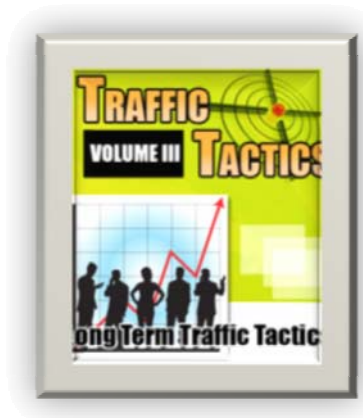
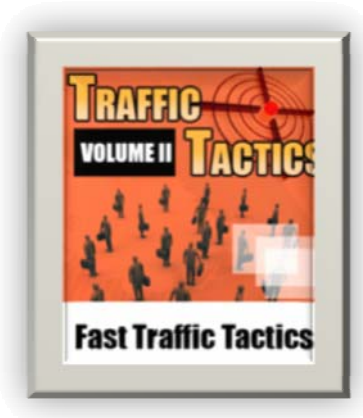
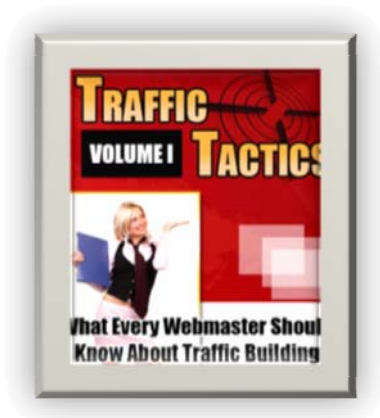


Traffic Tactics

Volumes 1-6



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TRAFFIC TACTICS VOLUME #1:

**What Every Webmaster Should Know
About Traffic Building**



Important Principles and Tips on Getting Traffic

Article Marketing

In case of article marketing, you pen articles on subjects that you have a vast knowledge of. The article must be very well-researched and proofread for spelling and grammatical errors. This will ensure that you get a good targeted traffic to your website.

Forum marketing

You can start posting in various forums to enhance your presence, as more people will get to know you, and will trust you. For getting traffic from the forums, you must put your signature in your profile, which is nothing but text of about 3-4 lines, with a link to your site or the affiliate's website placed strategically.

Traffic exchanges

Here, you need to visit other people's website, who will reciprocate by visiting yours. It's not a one-to-one relationship. On an average, you need to visit about 2 websites to get one visit to yours.

Free classifieds

Nowadays, free classified ads have lost their significance. Due to being free, many people opt for this medium for placing ads, which results in ads getting unnoticed. But trying your luck is not a bad idea. Since it's free, placing a classified ad is good. Who knows, you might get a visitor!

Press releases

Your website will be overloaded with visitors when the website is printed in a press release. But your press release must be written properly, and not just like an on-the-face advertisement. This works!

Resource box

A resource box involves you putting a link for people to click on. But ensure that the site you wish the readers to visit is in relation to the article of yours. A resource box can get good traffic to your site, and it should not be considered an unimportant option.

Email

Emails can be used effectively to get people visit your website. Emails are inexpensive, and can give huge profits to online campaigns of marketing. Emails can be used to update the customers about your company, your product, etc.

Google AdWords

For targeted traffic, Google AdWords is a great option for webmasters to use. The keywords being used with AdWords are very important when you are targeting people to visit your site. The keywords must also be relevant, and must be in relation to the product that is being sold.

Title tag

A blog must have an attractive title in order to get a good ranking in the search engines. The title plays a vital role, but the actual post must be well-written and informative as well. That will get your site good traffic.

Submission to directories

Though the submission of your blog to the various online directories is a monotonous job, it is very important since it goes a long way in increasing the blog popularity. Every directory that you submit the link to, results in better rankings.

HubPage and Squidoo

Both of these allow you to focus on a specified topic, and write on it. Also, both of them permit you to bring RSS feeds.

Link Exchange partnership

You can put your website's link on another good website, and allow the webmaster of that website to place a link in yours. By this, both the parties gain.

Joint ventures

Exchange email promotions, and through the exchange of ads, find a partner. In this way, you can reach the co-ventures customer base, and vice-versa.

Affiliate programming

You can offer your products' affiliate program. If done through an expert, it will increase both sales revenue and profit.

Subscriber list

You must get your website visitors involved by providing them value when they join your mailing list. Regular communication with them and asking for their inputs and opinion about the site would be a very good idea.

Tell-a-friend

You can place a “Tell-a-friend” script on the website, which would help you get more traffic as visitors might recommend your website to other people.

Paid reviews

There are many freelancers out there, so you can surely pay someone to review your blog. This is a great way of exposure for those who are new to blogging.

Re-visits

You can turn the one-time visitors to regular visitors to your website by recycling of traffic. You can direct them to many sites at a single instant.

Error page

You can design a 404-error page for your site. A link can be placed in that website, which directs the visitor to the main website.

Promotion

If you've liked a product that you've used, you can leave behind a testimonial and put a link to your website at the end. This will get adequate traffic to your site.

Offers

You can offer the visitors free gifts. For instance, a free e-Book would do the trick to get greater number of subscribers.

Yahoo! answers

Answer people's queries on Yahoo! and place a link at the bottom, to your website.

Customer support

If you offer your customers good support, they will refer you to others and this will increase your popularity manifold.

Commenting

You can comment on blogs, and put a link to your website at the bottom. This can build traffic very well.

Screensaver

You can make a good screensaver for your company, and make it attractive. The company logo can be placed in the screensaver for branding purposes.

Keywords

If you have any profile on the internet, put necessary keywords and give back a link to your website.

eBay

Selling any item as a charity auction on eBay will result in the charities linking back to your eBay auction, and also to the main website.

Blog entries

Whenever you post an entry in your blog, always make sure that you link it back to your site. You can also create more than one blogs, and have a link to the main website.

Advertisement

Proper advertisement at necessary classification at Craigslist would be beneficial. Also, it will be beneficial to post advertisements in many densely-populated cities, which would enhance exposure.

How to Get Targeted Traffic vs Non-Targeted Traffic

Quantity of traffic

Quantity is to be focused on for non-targeted traffic.

Quality of traffic

Quality is to be given preference for targeted traffic.

Non-targeted traffic

Money is lost on advertisements for non-targeted traffic.

Targeted traffic

Sales can be generated with targeted traffic.

RSS

Make sure that you have the RSS subscription forms or Feedburner handy and always keep a track of it personally.

Email subscription

Ensure proper configuration of the free-of-cost e-mail subscription.

Downloads

Get something which visitors can download, like an audio file, a PDF document, etc., which will attract the visitors to visit your website again, which will get you money.

Opt in box

Configure the opt-in box as well. As is, you won't be getting many opt-ins, but if you don't have it on your webpage, you will get many.

Free traffic

A basic reason behind the failure of website traffic is the fact that people don't think in accordance with the changing times. People fail to believe that free website traffic does exist.

Patience is virtue

Patience is the key in case of free website traffic. You may not be able to see the results immediately, but in the long run, you will surely benefit.

Videos

Create videos on your own and post it on various video websites like Youtube, etc.

The right message

You must market the right message to the right person.

Solve

Don't think of yourself as a salesperson, but as a solution provider.

Target audience

The target customers should be those who have consumed similar products in the past, or who are planning future consumption.

Competitors

Keep an eye on the competitors' activities, and make your product or message better than him.

Innovative ads

Make attractive advertisements.

Be regular

Be disciplined. You must post messages regularly and those messages must be relevant.

Variety

Write on varied topics so that the readers are not bored by the monotonous messages.

Digg styles are in

If you have a fair idea of how they function, it can get you free targeted traffic. When the bit of the actual Digg is considered, there is scope for you to excel out there as well, but only if you can get to the front page, but in today's times, it is rare that any random person will even visit the front page, considering that Digg has advanced so much.

Niche marketing

Single businesses can rarely tackle an industry in full. No matter how big the corporations are, they just cannot cover the whole market on their own. Here, the role of niche marketing comes. It makes a businessman manage the potential of marketing in a very good manner. By developing unique strategies of niche marketing, your business will be in a position to offer unique commodities to the consumers, and besides, you will also be able to attract target clients.

Sign ups

Sing-ups are certain, which will boost your downline, and due to these tested methods, your profits will only increase. The successful people in MLM have an idea that there are only certain people who would wish to get involved actively with MLM. But there are many people, in contrast, who need the opportunities offered by MLM.

Web Theme

Be clear and certain when it comes to the theme of your website. For instance, rather than focusing on dog collars, your website can focus on dogs, which makes it a smaller and appreciable niche. However, even here, you can provide clarity to the subject by covering various sections including naming the dog, hygiene of the dog, training him, understanding his psychology, habits and various other things. You can look out for exhaustive information to get a clear picture yourself.

Involve the subscribers and visitors

Assign the visitors a role, so that they feel that they are a part of the website. For instance, they may be allowed to participate in forums, chat with fellow members, and be may be mailed a newsletter periodically. This will not only interest them and help in increasing traffic, but even help in building their confidence and relationship with the company. It is a very challenging task to find out ways to build up the value in monetary terms. Experts have full knowledge of it.

Postcards and business cards

You can make postcards and even business cards, and hand them out at important events. At the end, your signature can lead the way for their visiting your site. Project yourself as an expert in this regard.

Exchanges with other marketers can also help

Their e-zine ads can be swapped with yours. This will provide benefit to both the parties, and it can be mutually decided as to how many times the publication of the other's ads is to be done.

You can give away free e-books to visitors

You must write and submit relevant articles all the time, which can be used in various online and offline media. In the short run (about half a year), you will be famous on the internet. You can also start up a free e-book directory service, and attract many writers at a very low cost.

Signature

If you make use of emailing quite often, include the link to your blog as your signature. Advertise your blog even on personal business cards. The blog link can be shared at any other place as and where deemed fit.

Communities

Friendliness is very much required. Share success stories with others. Communities like MyBlogLog and others provide you this opportunity. Unless you post something, no one will read it. So expecting people to read something without even taking the pain to post it would be nonsensical.

Testing

Test the results of the campaigns undertaken by you, on a regular basis. By testing, the areas which are not profitable can be found out, and funds may be relocated to another performing side. Initially, it's just a forecast that a particular campaign will work, but testing shows whether it has actually worked or not.

Web space

Switch over to a dedicated server if you find that your website is popular, and is getting a substantial amount of traffic.

What You Must Know About Traffic Building as a Webmaster

Keyword research

Find out about the most frequently used keywords for the search engines which are associated with the services or products that you offer. Website traffic can be increased if you use these keywords in the form of text.

Uncluttered website

Traffic may be increased by keeping the website uncluttered. Majority of web designers use programs like Java or Flash and multiple graphic images, with an adverse effect. As a result of the clutter the sites end up with a decrease in ranking and traffic.

Neat web pages

Web pages are made using cells and tables, since the idea is to keep it neat and uncluttered, use as many cells and tables as are absolutely necessary to design the website.

Meta tags

It's helpful if you can create good Meta tags. Try to ensure that the Description Meta Tags have keywords differ from the Title.

Avoid repetition of keywords

When it comes to the Keyword Meta Tag, restrict the number of times that you use the same words over and over again.

Relevancy

Use the significant keywords as text headers on top of each of the pages.

Home page

The very first page of your website should ideally be the most significant one. It should also contain the keywords which are of greatest importance.

Intranet

It's not a good idea to use websites based on frames on the internet. Instead, use these on the Intranet-for the employees who're a part of your company.

Avoid redirect pages

Some pages come with a re-redirect function, ie. these pages immediately guide you to a different page. Try not to use such pages.

Analysis program

It's a good idea to keep a check on the number of times you use the keywords in the first 7500 words of the computer code. You can run an analysis program to do this.

Take it easy

Don't go overboard by using services which will immediately add the URL of your website to the 10 most popular search engines.

Control of error

Once you've completed working on a page, do remember to run a spell check to ensure that there are no errors on the page. Compress the html code after doing this.

Maintain a record

It's a good idea to find out and maintain a record of the website traffic and your search engine rankings.

Improve your webpage rank

It is the duty of a web designer to work on the pages that don't get high rankings, and improve those, after the site has been indexed.

Upgradation

Search engines prefer websites that are regularly upgraded, over those that simply sit tight without having any changes made to them. It's a good idea to upgrade the pages every few months, even if they're small changes.

Complete web design

Most web designers are aware that time and money are important when it comes to designing websites. They know that an extra 30% of their time can create a successful site with high

rankings. However, most clients get fooled by designers who make sites that only have high visual appeal.

