation of some of the true facts available today as required action to gain substantial traffic to your website or blog or any of your affiliate programs. Whilst no Search engine tactics are necessary I will be passing on some basic tips that will allow you to improve your websites optimisation. Otherwise the stark truth is there is no quick fix for search engine optimisation, no-matter how many gurus or anybody else may tell you, if they try to, walk away. This report will only deal with facts as I have found from my own research, testing and downright hatred for paying for information that can generally be gleamed from a search within your own favourite search engine. All of these tactics are:

1. As much as you will need. Just follow the instructions.
2. Any other form of finding traffic is B**LSh*t. I point out why.
3. Take your time "Everything comes to those who wait." We'd all like a quick fix to life's problems but unless you take the time now to sit back and look at exactly what are your problems and organise yourself better you'll always be at the mercy of someone or something. Take a breather there's no hurry here.

Chapter 1. Free E-zine Advertising. The money is in the List, Does it have to be your list?

Chapter 2. Create your own Viral E-book.

Chapter 3. Using the power of your own Affiliates. How to set up your own affiliate programs for free.

Chapter 4. Traffic Ex-changes and how to use them and why your main website shouldn't feature anywhere near them.

Chapter 5. Extra Hints and useful Tips.

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Chapter 1. Free E-zine Advertising.

There has been for as long as I can remember a saying going around that states "The money is in the list" Yes quite likely after all it makes sense a direct to mail desktop audience who seem eager to want to buy, otherwise why would they sign up? But why should you sign up? You're trying to sell aren't you? Or have you fallen for the I must be on this list or in this safe list to be able to promote someone else's product. Then received the same offer that you're selling coming back at you? The only people who make the money from these lists are the owners or in effect those who start them. And then those who give you the products to promote, to each other. And most definitely the reason why you need to be aware of those true responses to your efforts from safe lists, like you everyone is clicking for credits. A definite No, No in this area is, as I will go to in more depth in Chapter 5, do not promote your own website here as those just clicking for credits will damage any good work you have done to your S.E.O. pages. The Lycos search engine Excite measures as a sign of visitor interest the length of time your visitors stay on your page. Anything less than 30 seconds and it is seen as a mark against your site. On the one hand you have traffic on the other according to the search engines its not good traffic. With the Lycos search engine powering inktomi (Yahoo) and slurp (Google) that's not good news. Quality is better than quantity.

Now on to ezines and their ability to send you traffic. Most so called experts will tell you it's a waste of time. Well that's not surprising seeing as how most of these run safe lists and traffic exchanges. With ezines you have a few pluses, if you can't or don't know how to build you're own lists they're a ready made sources of sometimes over 20,000 subscribers. Signing up to a few of these can give you a 100,000 targeted people. Some of which will click your add no matter how badly its written. When signing up use a gmail or googlemail address to cope with the influx to your inbox. You will need to confirm your opt in status. Compare this though to a safe list of 500 or 3000, doesn't even come close. All of these listed below will allow you to post an add for free once or in some cases as often as you stay subscribed. If you feel you've had good response in certain ezines the rates they offer can become attractive \$2 and up. One more tip, if you're sending people to your website or blog try getting there email address and build your own list from these ezines.

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<http://www.advertmaniagazette.0catch.com/index.html> 21,000
Subscribers.

<http://www.ezines-r-us.com/af/idevaffiliate.php?id=497>
24,000 Subscribers.

<http://www.vectorcentral.com> 20,000 Subscribers.

<http://unicorneli.wizards.hop.clickbank.net> 25,000

For more resources like these and the knowledge required to set up
your own newsletter and how lucrative they can be visit

<http://inoneplace247.com>

Chapter 2.

