

The Ultimate Traffic Report

Traffic is the lifeblood of your online business, you could have the most amazing, life-changing product or service on the internet but if no-one sees it or gets to hear about it then it's completely useless.

No Traffic = No Sales = No Cash. End of story.

As you probably know there are two methods of traffic generation. Paid and free. There are pros and cons of both, paid traffic can be virtually instant but will cost you. And if you don't know what you are doing you can lose your shirt very quickly (speaking from personal experience). Free traffic does take some time and some work but doesn't have to cost you a penny. Set up correctly you can have multiple traffic streams coming from multiple sources for no cost at all, but you have to do it right. Which is where my '**traffic magnetizer system**' comes in.

My traffic magnetizer system is broken down into three steps.

- 1) Find out where the traffic you want is already going.
- 2) Create amazing content that your potential prospects will love and get value from.
- 3) Give them exactly what they want.

One of the biggest myths about generating traffic is it doesn't take any work, this couldn't be further from the truth. If you want to see healthy traffic numbers hitting your site then you have to put the effort in.

When I say "work" I mean "create amazing content". This needn't be as boring and laborious as you think, I actually enjoy researching new topics in my industry and then sharing with other like-minded people.

But your content has to be top quality and how good your content is will determine whether your prospects will want to visit your site. If your content sucks they won't bother. Period!

When it comes to creating content you can either 1) create it yourself 2) outsource it or 3) use PLR (Private Label Rights) material.

Creating the content yourself is, in my opinion, the best option because it will be unique to you with your own personality injected into it. This is something that you will not get with outsourcing or using PLR. And of course it can be free. If the content is already in your head and you can just roll it out then great but most of us

have to do a little research first.

Search for your keywords in google and check out the sites in the organic listings. Also type in 'your keyword' + blog and check out the results, blogs are better known for their content being fresh and up to date. Go to Youtube and type your keywords in the search bar and check out what videos are showing in the results. Just these three strategies will give you an abundance of content, but when researching you must never directly copy anyone else's content, reading for research purposes is fine but never copy.

You can also find out what information products are being sold in your marketplace from places like clickbank.com or JVzoo.com. This will also give you an idea of what is being talked about in your niche right now and should give you plenty of ideas. I would buy some of the products and consume as much content as I can then create my own using my new found knowledge.

Outsourcing

Outsourcing is a great way to get your content created quickly but this will obviously cost you money, it doesn't have to be overly expensive but it will cost you something. I have seen content creators advertising their services for as little as 1.5 cents a word. That's a 500 word article for \$7.50.

Good places to go to find outsourcers are elance.com, freelancer.com and the warrior forum has a services section where content creators advertise their services. Make a post on the warrior forum or any other forum you may be a member of and ask other marketers if they know any good writers. Using content creators that other marketers have used before and been happy with is a great way to ensure the content will be good quality. You can also join some face-book groups in your niche and ask around for referrals.

If you find an outsourcer who didn't come from a recommendation then always do your due diligence on them. Check the feedback on their profiles. Ask to see sample work and make sure that the content they create for you is 100% original and hasn't been used elsewhere. You have to state this from the start to your outsourcer so there isn't any confusion.

Now you have some mind-blowing, fresh content you have to start using it to attract visitors to your site. Here are some great starting places-

Forums

Forums are the perfect place to start when finding where your prospects are congregating. A forum is basically an online community who share a common interest. The quickest way to find forums in your marketplace is to do a google search for the following terms

‘your keyword’ + discussion

‘your keyword’ + forum

‘your keyword’ + thread

‘your keyword’ + vbulletin

‘your keyword’ + phpbb

‘your keyword’ + invision

‘your keyword’ + board

‘your keyword’ + view topic

This will give you an absolute plethora of forums in your marketplace to join but make sure the ones you do join are still active. Make sure there have been posts made in the last few days, joining forums that haven’t had any activity since 2006 is a waste of your time.