Be a skilled webmaster

Several web designers don't know how to get high rankings on many different search engines.

Know what you want

Most web designers are simply not interested in high rankings because they feel it doesn't offer enough of a challenge being neither fun, nor creative.

Organic listings

Your website will participate in organic listings if you use Google or Yahoo for optimization. You can provide solutions to other peoples' problems and boost your business online if you know how to appropriately **use rich keywords, back links, social networks and optimized web pages.**

Common words

Remember to use commonly used words when searching. Include these words in your **web copy, page titles and description links**, and improve your business by attracting clients.

Javascrrips

It's advisable to avoid javascrrips on your website unless necessary.

CGI scripts

Invite the visitors to your page to get more involved, simply by adding CGI scripts to your site.

No broken links

Ensure the absence of broken links on your website. It helps if your website shows clearly in all browsers.

Avoid frames

It's not advisable to use frames on the website.

Dedicated server

A successful website has popularity and high traffic, and moving on to a dedicated server is a good idea. You will end up losing visitors if you remain with an unreliable server.

Auto-surf traffic

It gives you the option of feeding your website into a script that performs the function of an automatic pop-up advertisement machine. The pop-up machine shows a website for about 30 seconds before moving on to others. For every homepage that you show, one of your gets shown. The flipside is if you open up the auto-surf site and keep running it for a long time, then you will incur a lot of credit.

Buying traffic or impressions

In this case, a kind of re-routing of traffic takes place, where dead impressions are converted into productive internet traffic hits for your website. You can either buy internet traffic hits from an expired domain, or you have the option of sharing this expenditure with other websites which might be interested.

Tell-a- friend script

A tell-a-friend script is another available option if you want to rely on viral marketing strategies. This programming script is easy to use and effective. It allows users to inform their friends of the media that they see on a webpage which could be a flash game, or videos etc. In some cases, they can also send their friends the actual media, if the programming permits it.

The importance of back links

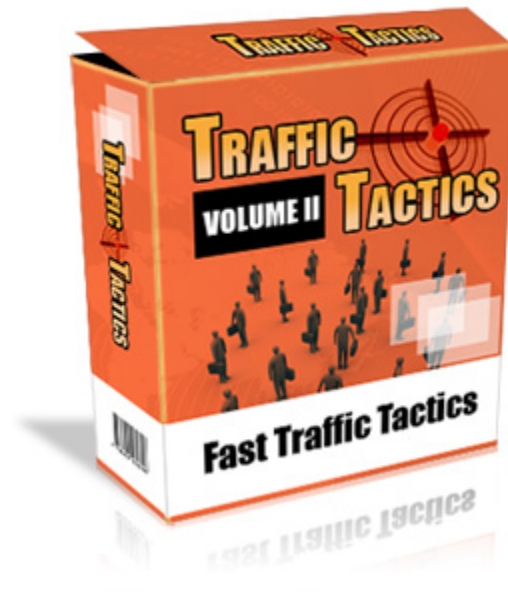
Most of the search engines lay a lot of stress on the multiple links that guide people to your site. One important feature is the text between the HTML anchor tag which, in blue and underlined, guides back to your site. Another important factor is the placing of that link. A back link should be placed in the middle of a page which has information corresponding to that on your website.

Alexa banners

Alexa offers several banners in different sizes which you can choose from. While it's free for them, it's a great option if you want to increase traffic on your website!

TRAFFIC TACTICS VOLUME #2:

Fast Traffic Tactics



Affiliate Program Tactics

Select your target audience first

First identify who are the people you would like to sell your product to. Start on the basic premise of identifying potential customers before actually selling your product.

How to approach your target audience

Figure out ways of attracting their attention and presenting your product before them. This has to happen by knowing your target audience and their habits well. Do not first invest in constructing a website and then trying to figure out how to get your audience to visit the website. Know your audience well and then construct the site.

Know what is hot and happening

You'll do well if you are interested in the in things. Rather than setting up a website about your favorite hobby, which might not appeal to people, cultivate your interest in something that is hot and happening, becoming a specialist in it.

Have a positive and realistic mindset

Positivism is always good, but setting realistic goals is also vital. Think positive but don't get caught up in the online hype, expecting to become super-rich very quickly.

Have the right amount of information

You can ground your business by not using the knowledge you have; also you can cripple your business by not expanding your knowledge.

Use the power of Google Adwords

Use this powerful marketing tool to try and earn more in commissions than your PPC costs.

Do your own writing

If you can write your own ads, articles and reviews instead of using pre-formatted ones offered by affiliate programs, you will be setting yourself apart from other affiliates.

Have a matching affiliate program

Your affiliate program should match the contents of your newsletter or website. If your content is marketing based then the page should also promote marketing products.

Promote the in things

It is basic common sense, but is often missed. Sell people what they are looking for most, and in the case of the internet selling information based products works best.

Get paid - without sales

Promote products of affiliate networks and get paid. Make sure that sometimes even when visitors don't purchase, but fill up forms, take surveys or download free samples or softwares, you get paid.

Build a List

It is vital to follow up on every prospective customer who visits your website. Try and get them to subscribe to a monthly or weekly newsletter. Keep them involved, for they'll all be valuable.

Targeted Traffic Driving

Don't go ballistic trying to buy all traffic in order to drive them towards your site. Instead rely on targeted traffic driving by imagining yourself as a potential customer.

Position links well

Positioning of ads is a key issue for programs like AdSense. Ads positioned in the so called hotspots of the page like the top of a left hand side bar - or inside content - or at the end of posts above comments section always work wonders.

Clutter free diversification

Don't make your blog look cluttered with links to affiliate programs strewn around all over. This could dilute the effectiveness of each of these links. Instead opt for a moderate number of links but of wide ranging products.

Don't try to fool your readers

Despite the fierce competition be honest in your dealings. Make sure that your readers know what type of links they are clicking on and with what consequences.

Look for alternate revenue streams too

Affiliate links and advertisements are not the sole means of generating revenue for your website. In fact some people stay away from affiliate linking because they tend to divert attention from the AdSense ads.

Use tools effectively

Keep yourself well informed about the developments in the affiliate marketing sector, by reading ezines and blogs. Newer techniques are being introduced daily, to use the internet to generate more money.

Don't Overdo It

Don't over stretch yourself by taking on more than 4-5 products at the same time because you also need to find time to research and analyze the products before actually marketing them.

Follow the results

Use tracking devices or packages that come with most affiliate programs to keep a tab on the links that are most active and those that are least. This will help your future planning, as far as affiliate programs are concerned.

Have your own website

By not using the exact same sales pages as other affiliates, you will stand apart from the rest. So get your website now.

Take part in forums and discussion boards

This helps you talk about your business and advertise it to various people and also importantly helps you understand things from a consumer's point of view.

Start your own ezine or newsletter

There's an abundance of such free newsletters on the internet and their popularity stems from the fact that anything well written and passionately presented always is of some use to someone.

Share a trustworthy relation with your readers

Only then will they take your recommendations seriously and your affiliate profits will rise

Use e-mails

E-mail product reviews and special features to people and keep them expectant for future e-mails.

Have a strong sales page

A strong sales page automatically helps sell your product. Step into the consumers' shoes and see if your sales page is convincing enough to make a purchase.

Don't straightaway send prospects to the merchant's page

Warm your visitors up by 'preselling' to them by giving them a seemingly non-biased review of the product.

Make people fill out your form

Send them to the squeeze page and make them prospects by making them sign up.

Speed of replying

Reply quickly to affiliate queries to form the best impression in the prospects' minds.

Treat affiliates well

Offer custom reporting, call them from time to time and cater to all their needs.

Exchange plugs with affiliate managers

This can be done with fellow managers using inserts with the affiliate checks when they go out.

Controversial Petition Traffic Tactics

Petition marketing is a viral marketing petition

It has not been very long since it has emerged in the internet marketing community. This community provides great results and the reason is mainly the use of the very effective viral marketing systems that are used.

ePetition

Petition is a formal request that is made mostly to a public authority. A petition is a written application or a message. When a petition that is a request or a demand is made to a public entity by posting it on line then such a petition is said to be and E-Petition or Internet Petition.

The advantage

The main advantage of an E petition is that it has thousands of viewers and thus the petitioner can use this fact as a potential benefit.

E-petition is almost similar to a feed back form

Here people just have to sign the form either in favor or against the petition made.

The party

The document is generally delivered to the right party once there are a sufficient number of signatures on it.

Scope for making a lot of money

With the help of the petition marketing techniques, you will be able to able to make a lot of money with ever petition.

Keyword rich petition content

There are a lot of ways in which you can make money with e-petition. The petitions are with keyword rich content. You can make money once you implement textual advertising such as Google Adsense, yahoo publisher network etc.

Opt-in subscribers

You can also create a strong opt in list of subscribers. You can do so by collecting email ids. You can also have your own blog or community to make it larger and to create more buzz.

petitionspot.com

One of the best petition sites on the internet today is petitionspot.com. Here you can get a large number of opportunities to promote petition on any topic.

ipetitions.com

With ipetitions.com you can create some very effective and sophisticated online petition campaign. Here you can host online discussions, collect donations and get signature from people.

Gopetition.com

Another international petition hosting site is GoPetition.com. The software here is very user friendly and can be customized; they provide custom petitions and also a lot of campaign tool for promotion.

PetitionThem.com

PetitionThem.com is the best site that keeps the interest of the common man in mind. Here all the petitions can be posted without any charge, in addition to this there are administration tools and a bulletin board.

Petition portals

Petition portals provide a space where the public petitions can be posted. Here you have to provide the tools to post and publish the petitions in the various different categories.

Petition script

You can use the web site Guru to download the petition script. This petition script is very easy and effective, you can easily manage online petition with this on a MySQL database. Important thing to note here is that you will need PHP knowledge to install this script.

Petition forum

Another petition website that you can try is the Start Your Own Petition Forum. Here only the registered members are allowed to sign.

Petition Hosting Providers

You can make use of the established Online Petition Hosting Providers. Most of these let you post the petitions for free, here you can post petitions on almost any subject and can reach out to almost all the audience. Here you can create a powerful online petition in a matter of minutes.

Affiliate program

Here you have a chance to make some serious money via the affiliate programs. To do so all you have to do is to include subject specific affiliate links. You can choose from a variety of programs such as Click Bank, Amazon, and Commission Junction etc.

Mailing list managers

You can also collect the email addresses of all the people who submit the petition and also all the people who sign these petitions. You can use mailing list managers such as Aweber.com to manage the list and also to broadcast messages to your list.

Sponsored ads

You can make some money by charging a fee on the sponsored ads that are placed on these pages. These ads can be anything from a banner ad to a text ad. You can also charge a monthly fee for keeping rotating banner or links.

Featured petitions

You can also make some extra money with the help of featured petitions. As compared to other texts the featured texts get more exposure. To make it more attractive you can make the featured petition in bold text and in highlighted color.

Premium services

You can charge extra fee for the premium services that you charge. In addition to all the free services that you provide, premium members get additional services such as image hosting, add free petitions etc.

Donations

Most of the times people are ready to donate a decent sum to the petition hosts. In order to encourage the same you can place Paypal or EGold donation buttons there. Even if the donation is small, it is still an added income for your site.

Legal notice

It is essential that you have a legal notice. It is absolutely necessary that you have disclaimer that states that any petition that is posted on your site does not in any way reflect the opinion of the firm or the paid sponsors.

Promise privacy

It is important that you specify that you do not share or sell the personal information such as the name and the email addresses of the petitioners that is included in the petition.

Tell a friend tab

In case you have a tell a friend tab, that allows a person to forward a petition to his friend, then make sure that you do not store the email address of the friend on your data base.

Petition topics

You can write a petition on any serious topic that demands attention; it could be any topic such as lifting UN restriction.

Well written petitions

It is very important that the petitions are well written, because a well written petition can attract a lot of attention including media attention.

The extra effect

You can add photos related to the petition for the extra effect.

Mention your details

Specify your name and address in the petition.

Positive petitions

Do not accept any petition that promotes hatred and ill will.

Mailing List Advertising Tactics

The articles that you send must be highly informative

If the information that you send has valuable information, then the customers will get an impetus to stay on your list. Not only that the customers will want to be contacted by you and will wait for your next mail.

Make your emails simple and user friendly

Try and write in a conversational manner, it is important that you mail addresses the customer directly. Try and stick to small paragraphs. Customers lose focus if you have big paragraphs with points that are clubbed. Keep each point in a different paragraph and then spare a line between each paragraph.

