

Traffic Sources

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Where To Get Instant Traffic

There's a lot of talk about how to generate traffic to your website so that you can instantly maximize your income and automate your online business. The trouble is, there are literally hundreds of traffic sources to choose from so knowing which ones will ultimately generate the highest volume (and the best quality traffic) isn't always easy.

Throughout the years, there have been two main 'blocks' of traffic:

- **Free Traffic**
- **Paid Traffic**

It used to be that in order to generate fast and easy traffic to your website, you had to set up advertising campaigns with pay-per-click marketplaces like Google Adwords. While these campaigns would send instant traffic to your website, they often came at a hefty price, requiring constant monitoring in order to ensure that advertising dollars weren't wasted.

Then came free traffic. It was slower, often from multiple sources and often tedious to manage. The results could be worthwhile but most marketers and business owners would give up too soon, unsatisfied with the time and effort required.

Thankfully, things have changed across the marketing landscape and these days there are ways to siphon high-quality traffic to any website or landing page you choose without spending a fortune on advertising channels and without having to endure the slow and tedious process often associated with free traffic campaigns.

In fact, using just a couple of the FREE traffic resources that I am about to share with you could ultimately flood your website with more traffic than ever before, instantly increasing your profits while solidifying your place as an authority in your market.

Are you ready to get started? *Let's go!*



Traffic Source #1: Forum Traffic

Forum marketing has been a leading traffic source for countless marketers for years. But in today's society of social media, it's all about '*relationship marketing*'.

You use forums as a way of connecting to your target audience quickly so that you can identify what they want and then deliver it to them.

Forum marketing is a great way to build credibility in your market quickly, especially if you're just getting your business off of the ground. It's also a fantastic way to get in touch with the movers & shakers in your niche, while researching, evaluating and identifying points of entry (what type of products are likely to sell, what people are actively buying, looking for, etc.).

Forum marketing is also very easy because you can allocate an hour a day to staying active within the community and continue to generate interest and traffic to your website, even from posts that you've written months ago!

So, how do you drive traffic to your website from active forums in your market?

One way is to offer free, high quality content, tools and resources to your audience. If done correctly, you'll quickly develop a positive presence within the forums and people will begin to turn to you as an authority in your market.

Nearly all forums offer the opportunity to create a profile that includes your URL, short bio and personal information such as your name, email address and in many cases, your social media accounts (like twitter or facebook). But forums also offer you another way to maximize exposure through what is called a "signature box". A signature box is attached to every post you make and usually includes a few lines of text and a direct URL. Many forums allow only one URL, while others allow multiple URL's as long as your signature does not exceed a certain length of characters.

You want to include a **direct URL** to your very best content page. Do not link directly to a sales page, but instead, provide a direct line of contact from the forum – to a page on your website that offers something of value. This could be a page on your blog that provides direct download links to free products, tools and resources, or it could be a link to a squeeze page that offers a valuable incentive in exchange for their subscription.



Traffic Source #2: Social Media Traffic



Social marketing is all about directly connecting with your customer base, engaging them in conversation and building relationships with your target audience. One of the easiest ways of building a customer-based marketing campaign is to exploit the popularity of social networks like Twitter.com, Ning, LinkedIn and Facebook.com.

When it comes to social media there are countless ways to touch down and connect with your target audience. With Facebook, you could set up paid advertising campaigns that are set to deliver based on user activity. It's a highly targeted form of advertising and a very cost effective strategy for those who want to test the waters while generating quick and steady traffic to their website.

You can also set up marketing campaigns at no cost as well just by creating a Facebook page for your business and connecting with potential customers. You can enhance your Facebook pages by offering discounts, special coupons and savings available only to those who join your Facebook group, like your page or connect with you in another way.

With social media platforms like Twitter, you're able to connect with your audience easily just by sending out short updates, notices and news of interest. Instead of marketing heavily within your social communities, always focus on offering value in the form of useful information, hard to find material, freebies, discounts and other benefit-driven offers that will help you stand out while nurturing relationships within your market.

And don't forget other leading social networks like LinkedIn.com and Ning.com, both viable social media platforms that will help you further extend your marketing outreach. LinkedIn is considered the "professionals social media community" where you can create a live portfolio and resume that lists your achievements, connections, business information and contacts. With Ning, you are able to create your very own customized social media community, providing your customers, members and subscribers with a fun and easy way to interact with one another and with you.