You can also go to a forum search engine, type your keywords into their search bar and go through all the results. Two reliable forum search engines are-

www.boardreader.com

www.omgili.com

You must read the forum rules before you start to post anything, breaking the rules even by accident is a sure-fire way to get yourself banned.

Introduce your-self to the rest of the members. There usually is a designated ‘new members’ section where you can tell everyone about yourself and what you do, subtle promotion of your website may be allowed but check the guidelines first.

Try and use your real name as your forum username, this allows your prospects to get to know the real you and not just someone hiding behind a computer screen. If you can’t use your real name or simply do not want to then use a name that is memorable not just ‘barry2340z’ or something equally as random.

You can usually leave a link to your website in your signature file, this will show up at the bottom of every post you create and in your profile page. You want to make your signature entry like a headline of a sales page so it attracts attention with a call to action. If you are in an internet marketing forum and in your signature is 'Discover how I built a list of 30,924 subscribers in 30 days using other people's traffic' which is hyperlinked to your website, then 'click here' underneath, that is going to get member's attention and get the clicks you are after.

Start to read all the threads, answer questions, provide helpful resources and post helpful content. Participate and become a valued member of the forum and traffic will come to your website as a natural consequence. Only respond to posts that you are confident you know the correct answer to, the quickest way to destroy your credibility is to give wrong information. If you don't know the answer, don't get involved.

What you do NOT want to do is blatantly self-promote. No-body responds to that and you could be banned from the forum.

Google+ Groups

Google+ groups drive traffic to your site pretty much the same way as forums just on a different platform but they work in the same way. There are groups for every niche under the sun and they are full of targeted prospects. Your approach should be the same as with a forum, you will drive traffic back to your site by actively involving yourself in the group. Asking and answering good questions, providing great content and resources. If you just go into a group and start spamming everyone then you will be ignored or even worse banned. Offering good information and building a credible reputation is key.

You need to take some time to fill out your profile details and replace multi coloured header that you are supplied with. Also upload a picture of yourself do not leave the blue face-less picture as it makes you look like a spammer. Take the time to fill out your 'story' on your profile page. Taking care of these little details makes you look more professional and shows people that you have made some effort on your profile.

Adswaps

Adswapping is a fantastic way to drive traffic when done properly. In a nutshell you contact another marketer in the same niche as you who has an email list of similar size and you agree to email your list a promotion for them if they will email a promotion to their list for you. It is a mutually beneficial way to leverage someone else's hard work to drive traffic and build your subscribers.

One thing that is very important is the offer that you mail. You can mail an immediate paid offer but testing has shown that this decreases the responsiveness of the swap so you should mail each other's lists a squeeze page with a downloadable free gift this way you are more likely to get the click and the sign up. Make sure you personalize the landing page to the JV partner who has mailed for you, have a headline like 'Free gift only available to subscribers of John Smith' this also will increase response.

To find potential adswap partners you should be looking in forums or social media groups in your niche and simply ask members if they are interested in doing an adswap

You can also go to clickbank.com or JVzoo.com to see other product creators in your niche, if they are selling products it is pretty much guaranteed they have an email list.

Adswaps work so well because when a list owner emails your promotion to his/her list they are basically recommending you and if they have a good relationship with their list the trust they have built up will transfer to you. Even though you have done nothing to earn it.

If you are just getting started and have a very small size list, some other marketers may have a problem mailing theirs if it is significantly bigger. Hardly seems fair them mailing their 20k list while you only have 100 subscribers but you can cut a deal where they only mail a portion of their list so it equates to the same amount that you are mailing.

One trick you can use if the potential partner has a much bigger list than you is to have an affiliate offer in place. Offer to pay them a commission on every one of their subscribers who eventually buys from you. This creates another incentive as well as you emailing their promotion to your list.