Keep your customers updated

All those who have subscribed to your list are definitely interested in it, otherwise they would not have subscribed in the first place. Keep them updated about new products, news about your company etc. it will keep the customers happy and they will appreciate this gesture of yours.

Get to the point and quick

The first thing to remember is that your customers are no fool. They understand when you lie to them, so it is no point making false promises to them. As long as you tell the truth, chances are that you will be able to bond with the customer and make a sale when the time comes.

Experiment, reach out and try different things

If you want to rise above the rest it is important that you try out different things. You should try and use different means of communication such as audio, video and anything that can help you attract customers.

Work on your current customers to find new business opportunities

The best and the cheapest way to get new business and potential clients, is to work on your existing customers. Although it is a very effective way most of the business houses ignore this possibility.

Make the best use of your sales data base

The sales and marketing data base is the best source of finding customers. Any company can utilize this data base to the maximum in order to benefit the organization.

Your employees could be the source to get new clients

Each and every person who is working in your organization is a source which can help your organization tremendously. Your new customer could very well be their contacts, neighbors, friends, suppliers and anybody else.

Lists contained in your server are also a great help

The sales and marketing folders in your network list also act as a great store of potential client's information.

Request from your websites

Although today it is very easy to send inquiries directly in to your CRM, but still most of the organizations do not follow this method, they generally have inquiries that are routed to the sales staff, these inquiries more often than not do not even reach the data base.

E-news letter subscription

You can have your subscription list managed by a separate email distribution vendor. Although these companies are great at managing the emails and subscriptions, only a few of them automatically integrate with your internal data base.

Try joining various groups and networks

You can easily find new clients once you widen your approach, to do so you can join different groups and associations.

Try and figure out your target sale group

In case you are selling to a specific target group then you can have a list drawn out of people who fall in that category.

Online discussion group

You can have an online discussion group and even an online news letter, to spread the word about your company.

Get the attention of the media

You should send press releases to all the local news papers, to find about the local newspapers you can pick up copies of papers that are sold in your area and find out the address and the web site of these media houses

Networking

You can get a list of people with the help of networking lists of all the people with whom you meet. These people could be your associates, friends.

Be careful about the purchase of mailing list

All of us wonder, if email marketing is good for the organization. The main issue with email marketing is "spam". With the growth of anti spam software you have to be more careful about where you purchase the mailing list from.

Look at the economic benefits

The key factor that you have to keep in mind, while undertaking mail marketing is the return on investment. The mailings lists are not very cheap and you should make sure that the returns outweigh the costs.

Have the right size of squeeze page

The information in your squeeze page should be just enough so that the customers are not in a position to say no, and they will have to opt to the mailing list in order to get whatever free gift is in store.

Have no outgoing links

As the only reason you want to have a squeeze list is to let the visitors opt for subscription, you should not have any outgoing links.

Use bullets

Highlight your points by using bullets so that visitors do not have any hassles in identifying the key points.

Keep your marketing list up to date

Keep your list clean and up to date. It is important that you remove all the fake names and addresses from your books and avoid any duplication of names.

Have valid permission

It is very important that all the records in your books are permission based.

Profile your marketing lists

It helps you to directly address the customers and also find more customers.

Make sure that your mails are not taken as spam

For this you must make sure to comply with the web consortium standards.

Have crisp content

People do not have much time to spend, make sure to have content that is informative and is user friendly.

Send a reasonable sized email

Do not send huge emails and also inform your clients in advance if you are sending a zipped file.

Return receipts

Do not ask for a return receipt for every correspondence.

Use spell check

Make sure your emails are free of spelling errors; make sure to use a spell check.

Test your mails

Test and see that your email looks just what it should look like to the customers.

Paid Web Space Advertising Tactics

Revenue models

The most confusing and ambiguous part of paid advertising is the revenue model choice that you have to make for ads. Each of these revenue models has their advantages and their disadvantages and your choice rests mainly on the site's audiences.

CPM ad

CPM ad is the simplest of the entire revenue model and it was the first of the lot to emerge. CPM means cost per thousand and as the name indicates it is the cost of showing thousand ads.

Unique impression

In actual practice, you do not earn the full amount for every impression; in case you are using the services of an ad agency they usually charge a percentage of the income. It may also be that you are paid only for the unique impression, it means that you get paid only for the time a particular visitor sees an ad.

CPC

A cost per click ad helps you to earn each time a person clicks on your ad, the amount that you earn might vary from a nickel to fifty cents. As with the case of CPM, you might be paid only for the first click from an individual user and you may also have to pay a certain amount of money to the ad agency.

Risk factor

There is an element of risk in case you are running a CPC ad, the reason is that in case none of the users click the ad, you end up earning nothing. But on the other hand you have a chance of earning more than the CPM ads in case the target audience of the ads matches the visitors of your site.

Ad performance

The performance of the CPC ads varies greatly between particular ads and particular sites. The performance of ad is mainly dependent on the money that it makes based on the number of views.

CPA

As opposed to CPC where you get paid when a user clicks on the ad, in case of CPA that is cost per action, you are paid only when the user completes a transaction.

Cost per lead

In case of cost per lead, you are paid each time a customer provides his contact number or signs.

Cost per sale

In cost per sale payment is made whenever a person buys a product or more. The commission is usually a percentage of the sale proceeds, so the larger amount the user spends the more you earn.

Best ad

In order to know the best ad, you have to spend some time experimenting with different ads. You should run as many CPM ads as is possible and should also experiment with CPC and CPA ads.

Regular checking of ads

There are instances when some CPA and CPC ads just give away free advertising. It is thus very important that you run a thorough check of the CPM regularly and run only the ads that prove profitable to you.

Check the ads YOURSELF

It is important that you look at the ads yourself.

Ad content

It is important that you realize that in case your viewers are not being able to enjoy content because of an ad then chances are that you will lose out on business as they might not return.

Effective advertising

The most cost effective advertising on the internet is actually paid advertising. Saving cost does not at all mean doing advertising for free.

Advertising deals

It is a good idea to get some help to dig out advertising deals on the many websites, although it might cost you a little extra money, but then you will have more time to prepare for your advertising campaigns.

Communicative ads

The main reason why we try to save cost is to push up the profit, so it is very important that your marketing system is good and it communicates well to the visitors.

Role of Google

With the conversion factor introduced by Google you can very well track the conversions that results from the advertisements. With the help of this tracking factor it is now possible for the advertisers to find out their actual return on investment.

Expanded matching

Google has also introduced expanded matching; this has been introduced as a part of its broad matching of keywords.

Increased click

The increased click – through threshold is designed to help those ads that face a hard time getting noticed due to the poor search relevance.

Blogging

It is very important that you pick up bloggers whom you have trust.

Text link advertising

Text link advertising is also very important as it can provide you with some SEO benefits.

Paid syndication

Paid syndication involves sponsorship of a web site; here your content will be merged and integrated in to the framework of the site with which syndication is to be done.

Feed based advertising

In case of feed based advertising, it is a common opinion that measuring of return on investment becomes difficult.

Banner advertisements

Banner advertisements are also very effective in case of branding purpose.

PPC

Pay-per-click advertising is very effective in case you are building a mail list through your landing pages or in case you are promoting affiliate programs. It is also very useful in case you are selling products on the web.

News letter advertising

In case of ezine or news letter advertising, the traffic inflow is greatly increased

Pick up the right sites

For advertising it is very important that you pick up sites that are already high on ranking for all the keywords that are relevant for your site.

Attract with banners

Banner ads are very effective in drawing the attention of a visitor as they are flashed at the top of the web page and are very colorful.

Correct placement

In order to make sure that your ad fetches traffic, it is important that you place it where it can be easily seen.

Participate Contest

You can also have contest and offer cash and other prizes in order to generate traffic to your site.

Pay-Per-Click Tactics

Have keywords on the display URL

In case you are targeting any keyword, for example say “real estate” then create a display URL of www.thenameofyoursite/real estate.com.

Keep the keywords separated

It is important that you do not club in key words that are dissimilar in nature under one group. If you do so, it will become very difficult for you to find out which key words are the ones that are performing well.

Keep an eye on your position

In case your ranking is among the top three positions, then it is better if you try to bid for the fourth or the fifth position with pay per click.

Try out different advertising styles

You won't know which style works the best until you have actually tried them. You can test a soft styled writing with a hard selling strategy. You never know which type of writing will impress the customers. You should give each type time to analyze the results and then decide which one suits the best.

Have the key words on the landing page

Make sure that you have keywords on the landing page and these should be the exact words that the customer has typed in. It is important because the only reason a customer clicked on your ad was because it contained the key word that they wanted.

Avoid landing the potential customers on the home page

Sending your customer on a very non specific page is the last thing that you would want to do. It is a real customer turn downer.

Have a plan

It is important that you have a specific plan when you are picking out keywords. These should be such that the most significant priorities of your business is taken in to account.

Use a software that can manage your bids

These are the software that can turn off your keywords. These are very important as this way you can avoid paying for clicks that happen other than at business hours.

Bid sensibly

It is very important that you are prudent while you are bidding; never bid for anything more than what you can afford to pay.

Choose keywords that are less bid for

You will find business men paying a sum as high as \$5 for some key words where as they could have paid something very low for a similar word. You can use the service of word tracker to find keywords that are related to your business but the ones that are not bid by your competitors.

Bid on targeted keywords rather than general ones

Most of the time bidding on general keywords turns out to be more expensive because they get the highest number of searches. Instead it is wise to bid on a hundred or more targeted words.

Bid on the lesser known PPC

The PPC leaders of today are overture and Google. But it is also wise if you check out the lesser known ones. The most common out of these are find what, kandole, enhance interactive, look smart and epspotting.

Create separate ads

Although this is a very effective technique, yet very few businesses actually use it. You should write ads that are specific to each keyword that you use.

Get listed in specialty pay per click

Try and get listed in the specific PPC lists that target a specific group such as pet owners, brides, car owners etc.

Write crisp ads

Long ads make for a boring read; make ads that are crisp and small. Try and get your message across without using a lot of space and character.

Being ranked number is not all that important

Although it helps your sake if you are featured in the top 10 ranks, but people do go through the second and the third page listings.

Try to have an exact match

Having an exact keyword match is what triggers a listing.

Phrase match

The key word phrase helps to trigger the listing.

Broad match

The listing can be triggered even if the words are not in proper order or are separated by other words.

Negative match

The listings do not appear if a “negative word” is typed along with the keyword.

Contextual targeting

To increase the exposure of your ad, you can resort to contextual targeting. Contextual targeting places your listings on those web sites, whose content is somewhat similar to your ad.

Geo-targeting

In case you sell products that are meant to be sold locally, then Geotargeting can be of great help. With the help of Geotargeting, you can choose the countries in which your ad will be displayed.

Day parting

This feature is now available only on Kanoodle; this allows you to choose the different time in which your ad appears in different regions. With this feature you can make sure that your ad is featured only in the prime time.

Keyword research tool

Keyword research tools help you to find out the common misspellings of the most popular keywords. This way you do not have to pay a bomb for the common keywords and still generate traffic for your site. Recommended: <http://www.freekeywordtrackertool.com/>

Multiple ads

With Google AdWords, you can split test different ads for the same keywords, in doing so you will be able to find out which ads attract the largest customers.

Avoid joining the crowd

Do not join the crowd and bid on the expensive and popular keywords, it is better still to bid on the common misspellings and other variations of these words.

Check the cost and revenue ratio

Never ever pay for a click more than what you can expect to earn from it.

Try other PPC search engines

It is a good idea to bid on other PPC search engines as here you may even be able to bid on the common keywords that you couldn't afford to in Google and Overture.

Try to get ranked in the top 3 positions

The top three positions in Google or Overture means, you can reach about 80 percent of all active net users.

Make your landing page buyer friendly

Make sure that your landing page should be such that it is easy for customers to make a purchase.

Peer-to-Peer Network Tactics

Business growth

In case of most of the small business network, they experience growth as their business evolves. Although from the growth prospective it is a good sign, but from a network prospective this often mean disaster.

Corporate network

Most of the times large corporate networks are set up in the domain format whereas on the other hand the small business networks are set up in peer-to-peer format.

P2P format

In the P2P format every PC is responsible for its own security access. In this case every PC is equal to every other PC in the network.