Traffic Source #3: Press Releases

Press releases are a very effective and powerful way to reach out to your target audience and generate buzz around upcoming products, offers and launches.

Press releases are also very inexpensive to produce and extremely easy to distribute. In fact, you can automate distribution by hiring press release circulation and distribution outlets that will tweak your press release and submit it to all of the major media stations, blogs and content syndication outlets.

You can also submit your own press releases through both free and paid distribution channels, so regardless of your time and budget, press releases are an essential method of positioning your business for mass exposure.



Here are the most important elements to include in your release:

Release Time & Date: You want to place the time and date of your press release at the top of every news release, either indicating when the document can be made public, or “For Immediate Release” to show that it’s ready for distribution immediately.

Headline: Summarize your storyline or message in just a few words. The objective is to immediately capture attention from potential customers and clients.

Subhead: This expands on the headline and gives readers a bit more information about what your branding message is about.

Dateline: Include the day that the document was released, and the place of origin (your city and state). You can choose to include your company’s address, or simply include your website’s URL.

Introduction: In a single paragraph, cover the basic elements that you’d find at the beginning of an article: who, what, when, where, why and how.

Body: Expound on the introduction and go into your story. Use details, statistics and trend information to back up your assertions and get your points across.

Bio/About “Your Company”: Include background on you and/or your company and its services.

Closing marks: Use the symbols "###" or "-30-" to show that the press release has formally ended.

Contact information: Include your contact information, website address and any other contact information that will make it easy for people to get in touch with you.

Free Press Release Services

www.MassMediaDistribution.com: Distributes press releases to newspapers, magazines, trade journals, TV, radio, blogs and online news sites.

www.Betanews.com: Wide range of news distribution and social media options.

www.Clickpress.com: Global news distribution services that services a wide range of companies/industries.



Traffic Source #4: Ad Swaps



Ad swaps have been around for years, yet they continue to go undiscovered by marketers online. Those that do see the value in them are able to **instantly exploit** the never-ending supply of targeted traffic to quickly grow their lists, and maximize exposure with very little effort involved.

The objective with ad swaps is an *exchange of resources*.

You simply find an ezine publisher or newsletters that are focused on your niche market, and ask them to exchange leads with you. They send an advertisement out for your offer, and in exchange, you do the same for them.

The key to a successful ad swap is in finding marketers who are at the same level in marketing as you are, because you'll want to make sure that you can deliver an equal number of views and subscribers, as they are going to give to you.

While ad swaps can be a basic advertisement exchange, where someone agrees to send out an ad for your product and you do the same in return, the most effective ad swaps focus on exchanging VALUABLE information and resources.

For example, if you are involved in the work at home market; there is an abundance of ad swap opportunities available to you. Think about the countless start-up work at home sites catering to single parents, or the work at home mom communities.

Many of these websites are just starting to generate traffic, and are building a very loyal subscriber base of repeat visitors and customers. If you were to contact one of these publishers and offer them the opportunity to provide a valuable free resource to their subscribers, chances are, they'll be responsive.

They get to provide a free, valuable resource to their subscribers (which makes them look good and builds positive awareness within their market), and in exchange, you get free advertising.

It doesn't matter what market you are involved in, there's bound to be ad swap opportunities available to you. Of course, you will want to build a decent size list yourself, before you approach potential partners so that you are able to deliver a service in return. Even if you have a smaller list of only 200-300, if you have a high open-rate and your subscribers are responsive, you have a viable asset to offer a potential ad swap partner.

When you're ready to find potential ad swap partners, begin by searching your market for start-up websites since these are often the easiest to approach.

And keep in mind that even if you contact someone with a list that's much bigger than your own, autoresponder accounts allow for easy segmenting, so the list owner could choose to email only a certain number of subscribers, based on what you are able to deliver in return.

Forums, social communities and groups are all great ways of quickly locating potential ad swap partners in your market, so take time to do your research and compile a listing of 20-30 potential partners.

Then, write up an email that addresses them by name and lays out your offer. Don't hold anything back; you want the publisher to know exactly what it is that you're offering, and how they will benefit from the partnership.

When emailing potential ad swap partners, focus on THEM.