One very important thing to remember is always carry out the mailings yourself, never allow someone else to mail your list directly. This is an invasion of privacy and will probably be flagged up as spam. It could be the quickest way to destroy the email list that you have put blood, sweat and tears into building.

JV Giveaway Events

The idea behind a JV giveaway event is where the host of the event invites partners who are list owners in a similar niche who all contribute a free gift.

The gift can be any kind of digital product, a free report, an e-book, video or audio products, software products, membership passes etc. The host of the event then adds all the gifts into one member's area, this is where the visitors will go to download the gifts of their choice but in return will have to opt-in into a mailing list.

Obviously you do need to have a mailing list and a product to give away but all the content creation strategies you have learnt in this report will make it easy to create something of value.

The event is obviously heavily promoted by every marketer involved and will result in an explosive traffic surge while the launch is running and also get you a boatload of new subscribers.

If you do search for 'your niche' + giveaway events then you should find some or - www.newjvgiveaways.com is a great place to go.

Blog Commenting

Find a high traffic blog in your marketplace and leave a comment at the bottom of a popular post with a link back to your website.

Do a google search for your keywords and 'your keyword' + blog and go through the listings for the first five pages of the google results. This will give you the most popular sites/blogs to get your links on.

The key to successfully getting traffic using this method is the content of the comment you leave.

Everyone leaves comments such as 'great post bob' or 'thanks for the good information here's a link to my site' comments like this will not get readers clicking through to your website. You need to leave intelligent and informative comments, like a mini blog post, adding value to the original post. Think of it as an extension of the post that you are commenting on. Hit the topic from a different angle, offer a fresh point of view, even go so far as to not entirely agree with everything the author of the post said as long as you are constructive with your comments and do not start an argument by telling them they don't know what they are talking about. This leads us into our next traffic generation method

Guest Posting

On the same high traffic blogs that you are leaving comments on you can also ask to have one of your posts featured on their blog/website with a link incorporated back to your site. The trick to this strategy is getting the site owner to agree to your post going on their site. Remember this site could be their only source of income, their livelihood so they won't let just anybody write posts for them you have to 1) get noticed by them and 2) prove you are going to add a tremendous amount of value.

Once you have found a potential blog or site you want to guest post for you find the contact details for the site owner and join their email list, download any newsletters or audio/video courses they may have and consume their content. Leave comments on their posts as discussed in the previous section, follow them on twitter, find them on facebook, make sure you have had some sort of interaction with them and they are aware you are alive. I have seen some blog owners who personally respond to a lot of their blog comments so leaving intelligent, relevant comments will get you noticed.

Then contact the site owner via email and use a catchy subject line. They must receive hundreds of guest post requests and the majority probably won't even get opened especially if the subject line is 'guest post'. Try using something like 'Hey (site owner first name) would love your thoughts on my xyz post' or something that will get their attention so they at least open your email.

Make sure you personalize the email. Do not just send out a standard template these are spotted a mile away from professional site owners and will most likely be ignored. Briefly mention their content you have consumed or blog posts that you have commented on, what you liked and how it benefited you, really tailor your email to that particular site owner.

Try and keep the email short and succinct, no-one wants to trawl through pages and pages of your guest post request they will get bored and close your email.

Show how you will add value. Don't overdo a subject that has already been done to death as they will probably not want another article on the same topic, having said that if you were to offer a fresh point of view or a slight twist then that could work in your favour, just make sure you show how it will be different.

Attach a copy of your post you would like them to feature and make it your best work. Don't try and keep all your best content for your own site.

Tumblr

Tumblr is very underused as a traffic source but make no mistake about it done correctly the micro-blogging platform will send a flood of visitors.

Go to Tumblr.com and sign up for a free account. They walk you through the process and you will be set up in less than 30 seconds. Then start uploading content to your blog and customize it. Change the theme, upload a header just so it looks individual to you. But don't spend too long making your blog look pretty, we are more interested in posting links to our site on other people's posts and watching them go viral.