P2P is legal

P2P is absolutely legal and there are no qualms about distributing files through this system. What is illegal here is to use the software to download materials that are protected by copyright, it is so because you cannot use these materials without paying a royalty for its use, it is protected y law and downloading it with the help of applications and software amounts to criminal offence.

Attitude of the users

The attitude of the users is very important factor that decides the fate of your network. In case your users are security conscious, then there are high chances that your network will be secure

too, in case your users are not security conscious there are chances that you may suffer from internal mishandling.

Domain controller

The network set up in this case has at least one server along with a domain controller. The domain controller helps to manage user and the computer access. Because of this it is possible for the network administrator to relieve him from touching each and every PC in the network.

Logging in

When a user logs on to a particular PC in P2P network, the user just has to authenticate it, but in the case of domain system the procedure is a little more complicated, than just authentication.

Know what you are sharing

It is important that you know what you are sharing, when you share a file it becomes available to million of users all over the world, so it is very important that you know what you are sharing.

Protect your personal information

In case of some applications, files get shared automatically, in case of other applications your entire hard drive is made available for sharing. So make sure that your personal information does not get shared.

Safe download

It is important that you know what you are downloading and it is all the more important that you know who you are downloading files from.

The right source

It is very important to download from the right source because downloading can be a source of viruses and damaging software.

Latest anti-virus software

Make sure that your computer is equipped with the latest anti virus software and also try and scan all the files before you bring it on to your system.

Security tools

It is like wise very important that you use security tools.

No unlawful activities

It is important that you do not indulge in any unlawful activities. You can share games and music and other such stuff, but it is unlawful to share copyrighted stuff.

Spywares

Spy wares are very damaging to your privacy. Spy ware can collect information about your computer and transfer it to third parties.

File sharing programs

In case you are going to use the file sharing programs it is important that you remove any spy ware that is on your computer.

Be alert

Try and keep a check on what information your software is collecting, not all spy wares are bad. Still it is important to be on your alert, after all prevention is always better than cure.

Avoid giving personal information

It is best to avoid programs that collect a lot of personal information.

Protect your PC

Talk to the members of your families who share files online, there are real threats associated with sharing of files which should not be undermined. It is important that you take in to account all the above steps to protect your computer from viruses and damaging software.

Identifying of P2P users

In case of identifying P2P users there are only two choices that are available they are port based analysis and protocol analysis.

Port based analysis

To detect P2P user's port based analysis is the most basic and the straight forward means. It is based on the principle that many of the P2P applications have default ports on which they function.

Port matching

Port matching is very simple to apply but then it has some very obvious drawbacks; most of the P2P applications allow users to change the default port number. They can do so by selecting whatever ports they like.

Protocol analysis

An administrator can go in for application layer protocol analysis if he is not happy with the results of simple port matching.

P2P application solutions

Most of the P2P application solutions these days include the L7-filter, Juniper's net screen-IDP, Cisco's PDML, Alteon Application Switches, and Net Scout.

Signature based authentication

Signature based authentication mainly means that the product should read and process the entire network traffic.

Application level

The signature based identification of the application level (L7) is highly resource intensive. The higher the bandwidth network, the larger the cost and resource requirement that you need to inspect it.

Naming the file

It is important that you name the file, so that the files can in some way promote your web site.

Traffic information

It is usually easy to derive traffic information from various network devices; it can actually be done without affecting network performance and the service availability.

Recommended P2P networks

There are certain recommended P2P networks they are:

- Centralized P2P network such as napster
- Hybrid P2P network such as JXTA.
- Decentralized P2P network such as KaZaA
- Structured P2P network such as CAN
- Unstructured P2P network such as Gnutella

Gnutella

Gnutella is decentralized and it means that no company or organization controls it. It is a P2P protocol that is used by programs such as Lime Wire and Mopheus.

Tactics on Using Auction Sites and Tell-a-Friends to Drive Traffic

The huge size of the market

EBay occupies a virtual space, thus it is not fettered by space constrictions. Innumerable number of sellers and customers interact within that unlimited virtual space. So the scope of the market is limitless. If you put your product up for sale on EBay, you will attract more customers than you ever can in a traditional business.

eBay can generate customers and sellers

since the number of buyers and sellers who operate on EBay is infinite, the possibilities which such a market has to offer attracts more and more bidders, which in turn acts as an incentive for more and more sellers. In the next couple of years, the estimated membership of EBay will be phenomenal.

Geographic distance

Geographic distance is rendered insignificant each business has a market, and that market is located in a geographical territory. In order to expand the territorial limits of that market the business has to invest money. With EBay a seller can sell his good to a person situated in another continent, by just clicking his mouse.

Time limits do not apply

Since customers and sellers are often situated in different time zones, EBay auctions operate round the clock. This feature also increase the customer-ship of a product,

Buyers are ecstatic

Bidding at an auction site is not really much different from gambling. Often bidders get carried away and thus the product is ultimately sold for a price much higher than it would fetch at an ordinary over the counter deal.

eBay auction is not capital intensive

Often people complain that the cost of operating in eBay is very dear. But this is only true if you are trying to sell the wrong products. Compared to the kind of customer base your products will get at eBay, the investment is really dirt cheap.

Benefits of online auction

Online auctions provide many benefits to both the business firms and the potential clientele. Certain goods and collectors items are available for cheaper at online auctions.

Auction ID

Your auction ID should match your web address this is important. Then every transaction you make, will be marked by your ID. Before transportation, remember to provide your contact details, a note of thanks and papers required, etc.

About me

Most auction sites have an About ME section where you can provide relevant information about yourself and links to your site.

Follow the rules

Auction sites have strictures regarding what information or links you can provide and what you cannot. Remember to abide by those.

Make allies

Strike up a friendship with other sellers whose products might complement yours, provide them with discounts and offers.

Advertisements

Your auction details should contain ample keywords relevant to the topic. In that way, a search will provide links to your site. Advertise your products well.

Traffic

The more customer traffic your site attracts the more profit you may earn in the long run by involving them in various deals and making sales. You can even earn money (about 5 cents) for every person who visits the auction.

Keywords optimization

Usage of keywords is essential, and the keywords used to search for your product should be used in your title and your subtitles so that more customers view your page.

Cross promotion

Cross promotion of products means linking the traffic of one product with another to increase page visitors and thus potential customers. Buyers on EBay are always on the look out for more and more products to buy.

Attractive catch phrases

Sprinkle your advertisement and content with catchphrases like free, amazing, extraordinary, superb, proven, certified etc copywriting skills come in handy.

Interactive forums

At various forums you can use the link to your page as a signature.

Digg.com

If the content of what you submit is enjoyable then it will be more popular. This is a last resort if your auction is a joke.

Bidd.buds

It is a community on EBay which allows you to display a picture of your product.

Articles

Articles containing your product details and links to your page may prove useful in attracting visitors if distributed properly.

Reports

You can include links to your eBay store in your report on eBay.

Tell a Friend Script

It is a basic programming script which enables a visitor to your page to forward the media on your page to his acquaintances.

Attachment forwarding

The person who wants to send the media to a friend can do so by entering his own and the recipient's email address and then forwarding the media as an attachment. The recipient won't think it to be spam.

The strategy of Tell a friend script

It is a convenient marketing strategy, as chances of your mail being blocked are slim.

Recurring forwards

When the recipient views the media through the email, he is also introduced to the company's profile, and a description of its goods and services. He in turn can forward it to someone else.

Spreading the word

In this way more and more people will get to know about your company and your product and also pass on the information and links to your store to others. The customer base will increase rapidly.

No major skills required

In order to get this script you do not need any major skills in programming at all.

Just a click

Many sites on the internet offer tell a friend scripts and you just need to click on them to know all you need about conditions which might apply to the usage of this script and other details.

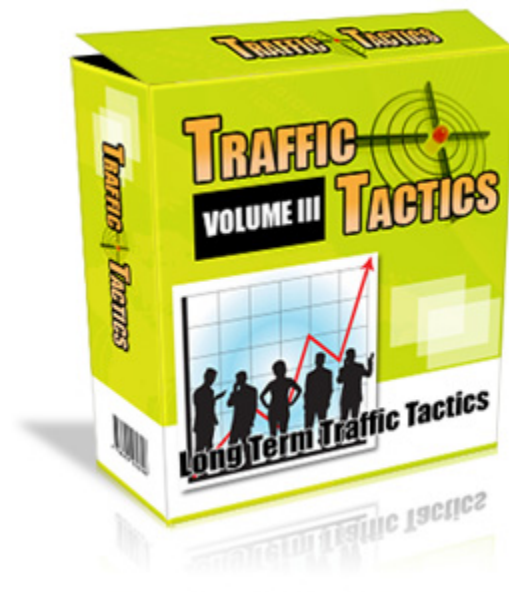
It's affordable!

Tell a friend script is a cheap and easy method to ensure that the traffic to your store increases almost magically. Add to this a little out of the box thinking and your product will be sure to attract a lot of interest, thus your profit will increase too.

Steady results

However the increase may not be immediate, so you will have to be patient, it might take some time for your media to achieve the expected circulation, which it will, sooner or later.

TRAFFIC TACTICS VOLUME #3: Long Term Traffic Tactics



Article Marketing Tactics for Targeted Traffic

Avail the advantages of Article marketing campaigns

Article marketing or bum marketing is a popular and effective means of promotion that will add great value to your brand increasing its popularity.

Overcoming setbacks

Has article marketing frustrated you? Do you complain that your strategies never work? These are common setbacks that need to be overcome and can be done easily.

Focus on the writing style

One must step into the reader's shoes and write from his perspective. The style should therefore be easily understandable, informative and effective instead of being flowery.

Quality

The most important principle for article marketing is of course the quality of articles. Remember that you are not writing to contribute to the back links, make the quality of articles as good as possible.

Frequency

Try and write as frequently as possible for it will not only help improve your style and skill but also help in making you familiar to the world. Being a familiar name will get you more work and market share.

Wide genre

Research widely about all possible subjects and genres and write public articles on them. This will improve your skill and reputation.

Hiring ghostwriters

If your writing skills aren't good enough, hire yourself a professional writer or a ghost writer. Concentrate on the business elements while he can work on the articles, once you have given him the details and explained the purpose of each article.

Write for popular websites

Contact popular websites like Ideamarketers.com, Goarticles.com, Ezinearticles.com, www.marketing-see.com, www.searchwarp.com etc who look for fresh writers to write original, informative articles for them.

Specialized directories

Write for article directories that specialize in your areas of interest. You will become familiar in niche areas and will soon be regarded as a pro in such fields.

How to use leading search engines?

To measure how well you are doing at article marketing write 5 articles for Ezinearticles.com and then wait for about a month. See how well you did by keying in keywords from those articles along with your name on Google. Your article can actually appear on the first page of the search results.

Success through search engines

Yahoo! and Google can also add to your success rate by picking up articles that are well written, well presented, are informative and contain the correct keywords. Your article has a chance of being picked up once in every hundred.

How to improve?

Improving is a constant process and by taking care of a few basic things apart from the quality of the articles, you can ensure that your article will do well.

Keyword usage

Research the use of keywords in sites like www.wordtracker.com. While writing articles, include keywords which have more number of searches. Article should have a keyword density of 4-5%. Also fit the keyword in the title, first 90 characters and thereafter evenly in the rest of the article.

Regular submission

Submitting quality articles 5 times a week should also help you feature in the page of the search results.

Display your picture along side your article

You can do this by getting your article(s) published on websites like American Chronicle which are connected to Google News. Since such websites are syndicated with Google News, your article and your photo will become available to millions of internet users, as you publish your article through Google.

How to register in such sites?

Go to the website, scroll down towards the end of the page where you will find the 'Submit Work' tag. Use this to sign yourself up and then publish articles with your picture.

Use multiple identities effectively

Popular sites like ezinearticles.com allows you to create several accounts, which means that by using a single keyword and identical title names you can have two separate articles featured among the top ten in Google's search listings. Pen names can be used to create multiple accounts. Do not let the quality of your writing suffer; only the titles can be same and not the content.

Use blogs for auto-syndication of articles

At the hand of professional users blogs have become potent means for marketing and promotion of events. Blog links of your article titles on other people's websites can help you get more traffic.

RSS feeds

Good blogging software provides automatic RSS feeds which are extremely beneficial as they allow people to quickly read or subscribe to your articles. You can also ask webmasters to use feeds on your articles in their websites, this gains you more exposure.

Exclusive articles

Write articles exclusively for content driven websites with very high traffic flow. Exclusivity of content will get you more traffic hits and niche recognition.