Creating your own e-book is a must for several reasons, all traffic, now and in the future. How many have you read an e-book recently and noticed the date of creation? I was reading one the other day from 2001. Now doesn't that say something? Yes I clicked a few links and they were still available. It doesn't matter what your e-book is about as long as you produce a few with your email and website addresses with long term residual income affiliate links as well. This will give you the chance of recurring commission and clicks back to your site indefinitely. Of course it should be relevant to whatever your own personal interest, knowledge or site is. Unlike this e-book try and make it interesting as well. Write freely, this is your turn to say what you want. One of the most powerful and underrated concepts of an ebook is the strength it has in search engine positioning. Take this ebook , as you will have noticed I have placed my web-sites address at the bottom of every page – why? Well when search engines index a page where this ebook resides it will then encounter this ebook and read through it and also index this pdf file as an html document. This is in turn then shown in the search results within the search engine. This simple tactic alone meant that this ebook was ranked higher than my website??? Its an analytical thing with the search engines the page produced by an ebook or pdf file is uncluttered unlike a website and is therefore much easier to read and display. Think then the possibilities of when I submitted this ebook as a freebie on other websites that gave away my ebook? The back links, the being found in search engines on plus 4 PR ranked sites. This is as I've said is an underrated and sometimes unused tactic that can be deployed to give your site weight in the search engines and the extra exposure when held on other publishing sites that will

host your ebook and give or sell it on your behalf. For more information go to my site <http://inoneplace247.com>

Before leaving this subject here's an example of how the figures add up. 1 ebook hosted on 200 sites = 200 extra mini versions of your site being promoted at no extra work for you. 2 times 200 sites = 400 versions, and with the tools available from my site writing an ebook could take no more than half a day.

Chapter 3.

So far I have described how you can leverage the power of other people's efforts and I'm not changing tack now. After all this is supposed to be Money on Autopilot according to most, so this next one is perfect for us. Starting your own affiliate program is a lot simpler than you might imagine. A lot of companies have already set programs up that mean you just have to sign up for, then place your new e-book or other creation you may have in their system. Some of these links allow you to place e-books you already have in their program system. Well they do come with master resell rights, Yeah! O.K.

One of the links I now provide you with will give you a free script to place on your own web hosting site to manage your own affiliate program. It comes with their sponsorship and link backs inside but it's free. You will be able to get the full program ad free and they'll do all the scripting on your site if you're a bit unsure about techy stuff for a good price of \$147. Not bad when it's your affiliates who will then go out and bring you that money back ten even twenty times more. A good campaign has been known to bring in over twenty thousand dollars. And before I end this chapter you don't pay your commissions 'till they've made a sale. So it's free to start, no up front costs. Whilst I've included Clickbank and Paydot it's because they are probably the two most reasonable affiliate providers around. And they manage yours and your affiliates commissions. Paydot allows you to place your first effort for free then a one off payment of \$29 and you can have as many products as you can produce.

<http://www.e-junkie.com/?r=12185>

<http://www.fusionquest.com/?inoneplace247>

<http://unicorneli.reseller.hop.clickbank.net>

<http://www.paydotcom.com>

http://www.cmsnx.com/psf/tracking.php?ads_id=1&x=337

Chapter 4. Traffic Ex-changes.

While I have come across a bit negative on the click for something society, Chapter 2, and have already pointed out Traffic exchanges can damage your websites reputation with the search engines, its not all doom and gloom if you use them properly. Consider this everything you do on the internet is to advertise your website where your product or services that you are promoting reside. When you place a page in traffic exchanges it needs to be like the paper flyers that are pushed through your door. A catchy title a sub title of the problem people may be facing followed by the solutions (generally best described in bullet points) your product or service offers to fix that problem with. All the products we sell at Perrellian Publishing come with the `magical keywords` necessary to produce good copy sales pages plus ready made templates to adapt to your sales requirements. For this you will need an HTML editor. The one I use is NVU. Free and as powerful as dreamweaver or microsofts frontpage. Another alternative which is also free is found at -- <http://www.internetmarketing.inoneplace247.com> . The Trellian webpage. After downloading the pages insert your own wording and images. Most e-books or software come with their own images, find them in their website folders and use the right click then send to option. Next you will need to place an auto responder form or pay button at the bottom of the page. This is done by clicking insert on the top menu bar of trellian webpage then choosing HTML markup. A window opens where you can search for your objects then by selecting and then copying and pasting the element into your page you're done. Now upload to your web hosting service (include all the files you've used to make your page, images especially) and enter your new page at the traffic exchanges. This way you will collect peoples emails to use to send out your own offers and then redirect them to your main website whilst causing no damage to your main site. If you need any of the processes I mention here, such as a pay button the easiest is paypal to use and integrate in to your site. Should you need an auto responder and you're a little unfamiliar with how to use them, I'd recommend the 2 with free trials option. The idea here is if you can get away with using them and do built up a responsive list, it should pay for itself many times over. I'll also

include a web host as well due to the fact again you have a free 3 month trial period with them. As for the traffic exchanges listed here I'll re-iterate the point again they are only for your advertising purposes. For this keep it short and to the point, snappy with the idea why they should sign up. Give away something free (Big Hint this e-book). In general its to advertise and promote yourself first, after all you only get from 15 to 30 seconds.