Tumblr posts have a heart icon in the bottom right hand corner which is basically a 'like', next to that you have a re-share button which will re-share someone else's post to your dashboard. The trick with Tumblr is to find a post, picture or any other upload that has a lot of likes and re-shares. Start to follow all the people that have liked and re-shared that post and they will start to follow you back. These people are highly interactive and more likely to re-share and 'like' your content which obviously is linked back to your website. Then you want to re-share the popular post to your dashboard but you have the ability to edit the post before you do, this is where you will link back to your website on the post that is already being shared all over Tumblr. I have seen posts with 20,000+ likes and re-shares, that is a hell of a lot of eyeballs seeing your link.

Linkedin

Without a doubt the most powerful of the social media sites. You can have thousands of twitter followers and facebook friends but none will perform as well as linkedin connections. Linkedin is a social media site for professionals, not a place to update how drunk you got on Friday night or photos of your dinner. This is a place to make solid business connections and strong JV partners but most importantly a great place to get traffic

The key to traffic generation with linkedin is to first to set up a professional looking profile. You can do a google search for 'site:linkedin.com "your keywords"' and this will bring up all the profiles of your linkedin competitors. These are definitely profiles that you want to model your profile on, if they are ranking on the first page of google they are doing something right.

Then start to build your connections, the bigger your connections list the more traffic you will see. Import your email contacts and join some groups in your niche. You cannot send a connection request to just anybody on linkedin, you have to know them personally or had a past business interaction with them. A way around this is to join various groups in your niche, linkedin does allow you to send a connection request to

someone who is in the same group as you.

Start posting your content to the groups you have joined. You can submit posts to multiple groups at once all linking back to your site. You can also direct message your connections (up to 50 at once) with your content, if you provide great information and add a lot of value your traffic will come naturally.

Article Marketing

There is a common misconception among internet marketers that article marketing is dead and no longer worth your time trying to drive traffic to your site using this method. Any marketer who thinks this is just not doing it correctly or can't be bothered to write good, structured articles. I actually like other marketers who think like this because it means they aren't doing it and they are telling everyone else not to do it which eliminates some of my competition. The fact is article marketing flat out works when used correctly, one of the old favourites for sure in traffic generation.

Here are a few reasons why you should use article marketing in your traffic generation efforts-

- 1) Article marketing is 100% free. The only thing you have to put in is your time
- 2) Generates traffic for years to come which you couldn't stop even if you wanted to
- 3) When you write good quality articles about a topic you are knowledgeable in you will be viewed as a person of authority.
- 4) Having read your top quality articles other marketers in your niche could approach you for a JV as you are seen as an expert in your marketplace.
- 5) Your content gets picked up by other site owners and put onto their site which gives your article, and website link, the chance to go super viral.

The list goes on. But articles have to be structured correctly to have the right impact on your prospects so I am going to share some of my tips for writing great articles.

Do not write your articles for the search engines, write them for your readers. Do not overstuff them with keywords so they do not make any sense, you want to keep your

keyword density to about 1.5% (1.5 keywords for every 100 words) You need to provide good information and add a lot of value, readers will be more likely to finish your article and end up at your resource box which is where your website link will be. Keywords are very important but don't go overboard and target long tail keywords (3 words or more) to increase your chances of ranking for those terms. Articles should be about 500 words, any shorter and the directories won't accept them and much longer you could potentially put readers off before they start if they your article has 2000 words. People have short attention spans and you would have to be very clever to keep their interest for that long. A 500 word article would have your main keyword placed around 4-5 times, once in every element of your article.

Write your article as if you are speaking directly to your reader, this will bring the relationship you have with your reader much closer and if they connect with you on a personal level they are more likely to want to know more about you. Use phrases like 'guess what I thought of that' and 'did you know....?'

Check your spelling and grammar, there is nothing worse than destroying your credibility with a few spelling mistakes. It makes you look unprofessional and with some article directories there is no taking them down once they are published.