Terms for exclusivity

It is crucial for you to know that by exclusive articles we mean articles that you publish for one website alone and no where else, not even in your own website.

Podcasting

Collect articles on similar topics, audio record them using information from websites like www.podcastautocue.com.

Power of Podcasting

Use traffic heavy sites like iTunes, Yahoo!, iPodder.org etc effectively to upload your podcasts or audio files.

Using Squidoo

Squidoo, a website, lets you build lenses on your favorite subjects. So you can actually post your articles or the RSS feeds on your Squidoo lens.

Quality matters

Though you get free promotion and exposure at Squidoo, remember that your article has to be well written to attract attention.

Affiliates

Give pre-formatted, good articles to affiliates which they will copy-paste on their websites, blogs and ezines, helping promote your work.

Networking

Spread your reach by interacting with other article marketers/writers. Do this by registering in networks like Ezinearticles.com

Sharing Information

This increases trust and reputation getting you more jobs from your peers.

Comment

Comment on your peers' blogs, this will help you gain recognition.

Act

With these tips for successfully article marketing, all that remains is for you to start using them.

Blog for Traffic Tactics

Use the right software

Selecting the right software for blogging can go a great way in making you stand out among the crowd. Custom blog software would be very useful, since users can customize it themselves.

Blog hosting

Always host your blog on your own domain. If you place your blog on another domain, it may not be able to attract public attention, build confidence, and improve rating in search results. So using a different domain is the biggest mistake one can ever make.

Title tag

Whenever you put a title tag, make sure that it is relevant to the subject matter, and is not just a random one. You put a title to attract your visitors, so ensure that it is short, and snappy.

Article marketing

Notwithstanding which area of article marketing for your blog you have ventured into, there are many public forums for that topic, which you must actively participate in. There are quite a few online communities, where you can post messages or initiate a discussion to increase your visibility, and attract a huge community of people to your website.

Tagging

Tagging is very important. You can visit Technorati for this purpose. If you have many tags on your page, then it will show in the search results.

Technorati

Testing Technorati is extremely important. You must notify Technorati whenever you have made a comment on a blog. For this purpose, you will need to ping Technorati, or else, you may take the help of Ping-o-matic, which automatically alerts Technorati whenever a comment is posted by you.

Boosting blog's visibility

To increase your and your blog's visibility, it has become clear that commenting on other people's blog is extremely important. But a primary concern is that you must comment on a subject which you are comfortable with. You need to search to get across a proper blog where your comment will be appreciated.

WTF at Technorati

Bloggers are allowed to comment on why few of the topics are a hot favorite. This can be done on a Technorati feature known as WTF.

Rate and ranks

Technorati can rate and rank any blog, based on the links to the blog. That is, your blog will get a higher ranking if other blogs link to your blog.

Blog commenting

Commenting on other blogs has also become important because others will then comment on your blog. A blog becomes dry and dull if there are no comments on it.

Choose your blog topics

There are people who simply join in the bandwagon without much knowledge on what it is all about. If there is some great news about something related to your industry, it does not necessarily mean that you should jump to cover it, or even mention it. Yes, that does help to increase your popularity, and sharing something is always good. But if you don't feel the need for doing it, simply leave it!

Intelligent linking

If you link things in your blog, then do so in an intelligent manner. Don't link each and every issue that you want to, but maintain a fine balance between linking important topics. Both under-linking, as well as over-linking, are not good. So conventions and creativity should be used only when the circumstances so warrant.

Invite contributors

You may invite a famous person to contribute something to your blog. It may be something that he specializes in, but that will surely add sheen to your blog. by doing so, other people become aware that you have an association with famed people, and invariably, your blog will get more hits. Also, the celebrated person will feel flattered on the status you provide him or her.

Interaction

Make your blog interactive. Mere textual data becomes monotonous after a point of time. So use graphics, images and charts to make the blog appealing to the readers.

Provide answers!

Whatever niches you might be in, there are always some questions whose answer remains vague. So you can focus on those important issues and provide a concrete answer for those questions.

Tracking visitors

Software which tracks visitors can analyze the areas most frequented by visitors, the ones which hardly get any hits, etc. so these vital information can be used for betterment of your blog. Feedburner is very good for RSS purpose.

Charisma

Online, as well as offline, charisma is always valued. The voice presenting something in a blog is extremely important, as people appreciate honesty, compassion, empathy and other emotions associated with it.

Proper archives

Proper archives need to be maintained. Sorting them out date-wise or subject-wise always helps. Generally, archives must include every article that has ever been posted on the blog, but from the usability point of view, you can just link interrelated topics in a blog post.

Blog URL

URL's are also important as it gives the readers a view of what lies on that page. The best URL's should be short, but having enough information regarding the content of that webpage.

Sharing information

An open source on the internet is always welcome. Sharing private information on the internet is always considered a good marketing strategy.

Don't go overboard

If you over-market all your blog posts, negative sentiments will prevail. So be cautious on this front.

Link bait

Capitalize on linkbait, if you have got it. Your website needs to be very much presentable if it hits the front page of Reddit, Digg or any other place where a constant flow of visitors will be ensuing.

Writing style

Your readers will personally take your style of writing and your focus on subjects. If you constantly modify that style, you will disappoint those segments of people who rely on you for that subject or style.

Branding tool

Building a brand is very important. A good brand is one which people feel pride associating themselves with, so such a brand must be built.

Blog submission

Blog submission to blog directories is very important. BlogCatalog.com, blogarma.com and bloggernity.com are some famous blog directories.

Yahoo feed

You must create a feed on Yahoo! This option is available under the "My Yahoo!" tab.

Google Adwords

Google Adwords is expensive, but a great marketing tool nonetheless. A low-cost option is also available with them.

Blog name

If you can, buy a domain name for the blog, which costs about \$10 annually. You won't even have to shell out money for hosting.

Frequency of blog posts

Regularly update your blog.

Signatures

Make it a habit to use signatures. Put a link of your blog in your signature, and use it while sending emails, posting on forums, etc.

Search Engine Traffic Tactics

Domain age

Search engines always favor those sites which have been around on the internet for many years, so the domain age is a very important consideration.

Regular upgrade

Make sure that you update your website regularly, since the search engines always favor those sites which are always up-to-date.

Write for your visitors

Always write articles which cater primarily to your visitors. Yahoo!, Google and others have people visiting all the time, but hardly anyone has ever responded positively to signing up for a newsletter, buying anything online, or even calling up for enquiry purposes.

Press releases

Press releases should be used with utmost care. Get into a useful relationship with the local media authorities which relates to your industry, and try to get as much exposure as possible, from them.

Flash

Though Flash is very attractive, search engines cannot recognize text typed in the Flash piece. So you may wisely use flash to communicate information, but make sure that the key areas are not used in a flash environment.

Meta tags

Use Meta tags. They are the invisible tags and the search engines can identify them for categorization of content.

Heading tag

Always use a heading tag, and most importantly, make the heading tag a keyword which should be relevant to the base of the matter that you are writing.

Site map

A site map should always be considered. Using the site maps, the search engines can navigate through each page of your website to index every single page.

Keywords

Use keywords in the articles and make them bold. But don't overdo this; it is really a big put-off!

External links

Make sure that there are external links to almost all the pages of your website. If there are links to many pages of your website, then the search engines will feel that your site has a lot of good content to offer, and it will add value to your site. But if most of the external links head to your home page, then the conclusion will be that your site has nothing worthwhile to offer!

Business address

If you can get a business address in countries like the United Kingdom and Canada, then nothing better than that. They have many directories for company websites, so a lot of scope lies there.

Article distribution

You can offer articles to some ezine publishers who archive the ezines. In the archives, the links will stay alive for quite a few years.

Images

If there are image links in the navigation bar, make sure to include text links as well. But ensure that the text links are showed in the source code itself, since the search engine robots will follow the primary link to any given page. Additional links cannot be followed on the same page.

Multiple domains

You can have many domains if you have varied topics, and each of whom can warrant a website of its own. This is beneficial because the search engines generally target only one page per website, mostly the homepage, so if you have multiple domains, you can increase your exposure easily.

Link exchange

Exchanging links are generally good, but useless at times. But exchanging articles are more useful. You may publish some other author's articles, and include the link to his website, who may do the same for you.

Link titles

Adding titles to links can be very useful as well. Besides aiding visually impaired users to know where they are going, search engines can search for relevant information in those titles as well.

Anchoring text

Anchoring text is a strict no-no. If you always use your company name or your URL, Google and other search engines look down upon it. At times, relevant tags can be used as well, which provides visibility in the eyes of the search engines.

Keyword research

While starting a project, do a thorough research on the keyword. There are free versions of [Word Tracker](#) and [Keyword Discovery](#), but they also have a paid version which is even better. So your budget permitting, opt for the paid one with many added features.

New PPC account

Opening a new PPC account is very beneficial, notwithstanding whether it is Adwords of Google or any other marketing tool. A PPC account can get you actual search volumes for specified keywords.

Keyword stuffing

Refrain from stuffing the keywords in the articles. Using excessive keywords makes the article meaningless, and puts the reader off.

Invisible content

Some webmasters use invisible content which people cannot see, but are laden with keywords to attract search engines. When the search engines find this out, they may ban your site, so refrain from resorting to such an activity.

Heading tags

Avoid using too many h1 heading tags.

Link farms

Don't use many link farms. They basically are single pages having links to numerous other pages.

Scope for improvement

SEO is not an event which you can take up once and then forget. The algorithm of search engines change quite often, so what did well last year may not perform in the same manner this year. So you need to be committed to continuously strive for betterment.

Be patient

Results will not show overnight. If you are new to SEO, prepare yourself for at least a month's outlook to see positive results.

Set goals

Always have a concrete goal regarding what you want to achieve. You need to have good plans for the efforts that you put into SEO. Besides, you would need an analytical software to constantly monitor what is reaping benefits, and what is not.

Make the best site

Strive to make your site one of the best in business. People always want their site to be featured on the top of the list of the results of a search engine. If you realize that something is amiss from your site, work on it to make it better.

SEO friendly URL

Make URL's that are SEO-friendly. They should be short and any URL which has more than 3 hyphens is generally not taken kindly by the users. Hyphens act as a purpose for giving a space in URL's, but don't use too many of them.

Consider blogging

Take active participation in online blogs. Search engines are very liberal towards blogs in view of the fresh content updated on them on a regular basis.

Use tools

Search engines often provide you with many tools. [Webmaster](#) by Google, and [Site Explorer](#) by Yahoo! are a few of those.

Social Media Site Optimization Traffic Tactics

SMO-

To survive in any business, it is essential that one use the latest technologies that are available. The same holds good for the promotion and publicity business. The market has found out a solution for this which is the 'SMO' or Social Media Optimization.

Nickname

Whenever you are creating an account at the numerous book marking web sites, it is important that you use the same nick name. Use that nick name that you have found to be interesting. It is important that you give priority to those that have a high traffic.

Build your name

Once you have created your account, it is important that you build a name for yourself in the chosen field first. Once you have made a niche, you should go ahead and interact with other members. It is important that you export your personal bookmarks to that website.

Be organized

Make sure that your tags are organized. Make the websites user friendly; make it simple for the users to locate you with the help of bookmarks.

Cross bookmarking

You can use cross book marking to promote other similar and relevant services.

Social relationship

Try and maintain a social relationship with the users, keep the lines of communication open and keep in touch with the users.

Research

Research is the first and the most media strategy. You should keep a record of which sites work well for which industries.

Trust and relationship

Trust and relationship are the two building blocks of a successful media strategy. The link baits and the url should not be posted till a certain level of rust has been maintained.

Link bait

The release of link bait should be postponed till the time, when one is sure of association and trust.

Posting links

When you post the link baits and the urls, traffic should start moving in the landing page or to the client's site.

Natural links

As a result of the strategy followed, natural links will be generated.

Interesting content

While writing content for your site, make it interesting. People want to know what you are feeling, so make sure that you give this to the people.

Know your customers

It is important that you know your prospective customers, it helps to have an idea about the taste and preferences of your customers so that you can serve them in the best possible manner.

Arouse interest

It is important that your product and content are both very interesting. This is necessary because it helps to attract a large number of audiences.

Don't be panicky

It is important that you do not panic if some of the visitors are not very keen on your views or they have different opinions and do not agree to what you have to say.

Have patience

In case such a situation arises it is best not to respond immediately and to wait for a while.

Proper reply

It is important to remember that if you have to reply to a person who does not believe in what you have written or has certain hard objections on your beliefs, then it is important that you reply or attack the argument and not the person.