How they benefit, what you can do for them. You want to make each email as personal and customized as possible, including how you are a subscriber of their email list (and make sure you are), and remember, you aren't just looking to secure a marketing partnership, but a relationship with a key player in your market.



Traffic Source #5: Document Sharing Networks

If you are looking for a quick and easy way to generate massive traffic to your website at no cost, you'll want to explore the potential behind popular document-sharing and content distribution networks such as the ever-growing <http://www.docstoc.com>



Docs Toc is a very simple document sharing website and can begin generating traffic almost immediately. Simply create your free account and begin uploading your content. You don't need to add a resource box to items that you upload to DocsToc, however you can have your affiliate links embedded directly into your content itself.

Another similar site is found at <http://www.Scribd.com>. **Scribd** is a very popular document sharing website that works similarly to DocsToc where you can upload content and add it into specific categories.

And the great part about these sites is that you can upload virtually ANY type of content. This includes articles, reports, ebooks, letters, tutorials and more.



Traffic Source #6: Tutorial Based Learning Communities



One of the most overlooked sources of quality traffic is in **"tutorial-style"** websites.

If you're involved in a niche market where instruction based training is popular and in demand, you can instantly exploit an unbelievable traffic source just by uploading quality tutorials focusing on various tasks in your market.

For example, if you are a graphic designer you could create a series of short video based tutorials that highlight the different ways of creating graphics in Photoshop, or if you are an online marketer specializing in SEO, you could create a few different tutorial style guides and videos that show people exactly how to optimize their web pages for the major search engines.

Tutorial sites are an **untapped source of quality traffic**, and because people are genuinely interested in learning more about your topic or market, submitting a series of tutorials that include your website URL or squeeze page address in the footer of every tutorial will quickly generate a massive amount of red hot traffic to your site!

Tutorials don't have to be complicated; in fact, you should focus your tutorials on being short and to the point.

If you aren't able to create video-based tutorials, you could outsource them to specialists in your field, or provide image based tutorials that include illustrations, graphics or diagrams relating to your topic, with written (transcript) of what is being done, step by step.

Tutorial sites aren't the only source of untapped traffic that I want you to focus on. Consider the many other ways that you can upload valuable content and maximize your traffic, instantly.

For example, consider hiring a programmer to create a simple Wordpress plugin or template (you can also purchase full rights to existing templates) and add your site link into the footer of the template itself. As the template gets circulated throughout the countless wordpress template directories, you'll gain valuable link juice and FREE exposure!

Plus, you can also include your template or plugin in Wordpress's own self-hosted directory, and get a backlink from the source itself!

Traffic Source #7: Video Killed The Radio Star

Studies have shown that video sites have the power to convert as high as 30%! That's phenomenal when you consider that standard websites typically convert at only 2-3%.

There are many ways to create compelling video presentations. You can outsource your video creation and editing for as low as about \$25 per 30-second video to freelancers, or create simple video presentations yourself using Powerpoint slideshows, or even article content!



The key to successful video marketing campaigns is to incorporate relevant keywords into your videos description.

Video websites carry massive authority with the major search engines, so by including highly targeted, specific keywords into your video campaigns, you'll be able to maximize exposure, instantly.

To choose the best keywords for your video, you'll need to conduct some quick keyword research as we've discussed in an earlier segment of this guide. You're looking for a keyword phrase with fewer than 40,000 results, so your competition isn't so high that it would be impossible to rank.

Now, add your MAIN keyword into the first line of your videos description. You want to include it right in the title so the search engines see it.

I always include my keyword at least twice with every video I submit, first in the headline/title, and in the description itself. If you submit your video to a site that allows for "tags", make sure to take advantage of those and add in additional keywords that relate to your market!

You should also include your website URL at the start, and end of your video, pausing the screen for a second before shifting into your videos presentation.

And make sure that you use a call to action in EVERY video you create, so that those viewing your video are instructed to visit your website or squeeze page for more information. You need to

tell your viewer what their next step should be, so make sure to use a strong call to action with every video you create.

And finally, you want to focus on building quality back-links to your videos. You can do this by direct linking (using anchor text) to your videos from feeder sites like HubPages, Squidoo, as well as your own blogs and websites, and of course, you can embed the video into your squeeze pages as well!

You can also generate back-links to your videos by bookmarking your video URL. Check out <http://www.SubmitBookmark.com> for an easy way of automating the process.