It is important to know the elements that need to be present in your article before you begin to write it. These are -

Headline

Introduction

Body

Summary

Resource box

Headline

Your headline is probably the most important element, the quality of your headline will determine whether or not your reader will click through and read the rest of your article. It needs to grab your reader's attention and be relevant to their search.

Use power words such as ‘secrets’, ‘tips’, ‘exposed’, ‘tricks’. Words that will generate some curiosity. Also use numbers in your headline but keep them under 10, any more than that and your reader could see it as a chore to read.

If they see ‘50 ways to.....’ it can be off putting. Use headlines such as ‘Top 3 secret ways to.....’ Or ‘Discover 10 tricks to.....’.

Asking a question as a headline also works well. If I was writing an article on article marketing and I had ‘Why is article marketing so important in driving traffic?’ that could be the exact question my prospect was looking to answer.

‘How to’ headlines are good attention grabbers as they give the reader the impression that they are going to learn something from your article. ‘How to build a list of 30,000 subscribers in 10 days or less’ tells people exactly what they are going to get from reading my article.

Buy niche specific magazines and check out what headlines are being used. Go to amazon.com and check out what titles are being used in books in your marketplace also the table of contents should give you some good ideas.

Introduction

Make sure your introduction conveys to your reader exactly what they are going to get from your article and must match exactly what your headline advertises. Make them curious so they want to continue reading, use a statement like ‘this will all make sense once you have read this article’.

Your introduction will determine whether or not your reader will continue to read the rest of your article or just click away. You need to reinforce that they have made the right decision in clicking on your title and checking your article out.

A good way to start your introduction is to state a fact that will interest them. Use statements such as ‘It is shocking that.....’, ‘can you believe.....?’ or ‘I was

amazed when I discovered.....?’ Etc.

Body

The biggest mistake most marketers make in their content body is they do not deliver on the promise of their title. If you tell people that you have 10 secret strategies for SEO domination then you have to deliver on your promise.

When starting to write your article you need to think of every point you want to make, this will be the ‘meat’ of your content. Mention each point one by one using sub headings and try and tell a story or give an example in relation to what you have just discussed. People like to read stories, it captivates their attention and you easily emphasize your point.

As I mentioned use sub headings for each point, bullet points are also good as they break the article up and use short sentences and paragraphs with plenty of white space. Lotsandlotsandlotsandlotsandlots of words all crammed together makes your article very difficult to read.

Summary

The summary is where you want to re-emphasise all the benefits of your article and point your reader towards your resource box. You can say ‘this summarises the article, you can get more hints and tips on xyz if you visit my website’ this will then have the reader looking for the website you mentioned in your resource box

Resource box

This is the most important part of your article so it is worth checking and double checking. The resource box is the only place you can freely advertise your website and if you have done your job properly with your article all your reader will need is a strong call to action and incentive to click your link and visit your site. If I had written an article on SEO and captivated the reader’s attention until the end then in

my resource box I would write ‘Daniel Craig shares more SEO secrets at his blog www.danielcraigblog.com. Visit his blog and sign up for a free audio series where he shares some of his most closely guarded secrets’. This technique creates a ‘hard to resist’ resource box and works very well with the incentive of a free download.

Now you have your articles created you have to get them submitted to article directories. These directories vary in popularity but the some good ones to use are

www.ezinearticles.com

www.goarticles.com

www.articlecity.com

www.article-dashboard.com

www.articlesbase.com

www.atibiz.com

There are hundreds more out there and if you do a search in google for ‘article directories’ you will get a lot more showing up and these are popular if they are ranking well in google. You can also check out this site-

www.vretoolbar.com/articles/directories.php

This site is great because it lists the top 50 article directories by traffic and pagerank.

Podcasting with Itunes

You should think of Itunes as a search engine in itself. Just like google or yahoo, people flock to Itunes every day looking for information. Your job is to correctly set up your podcast, make it look professional and get in front of your prospects to drive them to your website via your podcast page where you can put your link.