Crisp responses

Try and keep your responses crisp, simple and also professional. When you are replying to a controversy it is important that you do not get highly excited and emotional. Quote exactly what the person had written and then explain your point and what you think is wrong in what was written. Although you have to be plain and simple with your responses, but still it should not be devoid of all emotions, no body like to get a reply that sounds like a legal notice.

Yahoo answers

It is a good idea to become a part of Yahoo! Answers. This is a great site and with the help of this site you will have the benefit of flaunting your expertise and your authority.

Videos

Take out the time to make videos that can be used on YouTube, your blogs and on your website. Doing this should not be a costly affair as cameras these days do not cost much and

making a short video does not require much editing work. You can use Camtasia to record your computer screen and audio.

Using pictures

It is a good idea to use pictures to help your marketing. You can try out sites like flicker, the cost as well as the effort involved is negligible.

StumbleUpon

Try out the social site stumble upon. This is a great site that can give you return for your investment, make sure to join groups and make friends that are directly related to your field.

Digg

Try out Digg, which is said to be one of the best social book marking site. This website is one that combines social book marking, blogging and RSS.

De.li.cious

De.li.cious keeps links to your favorite articles, music, blogs etc. it can access these stuff from any computer on the web and also share it with friends.

Listible

Listible is a technology web site that can help you to share links with friends and also to add links of your product and services.

Technorati

Technorati is the authority on the world of blogs. This is the site that combines social bookmarking, tagging and blogging.

Get into groups

Try to get in to groups through which you can get in to the mailing lists of your customers. There are high chances that your current customers and the potential customers use things like Google, face book etc. it is wise to join these groups to get new customers.

Traveling content

Traveling content is a relatively new concept. Here all you will have to do is to submit your content to web sites that will showcase them to a number of people. Here YouTube; flicker and other such sites are being talked about.

Inbound links

Inbound links are the parameter that can help judge the success of blogs. If you wish to raise your overall ranking as well as search results, then inbound links are crucial.

Upload your videos

Mash up is the code through which you can add videos to YouTube.

Tactics to Maintain Web Traffic Flow

Link exchange

Exchanging links with other websites will benefit not only you but also your peer site holder. Although it is quite a time consuming method, it is proven to be very effective. Many web owners agree to exchange links with other sites so that they can generate more traffic by generating more awareness.

Make use of proper keywords and also proper key phrases

Almost all the visitors who are looking for something online invariably rely on the search engines. The people type what they are looking for in the search engines, these are called the key words. The search engine then comes with results of the keywords that are displayed on the screen.

Submit articles that are interesting to read

A great way to get traffic is by having well written article that go in with the theme of your site. You should write a lot about the area in which you have knowledge and expertise, this way you will be able to impart knowledge to the visitors and also make them eager to wait for more articles.

Offer a news letter on your website

Make a newsletter on the topic of the website. This gives you a good chance to build a smooth relationship with your customer and increase your public awareness.

Advertise well

It pays to invest in good advertising. Yahoo and Google and Ad word are both great at helps in providing advertising methods that are very popular and to generate huge traffic.

Share your opinion by joining forums and creating online communities

This is time consuming but it sure is worth all the time and effort. Here you can share your knowledge and opinion, you can not only get a platform to discuss things but you also get a chance to get some free advertising.

Exchange links

Exchanging links is a proven method by which you can increase the flow of traffic, these days web masters are increasing having links to other websites on their web pages, this way they can create more public awareness and reap the benefits of mutual help.

Traffic exchange

It somewhat like exchange links but these are on a higher level. In this you earn credit every time you visit another website, to enjoy this benefit you have to invest in more money and most importantly time.

Make a newsletter

This may sound like hard work as you may be expecting a lot of writing to do, but you can actually find lots of writers and websites that shall be ready to provide you with free articles as long as you are letting them have their name published on your news letter.

Understand the working of search engines

To get good traffic it is important that you get listed among the top in the search engines and to make sure that this happens you should understand the working of search engines and online directories.

Pay per click program

Although the pay per click programs is not as popular as search engines but these do guarantee consistent traffic. Once you sign in for programs like Ad Words you can get assured traffic within fifteen minutes.

Inbound links

When you have interesting content, then other web masters put your link on their web site to add value to their existing content. These links can be put through link exchange.

Email marketing

Till a few years ago email marketing, was one of the best advertising tools. It lost its charm with spam, but it is still one of the best advertising tools.

Blogs and RSS feed

Blogs are one of the most instant sources of getting information and as a result they get traffic from other web sites and also search engines.

Try the social media and book marking web sites

Some of such social media and book marking web sites are Digg, Netscape. De.li.cious and Stumbleupon.

You can try other offline sources

You can display your url on letter heads, visiting cards and brochures to generate traffic form offline sources.

Organize your website well

In order to make sure that you can get traffic from offline sources it is important that you have a well created web site and also organize it well.

Stick to your central theme

Try and stick to your central theme as much as possible. This way you will be able to write quality articles on things that you actually know.

Other benefits of sticking to a central theme

When you stick to a central theme, you kind of get an authority over the topic. You get a lot of inbound links, and people take it as a prestige factor to link to you.

Provide user friendly information

This information is what makes the visitors coming back. Try and builds a bond with your visitors to earn their faith.

Get a keyword research done

It is very important that you get a key word research done. It is very important that you choose the right keywords to get a decent flow of traffic.

Create a simple and elegant design

When you create easy to access and web pages you actually help the entire lot of people to access the site without excluding the internet savvy people.

On-site optimization

This means using your keywords at the right places such as within the header tag.

Create a title

Have a title that contains the keywords. It is important that your title is representative of what your content is. It is not a good idea to deceive people with unrepresentative titles.

Post new content

People will visit your site again and again if you post new items on it.

Remain active on the Internet

Maintain an active blog, comment on other blogs and make your presence felt.

Link

Linking to other always helps, try and link to as many people as possible.

Ezine advertising

It is like renting a list. It involves submitting your ads to the customer list of ezine related to your business theme.

Distributing free report

This way you can get good traffic without any substantial effort.

Submit your website to social bookmarking sites

You can try sites like Squidoo, De.li.cious etc. these can give you good exposure.

TRAFFIC TACTICS VOLUME #4: The New Wave of Traffic Tactics



Offline Traffic Tactics

Guest star on a radio talk show

Radio talk shows are hot these days and make a great platform for you to get your name out there.

Get yourself on television

Do a local television show as a guest. If you have the money pay for a local commercial spot. Television is an amazingly effective medium.

Be a guest speaker

Go to local clubs or organizations and volunteer to be a guest speaker for their next function. This works best if the group is somehow related to your product or group members are a part of your target market.

Make yourself into an expert

Being an expert gives you status and makes people believe in you. Start establishing yourself as an expert in your community so you can have people start vouching for your expertise.

Advertise in a local magazine

Local magazines are affordable and a good way to get your name to the public.

Get in a newsletter

Many local organizations and groups publish newsletters that go out to all their members. You need to get your name in there. Write a guest article or do an interview.

Put up a billboard

Billboards are attention grabbing and they send your message out to a large number of people.

Place newspaper ads

Newspaper ads are surprisingly effective and affordable. Use them to your advantage.

Hand out flyers

Flyers allow you to target customers and add that personal touch because it gives you face time with them as you are passing them out.

Use direct mailings

Direct mail is a proven method of advertising. You can make highly targeted mailings and reach your customers with a fairly inexpensive method of marketing.

Start up a telemarketing campaign

Telemarketing is a very effective. It is also something you can do on your own so it is cheap.

Print up business cards

Business cards are great tools that can be used in many different ways. You can hand them out, leave them at local stores and even send them with orders.

Sponsor a contest

Offer your products as a prize for a contest. Be sure to include your label or business card with your URL in the prize package.

Sponsor a sports team

Local non-school associated sports teams rely on sponsors to fund their programs. In exchange for sponsoring the team you get your business name displayed on their uniforms. It is a great trade off.

Give to charity

Give in the name of your business and you will help your business reputation.

Get in the church bulletin

Church bulletins are well read and they are a great place to get your business name published. You should contact the pastor to see how you can get in the bulletin.

Develop an offline affiliate program

Affiliate programs are not just for online. If you have a product that can be easily carried around and showed off then you can make an offline program.

Become a news story

Do something newsworthy or become part of a news story and you will get free publicity from the news.

Host promotional product giveaways

Giving away promotional items is a great idea because you are giving away something free and people love that. Plus you are giving away something that advertises your business, so that is good for you. It is a win-win situation.

Print up tee shirts

Tee shirts are great advertising tools. Think about how many times you have stopped to read someone's tee shirt. Now think about how amazing that could be for your business.

Pass out bumper stickers

Bumper stickers are a cheap way to get your business name out there. You can give them away with orders or just hand them out to people who already have one on their car.

Use the old stand by of word of mouth

Word of mouth has been a great tool for building many businesses. Put it to work for you by encouraging people to tell others about you.

Set up shop at fairs or festivals

Fairs and festivals allow you to reach a large group of shoppers. You can set up a booth for a small fee and sell quite a bit of product.

Print up pamphlets

Pamphlets allow you to put all the important information in an easy to read package. People do not usually mind taking a pamphlet and looking it over. Plus it is a nice reminder of your URL and business name.

Send out text messages

People use text messaging as a main form of communication these days. Get into the trend and send out text messages like you would email messages. People like to forward messages so make yours catchy enough to be something they will forward and get more mileage out of your efforts.

Post ads on bulletin boards

Bulletin boards are underused tools. They are simple to use and free. Post a flyer on one for a boost in sales. Make sure you get permission, though, and follow the rules.

Be a part of the Sunday paper

The Sunday newspaper is the most popular newspaper and the prime market for advertising. You can either put an ad in the classifieds or you can add a flyer to the loose pages of the paper.

Team up with a local business

Find a local business that complements your business and see if the owner wouldn't mind working with you. You can give the business an online presence and you can use them offline. You can trade business cards and even team up for package deals.

Create a phone book listing

The phone book is still a great place to get found. You can even buy an ad where you can put your URL. People still use the yellow pages a lot to find businesses so this makes this a natural place to advertise.

Think outside the box

Try off the wall ideas. See every situation you encounter as an opportunity. You might just be surprised at the results

Social Networking Traffic Tactics

Go where the people are

Use a social network that is busy. You want to go where other people are going to get the most effect from your efforts.

Optimize for best results

Do everything you can on your page to make it stand out and be memorable. You want to optimize it to the max so you will get the most benefit.

Add friends carefully

On most networks you can choose to screen any friends before they are added. You should choose this option and make sure that you are friends with people who represent your values and support your overall message. Take the time to check out each request and just don't approve everyone who asks.

Add content with care

Make sure that anything you put on your page represents you. Make sure it is professional and will not tarnish your image in any way.

Use multi-media

Make use of the video and audio features most of these sites give you. Add your own video and audio for a truly unique experience that represents you.

Be aware of your audience

Make sure you understand that you are dealing with the general public. That may include children. You should always take the high road and never put anything questionable on your page.

State your purpose

Make it clear why you are on the site. You need to make sure people know you are there for business and not for finding a relationship. This is important or else you will be bombarded with offers from the opposite sex to chat and get to know each other which can be a he time waster.

Follow the rules

Make sure you know and follow all the rules. These sites can be strict and if you break the rules you can get banned.

Keep it updated

Visit your page often. Everyday would be ideal so that you can keep everything up to date. Plus it shows up that you are visiting the site and so people will know you are an active member.

Use photos

Have your photo on there. It has been shown that pages with photos get more traffic and interest than those without photos.

Try social media sharing sites

Try out sights where you can share your stuff. These sights are like the social networking sites, but they actually let you submit things like photos and writing to them that remain on their network and are shown off to visitors.

Customize

Customize your page to fit you. Add in backgrounds and other fun stuff to show off your personality. Remember these sites are for networking and getting to know others. People want to meet a friendly and fun person so be that.

Watch for hackers!

Hackers are common on these sites and you have to be alert. If you get hacked chances are they will spam through your account. This could cause problems for you. If you see you are hacked notify administration and make sure that you let all your friends know you were hacked.

Choose a reliable service

Make sure you choose a site that is trusted and proven. You do not want to go with a site that is questionable in any way.

Understand the network

Know what the atmosphere is like. Understand the type of person who frequents the site and make sure you are a good fit.

Take advantage of groups

Join groups. It is a great way to reach your target market. It is also a great way to build up your friends list.