Auto Responder Trials.

Benchmark <http://affiliates.benchmarkemail.com/?kbid=4891&m=16>

Imedia

<http://imtlandingpage.com/members/imtaffiliatelandingpage.cgi?unicornelius>

3 months free web hosting

Jumpline <https://ssl.jumpline.com/order/?c=56Y3QR8C>

Traffic exchanges.

HitPulse <http://www.hitpulse.com/jsp/index.jsp?ref=unicornelius>

Traffic Pods <http://www.trafficpods.com/index.jsp?ref=unicornelius>

Traffic Swarm <http://www.trafficswarm.com/go.cgi?635031>

WebBizinsider <http://www.webbizinsider.com/join.asp?RID=88554>

Chapter 5. Useful Hints and Tips.

There are companies out here in the big world wide web who offer to submit your web site to the search engines regularly for you on a monthly basis and their services range from \$39.99 and upwards. Don't be fooled into these , yes resubmitting will keep the search engines coming back and indexing, archiving your site and to do it more than once every 30 days will come across as spamming them. All you need to do is open your html editor click source, copy and paste the code below into your head section of your site and the search engines will keep coming back on a regular basis. It's called Robot text and it tells the search engine robots what to do. Now you'll never have to resubmit your site ever again.

```
<meta name="RATING" content="General">
<meta name="ROBOTS" content="index, follow">
<meta name="REVISIT-AFTER" content="30 days">
<meta name="ROBOTS" content="ARCHIVE"/>
```

Place this somewhere in your head text which will look like this

```
<Html>
```

```
<Head>
```

Place somewhere in between these tags

```
</Head>
```

Article writing and Forums are another good source for traffic, which although I haven't gone into in to much detail here are important but can be found by entering a search term for either in your favourite search engine.

The basics for article writing is to write on the subject you're promoting and leave a link in your about the author box, this could be your own website or in some cases an affiliate link. Be aware not all article directories accept affiliate links. For this you could use a link cloaker. This is also a good way of getting one way links for your website (back links) which is also a way to get your site indexed in around 48hrs as the search engines spider these sites on a regular basis and then picking up and following that link out. For this process it can be automated through a software called strangely enough Article submitter, once you have submitted manually the first time it then remembers and submits your articles automatically cutting the effort way down.

For your free copy join my newsletter on ineoneplace247 and I'll send you the link in the newsletter which is published once a fortnight with discounts and promotions of necessary promo tools and places to advertise for free. Currently I am also giving away a directory submitter which will give you over 150 back links to your site and with your details automatically saved in the program it can take less than an hour to do.

As for forums it becomes the same as articles. Find one that suits your needs and leave your signature (website) where ever you can. A site that I whole heartily recommend is the [FREEADFORUM](http://www.thefreadforum.com). Lots going on and a well run site that will help you through by allowing you to promote in many different ways. Find out more at

<http://www.thefreadforum.com>

Be careful to be useful in your chosen field and submit good information. I find asking a question is the best way to get a

response. Even if you know the answer, it means someone will come back to you which will open up the responses to a few more.

The more people who view the more other people will be curious as to what is going on and visit your question.

With these tactics followed as often as you can for the first few months you will see traffic. There are a few other things to do such as reciprocal linking for your site and RSS feeds for constant generated content for your site and blogs. But the workload could become a bit much and you could lose your way a little, so do what you can here then when you're ready visit my site for more ideas and useful information. Sign up for my Newsletter for more up to date views and latest goings on.

Before I leave you to your own sanity I can only hope that as you read this ebook you will see that building a business on the internet is time consuming. Become organized do one thing at a time and know your product or service.

If you have found any of this in anyway useful or if you would like to add any of your own ideas please visit my Hubpage and leave your comment or ask any questions you may have. I'll do my best to respond.

<http://hubpages.com/2wloidonwfet1/hub/stephenroberts>

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