Downloading podcasts is so popular with content consumers because of the convenience. If they find your podcast but don’t have time to listen to every episode they can download it to their Ipod and listen anywhere they like. It also appeals to

your more auditory audience (people who retain more information by listening).

There are lots of podcast directories you can submit to but I will be focussing on iTunes in this report.

Your first step should be to create and upload 5 episodes or 'shows' as they are known in iTunes. These can either be just you talking or an interview you have done with an expert in your niche.

Get some professional looking graphics done so your podcast stands out. iTunes loves this and so will your prospects when they arrive at your page. It makes you look like a person of authority, a real business and someone to be trusted.

Don't charge for your podcasts, there is an abundance of free content on iTunes and if someone sees your podcast which is priced at \$5 next to somebody else's who's is free they will more than likely choose the free one (unless you are a mega celebrity in your niche). Which may happen in time but for now, give it away.

Write a good, detailed description about your podcast with carefully placed keywords. Let people know exactly what they are going to learn when they listen, and hopefully subscribe, to your podcast. Turning listeners into subscribers is key on iTunes. The bigger following of subscribers you have the more traffic you are going to drive.

Some people will just naturally subscribe if they get value from your content and you are seen to be consistent with your production but it doesn't hurt to give them a 'call-to-action' at the end of your show and in your description. Tell people WHERE and HOW to subscribe and WHY they should.

The trick to getting traffic to your podcast in iTunes is getting ranked in iTunes for your keywords. There is no exact algorithm for ranking in iTunes but there are a few strategies that are known to work.

Stay Active

After uploading your 5 episodes don't disappear of the face of the earth. You have to be consistent with your podcast, there is no point in doing your first 5 shows then never coming back. You have to upload new, fresh content on a regular basis to keep your listeners interested and attract new ones.

Ratings and Reviews

The ratings and reviews section is where your listeners leave you a star rating and a review about your podcast. Basically the more reviews you get and higher star rating you receive the higher you will rank. Your ratings and reviews tell iTunes that you have a popular podcast

So how do you go about getting ratings and reviews? Your listeners will not always leave you a review because they enjoyed your content, even if they found it absolutely mind blowing, some do but most don't. There are a couple of things you can do to increase your likelihood of a review being left. These will also increase subscribers to your podcast.

Just ask!! The old adage 'If you don't ask you don't get'. Ask in the end of your show 'If you liked my show then please leave me a review' and tell them how to do it. You will be surprised at how effective this is.

Leave positive ratings and reviews for other podcasters in your niche. Leave intelligent comments on their podcasts and highlight key points you liked in their show. They will in turn tend to reciprocate and leave you positive reviews on your podcasts.

Once you have some reviews, mention in your future episodes the ratings and reviews you have received previously but most importantly mention WHO left it. This then will encourage other podcasters to then leave you reviews in the hope that they get a mention on your future episodes.

Create a buzz. Say you had 50 reviews, if you mention in your show ‘ If I get to 75 reviews by next Saturday then I am going to do XYZ’ people will respond and start to share your podcast around. XYZ could be a free report or video course from your website that you know your listeners will be interested in or 5 podcast shows about one particular topic. Make sure it is something that is going to create a buzz to get everyone sharing and asking others to leave you a review. You could even hold a prize raffle for everyone that has left a review, mention this four weeks prior to the raffle in every show leading up to it and watch your listeners scramble to the review page.

Don’t buy artificial reviews. There are websites you can go to buy a stack of positive reviews to increase your rankings and trick Itunes into thinking your podcast is more popular than it actually is. The problem with this is Itunes will see a flock of reviews come in all at once and they will be highlighted as not genuine and then discounted.

I sincerely hope you got some value from my Ultimate Traffic Report

Please come and visit me at www.danielcraigblog.com for more free hints and tips.