Fill out your profile

Make sure you completely fill out your profile. You do not want blank space on your page. Plus filling it in gives people information about you and helps them get to know you.

Use all the features

Take advantage of all the features like HTML and special fonts. Use every option they offer. If they have a blog then use it. Make comments, too.

Don't sell

Avoid outright selling. This is usually not allowed and could get you banned. Instead put up your link and tell about what you do. That is allowed.

Be professional but friendly

Always be professional, but also be a friendly person. If people ever get the vibe that you are there to sell they will likely back off.

Go public

Most of these sites allow you to make your profile private. That will defeat your purpose so you need to make sure your profile is public for everyone to see.

Visit others pages

Travel around the site. Look at other people's pages. Learn about them and seek out friends.

Stay active

Make sure you participate in groups, make comments and post new information often. Do not let people see you are neglecting your page.

Add target content

Make sure that you still think about your target market. Make sure that you stay targeted. You can still pick up search engine rankings through this page so think smart.

Link your site

Do not forget to put up your link. You can easily get caught up in meeting people and fixing up your page that you forget to add in your link.

Choose a theme

Try not to make your page too flashy or cluttered. Go with some theme and make everything coordinate. It will be more pleasant to view and people will be more likely to stop and read what you have to say.

Learn how the site works and how to use it

Make sure you explore the site. Find out all the features. Visit the FAQ page and make sure you understand everything before getting started.

Don't be afraid to share

Be open. Let people really get to know you. Do not be afraid to share, but at the same time know what is proper to share and what is not.

Be honest

Do not lie about yourself or post a false photo. Be honest because people will find out when you are not and that can hurt your reputation.

Video Marketing Traffic Tactics

Demonstrate how to use your products

A video can be a great way to show how to use a product that may be a new idea or something that people may wonder how to use. It gives the consumer a look at how easy it is to operate and how well it works.

Give a complete and accurate picture of what you are selling

Make sure that you cover every aspect of your product in your video. Also make sure to include important points, like how to order, guarantees and other important information that the consumer should know.

Convey how important the customer is to you

Make the customer feel important. Use phrases that say you care about the customer and that you are selling them this product because you know it will benefit them and help them.

Demonstrate the unique qualities of your product

You want to highlight why your product is better than other similar products on the market. You need to highlight the unique features and aspects of your product. This is standard marketing, but something easily forgotten in the process of creating a sales video.

Put testimonials in your video

Testimonials are very effective, especially when a consumer can actually see the person giving the testimonial. This is a great way to boost the consumer's confidence in you and your product.

Back up your printed information with the video

Make sure that your video and your written sales pitch match up. Your video should be a good guide to what you have written on your sales page. It should not contradict it or add in information.

Use every aspect of video

Video gives you the ability to really reach out to a consumer. You get the ability to speak to them and appeal to them in a personal manner. Make sure to take advantage of being able to let the consumer hear and see what your product is all about.

Make it compelling

It goes without saying that in marketing you can't sell anything unless you grab attention. With video there is more than just grabbing the consumer's attention, though. You have to engage them and make them want to sit and watch the whole video.

Think hard about how your video is presented

You need to consider things like how big the screen is and how loud the sound is. You also should consider if the video will automatically play or if the consumer needs to initiate it. These can be important factors in how successful your video marketing is.

Reuse old video to make something new

Do not throw out old video footage. Save everything you do. You may be able to revamp it into a whole new video that turns into an amazing sales tool.

Keep your video professional

Nothing does more to turn off a consumer than a bad quality video. You want to present your video in a professional way that tells the consumer that you are a professional and not some novice trying to sell junk. Your video is representative of you and your product, so keep it professional.

Do not overwhelm the consumer

While you want to provide a good overview of your product, you do not want to throw so much information at the consumer that they tune it out. Keep it simple and stick to the basic facts for the best presentation that won't chase away the consumer.

Tailor the video to your target market

You need to always keep the consumer in mind when creating your video. Do not use complex language that your target market would not understand. At the same time do not talk down to them or otherwise treat them in a way that is not appropriate for the market you are in.

Get creative

While you want to keep your video simple, you still want it to be exciting. Get creative and come up with ideas and slants that will sell your product in a compelling way. You want to present a video that is going to be fun to watch. Think outside of the box.

Place it wisely

Where you place your video on your website can mean the difference between success and failure. You want to make sure that you put it where it will be seen. It should get prominent placement.

Stick with one basic message

You want to make the video very precise. You need to find a message and create the video around that one message. Nothing will confuse the consumer more than a video with multiple messages. You can make other videos with different messages, but it is important that each video has only one message.

Do not forget to edit

I am sure that anything you write gets edited. The same needs to be done with video. You need to watch it and make sure it flows and makes sense. You need to make sure that it comes across the way you wanted and that it is overall a good video that people would want to watch.

Test your video

You want to try out your video and keep tabs on how well it is doing. You will need to come up with testing methods that allow you to see if consumers are watching it all the way through, getting enough information from it, enjoying it and most importantly, that it is influencing sales.

Give options to the consumer

The consumer should be able to fast forward, rewind and adjust the sound on the video. You want to give the consumer these options so they can feel somewhat in control. Additionally, you want the consumer to be able to replay the video and adjust the sound so they can hear it good.

Change your video on occasion

You should have a few different videos to present. You want to try out different videos by changing them from time to time. You may find that one video out performs the others by doing this.

Choose the images and people in your video carefully

You have to always keep in mind that this video is representing you and your company. Make sure that images and people you use are pleasant and professional. Also you want pleasant images and people because that is what people will be most interested in watching.

Get ideas from commercials

Television commercials are amazing sales tools. You can use ideas from these creative advertising spots to help you develop a good video. You can get some amazing ideas that other company's pay top dollar to advertising executives to create.

Try to keep costs low

Creating a video has gotten more cost efficient with all the tools available to the average business person, but you still need to be careful. It is easy to get carried away and end up blowing your whole marketing budget on making a video.

Scope out other internet videos

You can get a lot of ideas online from others who are using videos to sell their products. Look at top ranked websites and see what they are doing to drive in sales.

Understand the power of video

Video is a very powerful tool that has the ability to really boost your traffic and sales. Make sure that you see everything that video is capable of doing for you.

Use emotion

One of the greatest things about video is you can finally convey emotion to your consumer. Part of selling is a passion for the product and you can really get this across in video.

Take full advantage of all the attention you get

When you add a video to your website you will be getting more traffic and you need to capitalize on it. Make sure your website is up to par and can turn visitors into sales.

Keep it simple

Keep everything simple and do not abandon everything you already know about creating online content. Follow the same rules you did when creating your website.

Don't over sell

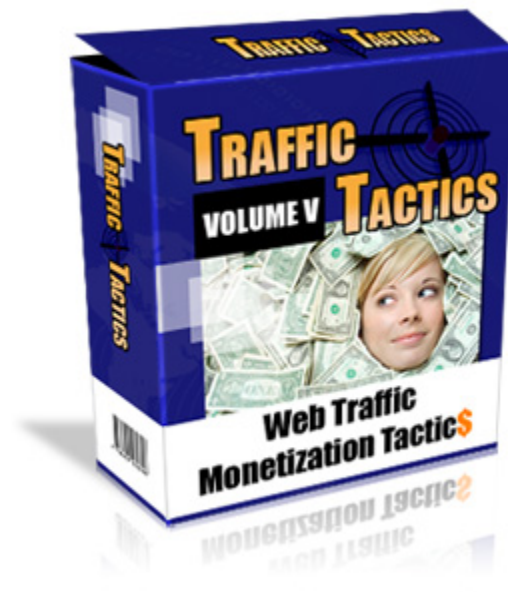
You do not want to push customers away by being too much of a sales person. Avoid the desire to yell out about the great price and to tell the consumer they must buy. Don't be pushy, be persuasive.

Show, not tell

One of the best things about video is you can show the consumer why they should buy instead of telling them. There is a lot of power behind showing instead of telling.

TRAFFIC TACTICS VOLUME #5:

Web Traffic Monetization Tactics



Maximum Advertising Tactics

Make up a good brochure

Brochures are very cost efficient as marketing tools. They allow you to provide a large amount of information to your consumer, too. They are also quite effective.

Use direct mail for a targeted campaign

Direct mail is a proven marketing method. You can also use mail as a way to send out coupons or special deals to a select group of customers.

Use an email campaign to its fullest potential

Make sure that email campaign you run has your link in it and plenty of information to allow the recipient to know what you are selling. Also do not forget to ask for the sale.

Place an ad in a target market magazine

Magazine advertising can be very expensive, but it is also very effective. Choose where you advertise carefully. Make sure that you choose a magazine that is a prime choice of your target market.

Write articles

Articles are a great way to get your name out there. They can be used online and offline to let people know who you are and to provide your URL so people can check out your website.

Place newspaper ads in local papers

Local papers should not be ruled out when you are advertising. You'd be surprised at how many people read the newspaper every week and make purchases depending upon what they find there.

Develop an online newsletter

Online newsletters are quite popular. You should develop a newsletter for your website. You can share your expertise and let people know about what you are selling. In addition it will allow you to connect with your customers.

Participate in online chats

Getting into online chats allow you to share what you know without being preachy or flaunting your knowledge too much. Chats expose you to a wide range of people and give you a chance to get recognized.

Become a member of various message boards

Message boards are great because, like chats, they allow you to interact with others. However, message boards also allow you to have profile and signature lines which are great ways to promote your business.

Use email and message board signature lines

Signature lines are the perfect spot to give a little information about you. They allow you to put a little teaser to get people to your website. You can usually put a link in a signature line, but be sure not to sell in message board signature lines because it could get you in trouble.

Place ads on bulletin boards

You can use both online and offline bulletin boards. This is a great way to just add a little boost to your marketing and grab the attention of people who may not see your ads elsewhere.

Create business cards

Business cards are amazing tools. You should always carry them with you so you can hand them out easily. Whenever someone asks for your number or some other information offer one up.

Try out a spot on the radio

Talk radio is quite popular and a great way to get your voice heard. You can try for a guest spot or even just call in. Make sure you get your name on the air and try to squeeze in your business name and URL.

Develop a telemarketing campaign

Telemarketing, no matter how disliked, is still a very effective marketing tool. It is a wonderful way to sell that you can do yourself, so it is cost effective, too.

Run television ads

Television ads are expensive, but well worth it. If you can afford to run a television advertising campaign then do it and you will see maximum benefits.

Participate in a link exchange

Exchanging links is a great idea because linking is part of the criteria search engines use to rank websites. Just be careful to choose high quality sites to link up with.

Put your contact number in the yellow pages

The yellow pages are a great place to get noticed. Put your business number and your website there for maximum benefit.

Use precise wording

Make sure any advertising that you write is worded precisely and clearly. You want people to understand what you are selling and why they should buy it.

Be honest

You need to always be honest with your customers. They will find out if you even so much as stretch the truth.

Install confidence

In order to get a person to buy something from you they have to be able to believe in you. People will not buy from someone who they do not believe in because they can not trust them.

Be an expert

Experts make people feel secure. As an expert you will have an authority that makes people think whatever you say is a good idea. It makes it much easier to sell.

Use promotional items

Promotional items can be given away as freebies or sent with orders. They make great marketing tools because people will use them and others will see them. It is advertising without effort.

Give away freebies

People love free stuff. That is a fact. They flock to where they get something for free. You give away something for free and you will see a rise in website traffic and in sales.

Hand out bumper stickers

Bumper stickers are an amazing way to advertise. They are very cost effective and something you can give away. People will slap them on their bumpers and you get advertising wherever they drive.

Get your name out there

You need to get your name out there so people start to recognize you. The more you are recognized the more you become known. The more people know who you are the better chance you will have of selling them something.

Be professional

Always remain professional in everything you do. Anything that represents you or your business needs to be professionally done and presented. Professionalism helps people to trust you and believe in you.

Keep things simple

You never want to overwhelm anyone with your marketing efforts. You also do not want to make things confusing. Advertising should be straight forward and simple to understand.

Avoid flash

Do not be flashy. People see flash as a way to make up for a not so good product. Let what you are selling stand up for itself. Flashy things get ignored. Good things get bought.

Grab attention

The only way to ever sell anything is to grab attention. You need to have a hook that makes people notice you.

Find a niche

Niche marketing is popular because it gives you a targeted market. It makes creating marketing tools easier and allows you to really focus your marketing efforts for maximum effect.