Hot Tip: One easy way of generating instant traffic from video marketing campaigns is to find a popular video and create a video response. By doing this you'll be able to link your video to the existing video while piggybacking off of its popularity!



Traffic Source #8: Content Galleries



Content galleries, otherwise known as "PDF networks", "Content Portals" or "Ebook Directories" work on a very basic premise. You submit quality content in the form of PDF files such as reports, articles, ebooks or training courses and in exchange, you get free advertising from the directories.

And here's another great aspect to content galleries - you can actually make money uploading content!

Sites like <http://www.tradebit.com> will pay you a percentage of all sales made, so you can upload everything from short reports to PLR content that includes your website URL and name, and get paid for every download while gaining prime exposure from these authority content sites.

When creating your free content giveaway, make sure to create your content in PDF format. That way, you can be sure that it's viewable on every operating system so you're not leaving out Mac users, and you'll be able to guarantee acceptance into every content distribution network.

Here are a few places to begin submitting your PDF files:

<http://www.Scribd.com>

<http://www.Issuu.com>

<http://www.DocsToc.com>

<http://www.SmashWords.com>

<http://www.Gazhoo.com>

<http://www.Yudu.com>

Traffic Source #9: Solo Ads

Solo ads have been one of my leading sources of traffic for many years now and because they are not only affordable but highly targeted, the response and conversion rates are always incredibly impressive.

You see with solo ads you are able to 'borrow' someone's audience, giving you the opportunity to scale your business without having to do any of the time-consuming footwork often involved in building a community and an audience.

While this isn't a free method of generating traffic to your website, it's a very affordable one and with a single solo ad you could ultimately jumpstart your website instantly, without any other marketing required.

The key is to find available solo ad spots in relevant newsletters. You want to focus on finding newsletter publishers who have built up a solid list in your niche market and who are open to sending out solo broadcasts. You also want to be able to verify the list size and response rates so that you know exactly how many subscribers are receiving your ad and can track performance.

You can browse through a complete directory of available solo ads at <http://www.soloadadvertising.com/>

When purchasing solo ads, make sure to set up a solid squeeze page before your ad goes out. It's always better to send traffic to a lead capture page rather than a sales page so that you're able to funnel visitors into your own mailing list.

As you know, people often need to see an offer multiple times before taking action and so by sending them to a squeeze page you're able to follow up later on, after you've developed a solid relationship with each subscriber.



Traffic Source #10: Coupon Traffic Siphon

You've heard of the popularity of coupon sites like RetailMenot.com but what you may not have thought about is just how easy it is to siphon traffic from these high traffic websites!

All you have to do is create a coupon code for a product or offer on your website and submit it into the top coupon directories online. While many coupon websites will need to approve your offer, it doesn't usually take more than 48 hours for it to go live and once it does, prepare for a major wave of unstoppable traffic!



Here are a few coupon sites that you can submit your offer to. Keep in mind that the more exclusive your offer and the deeper the discount, the more exposure you'll receive:

<http://www.supercoolsteals.com/>

<http://www.couponcabin.com/>

<http://www.freeshipping.org/>

<http://www.dealtaker.com/>

<http://www.ultimatecoupons.com/>

You now have 10 fantastic ways of driving red hot traffic to your website! Start off by implementing just one or two of these ideas into your marketing campaign and sit back as the traffic pours in. Continue to expand your outreach by adding new traffic sources to your funnel and set yourself up for long term success.

To unstoppable traffic!



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- Learn the latest strategies of traffic and conversion. Instant access to 52 traffic sources.

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<http://TopMoneyMakersInnerCircle.com>

2- FREE! 107 Pages PDF Report. Download it Now.

<http://www.drhilal.com/drhilalebook>

3- Get 2,100 optin leads every month. Guaranteed!

<http://DrHilal.com/Resources/organic.html>

4- Learn how to make \$1,575.90 - \$2,556.80 Per DAY in easy steps.

<http://DrHilal.com/Resources/gsniper.html>

5- Let other people build your list on autopilot and make you much money.

<http://DrHilal.com/Resources/hfs.html>

6- BIG guys only! Want to make \$20,000 per customer?

<http://DrHilal.com/Resources/mlr.html>

7- Brand new business opportunity in pre-launch. Get it as soon as you can.

<http://DrHilal.com/Resources/daoptin.html>