Tactics on Building Yourself as a Niche Expert

Know the latest news

When everyone is talking about something that is happening you need to be on top of it. Any expert knows what is happening in their area of expertise all the time.

Stay up-to-date on changes

When something changes you need to know about it or else you could go around spreading information that is outdated and just not correct. That would be quite damaging to your reputation.

Don't publish junk information

Make sure everything that you put your name on or otherwise associate with is high quality. Avoid junk and hype at all costs.

Know how to present information

You need to present information in a way that looks professional and conveys that you know what you are talking about.

Do research on important topics

You should do research on important topics in your niche. If you need to know more in order to talk about something then do not be afraid to look it up.

Provide your readers with information

Let people know what you know. Give your readers an idea of what makes you an expert by telling them what you know.

Teach

Teach others what you know. You can give structured classes or simply just share your knowledge through lessons on your website that is available to visitors.

Talk at your reader's level

You want to avoid using too many complex words and talking above your readers head. You should also avoid talking down to your reader. Just talk with simple, everyday language and you should be fine.

Be open to new ideas

Be ready to accept changes and learn about new ideas. You will need to make sure that you are willing to accept new things and start incorporating them into expert knowledge.

Expose misconceptions and myths

Let people know about things that are wrong. Expose wrong information, but make sure you back it up with proof. You want to make sure that people see the wrong beliefs and that they know you know the difference between the truth and a myth.

Let others talk about you

Get other people to talk about you and refer to you as an expert. Make sure the people you let back you are professional and well respected themselves.

Showcase your credentials

Give people a reason to believe in you. Let them you why you are an expert. Tell them about your education and experience and showcase any awards or recognitions you have received.

Talk with readers

Interact with people. Answer questions and share your knowledge. Do not alienate yourself by being unapproachable.

Get yourself published online and in print

Being published online is a good start, but you will also want to get published in print. People tend to take printed materials more seriously than online. Try to get published in a well respected publication.

Establish good relationships with other experts

Surround yourself with other experts. You want to be known as a professional so you need to be associated with other professionals. People will see you with other trusted experts and start to associate you with the title expert.

Associate yourself with your topic

Make sure that when people see you that they immediately think of your expert topic. You will want to do everything you can to get your name associated with your topic.

Write articles

Writing about what you know lets people know that you really do know what you are saying. It shows you are knowledgeable and it is a great way to establish your expertise on a topic.

Write for others

Write articles as a guest expert for other websites and publications. Be a guest writer or even an editorial contributor. When people see that someone asked for your opinion and input they will be more likely to assume you are an expert.

Always keep learning

Always strive to keep learning more. You can never know everything so there is always something to learn. Seek out new ideas and new information that you may not already know about.

Change what others think

Debate is always a good way to show you know what you are talking about. Changing someone else's opinion is a great way to establish yourself. Even if you do not change their mind your attempt will expose you as someone who is very much in the know.

Think quality over quantity

You want everything you put out there and everything associated with you to be the highest quality. It doesn't matter if you have ten articles published if five of them are misleading or just wrong.

If you do not know then find out

If you are stumped by a question or approached about something you do not know then find it out. Do not be afraid to admit you need to learn more before giving an answer. Even experts do not know everything. The thing that sets an expert apart, though, is that they are willing to find out.

Socialize with a wide range of people

The more variety you have in the people you socialize with the better. You need to be exposed to different views and cultures. This will help you to be more rounded and being well rounded is a key aspect of being an expert.

Join clubs and groups

Become a part of groups, clubs and organizations associated with your topic of interest. Not only will you learn, but this will help you with associated yourself with the topic and gaining creditability.

If you are wrong then admit it

When you make a mistake you better admit it. The worst thing you can do is cover it up. You need to just say you messed up and accept it with grace. Then you need to fix it.

Help others

Be gracious and help those who need it. If someone approaches you with a problem then help them figure it out. Experts are givers.

Don't flaunt your knowledge

The worst thing you can do is be a know it all. Avoid this problem by not offering your point of view unless you are asked or encouraged to do so. Do not flaunt yourself. Be graceful.

Back up what you say with facts

Always use facts to back up what you say. This will help avoid mistakes and will show people that you really are serious about what you say.

Develop your image

Take time to develop a good image. You need to strive to be respected and taken seriously.

Be professional

Always conduct yourself with professionalism. Avoid anything that may tarnish your image and give off a sense you are anything other than a professional.

Tactics on Converting Visitors into Customers

Keep it simple

Make your website easy to navigate and easy to understand. Do not use confusing set ups and a lot of technical jargon that will only confuse visitors.

Use targeted headlines

Your headline is the one thing that holds the most power on your website. It must be strong or visitors will be quick to leave.

Get rid of distractions

Get rid of flashy banner ads and multiple links off your website. You want to make the visitor stay on your site and focus on what you are selling.

Ask for the sale

It may seem like a given, but it doesn't hurt to remind you that you have to ask for the sale. People respond much better when you simply ask them to buy your product.

Make it easy to buy

The visitor should be able to clearly find where they need to go to buy your product. Make it obvious.

Make it secure for the visitor

You need to have security in place that will protect the personal information of your customers.

Learn how to write copy

Good copy is vital to your success. Your copy draws their attention and gets them to buy. Learn how to write it.

Don't sell too much

Do not be too pushy. Visitors will just leave if they feel they are getting pushed too hard before making a decision.

Use precise wording

Be clear in everything you write. Do not leave the visitor guessing or they will simply walk away.

Know your target market

Tailor your website to your ideal customer and you will see a better response.

Use links carefully

Links can be damaging if you have too many in the wrong place. You want people to stay on your website, not be drawn away to another website.

Grab attention

A visitor will quickly leave if nothing on your website grabs their attention.

Check out top sites

Look at what others are doing to keep visitors on their websites. Take a few tricks you learn and incorporate them into your website.

Be unique

It is okay to use ideas you get from other websites, but you want a website that is truly your own creation. Avoid being a copycat.

Give enough information

Do not be subtle or secretive. Visitors like to know what you are selling. They want information, so give it to them.

Link your pages together

Make sure a visitor can easily get to and from each page of your website by linking them all together.

Use a good sales model

You should do research into sales methods and see what works best with your website. You can put your original twist on a standard sales model and still retain the benefits of a proven method.

Get help from the professionals

Try to find as much information from the professionals as you can. Benefit from what they know. They are top sellers and they know how to keep visitors on a website and turn them into sales. Listen to what they have to share.

Make use of tools

Use some of the many website optimization tools out there on the market. These tools make using your website easy and help to enhance the whole experience for your visitors.

Don't change what works

If you are revamping your website, then you will be changing things, but the most important thing to remember is that if something works – don't fix it. Leave it alone and let it continue to work for you.

Use videos

Videos bring a whole new dimension to your website. They allow you to really talk to your visitors. Video can really catch attention and sell your product. They also allow you to connect with your customer on a deeper level than you would through print alone.

Make your website interesting

A boring website will drive people away faster than they can click their mouse. You want your website to be a place people want to be. Give them reasons to explore and stay on your website.

Highlight what you are selling

Put your products in the best light possible. Don't play anything negative and back up positive things with facts and figures. Give them proof that your product is good.

Give them a reason to buy

You have to convince the customer that they need your product. Make them understand how this product can solve a problem they have or make their life better. Make it clear why they need to buy.

Offer freebies

People love free stuff. Giving away freebies is a great way to get people to your website. It is also a great way to get them to stay and buy something.

Have sales and offers

The idea of saving money makes me want to look around. You should have regular sales and offers that people will not want to pass up. Make sure that you display sales and offers prominently so visitors see them right away.

Show products

Make sure you show your product. Have pictures that really give a detailed look at your product. People are not going to buy something they do not get a chance to see.

Use email lists

Emails are a great way to bring people to your website. You want to send out offers and information that will make them want to look around your website.

Be competitive

Make sure you know what is going on with your competition. You want your prices to be competitive with theirs and you do to want them to be drawing in your customers. If you suddenly see a change in your traffic flow then you know to go check out what your competition is doing because it is likely they are drawing them in somehow.

Avoid distractions

Strip your website of things that distract from your main goal. You want people to buy, not be distracted by a funny banner ad or a flashing link. Any distraction could mean they leave and you never get the chance to sell.

Traffic Monetizing Tactics

Sign up for Google Ad Sense

This program will allow you to place ads from Google on your website. When people click on the ads you get a commission. It is a simple way to make money. A bonus to the program is that the ads are tailored to your website content.

Sell Newsletter ad space

If you have a popular newsletter then you can capitalize on this by selling ad space in your newsletter to other non-competing websites.

Join affiliate programs

You can join affiliate programs that are related, but not competing with your products. You can then use these affiliate programs to build up your website and your sales.

Sell banner ad space on your home page

If you have a nicely ranked site then it should not be too difficult to find buyers for advertising space on your home page.

Sell advertising space on your message board pages

You can capitalize on your message boards popularity by selling space for the ads.

Sell links

One way links are a great way to get a better search engine ranking, so people are willing to pay for them. Just be careful to not oversell yourself so that you start being more of a link site than a business site.

Build a directory

Start by offering free listings then once your directory starts getting some recognition you can start to make the listings paid spots.

Sell articles you have written or that you own

Every website owner is looking for good content. Make up bundles of short articles for different markets and sell them. You can sell old articles that you have used on your website or in advertising. Just be sure to let them know they are buying recycled articles.

Do not let monetizing get out of hand

While monetizing can be great for your business, it can also be harmful. Do not let it start to take over your business. The whole point is to utilize your assets in the best way to boost your income, but not to over shadow your business.

Double free gifts as promotional items

Anything you give away should have your business name on it. This is a great source of free advertising and a good way to boost sales.

Create lead lists to sell

You have to be careful about this, but you can do it. You just can not sell names or information that you got under a privacy policy that said you would not sell. You may be able to build a list in other ways. These lists are going to be valuable tools that you can sell for a nice profit.

Build keyword lists

You know how hard it is to build keyword lists. So why not take your knowledge and build some lists for new businesses to help them out.

Put your blog to work

Place ads in your blog. It is a nice space where people are likely to frequent. Use it as ad space, but do it carefully.

Team up with another business

Make sure the business is not competition but offers something for the same target market. You can team up to improve your online presence and power.

Sell your newsletter

You may find someone who is in a similar market as you that needs a newsletter but doesn't want to write their own. Sell them yours.

Sell your blog

Blogs are hot these days, but they take time to manage and create content to put on them. Some business owners may not want to take all that time for a blog, but still desire to have that aspect on their website. Sell you blog to them.

Make a membership area

Put all of your good advice, information and valuable content in a paid area for members only.

Buy up good keyword domain names and rent them out

Top domain names are a hot commodity. People want them because they are one of the keys to getting good traffic. If you buy up a handful of hot names and rent them out then you can capitalize on that.

Use tagging sites

These sites are kind of like social networking. They allow you to get exposure in a large way. By joining up with tagging sites you will get far more visitors and make more money.

Use in-text advertising

You have probably seen random words highlighted to a clickable link. This is in-text advertising. When you click on the link it takes you elsewhere. You make money from this. It has benefits over other types of ads because it is not distracting or invasive.

Add a search box

You can add a search box to your page that allows users to search your website or the web.

Build your own paid advertising programs

You can build up your own advertising program, like in-text ads and Ad Sense. All you need to do is write up a sheet explaining that you sell ad space and keep it out there on your site for people who may be interested.

Sell your Ebooks

If you give away Ebooks as incentives and have some sitting around that you do not use anymore then sell them to others. You can usually sell Ebooks to multiple people so you can keep making money on them. It is worth looking into the art of selling an Ebook.

Sell your expertise

If you are established as an expert then you can be a consultant and sell your services. People will pay good money to get an expert to give them advice.

Set up a donation account

You can simply ask for donations to help keep your site running. This is not as effective for business sites as for non-profit sites, but it can still bring in some money.

Add RSS feeds

You can make commissions off running RSS feeds on your website. Just make sure they are non-competing.

Get a sponsor

You may find a company that loves your website and business so much that they are willing to be a sponsor for exclusive advertising rights. Of course, you need to negotiate a deal wisely so you do not end up losing money because this means you can not offer space for other advertisers.

Set up a seminar course

Use all your resources to develop a course where you teach whatever you are an expert about. As long as you are a recognized expert you can expect a good turn out.

Write a blog for another company

Instead of just selling your old blog entries you can actually offer to write someone else's blog. Companies will be likely to hire you because you have a proven record of writing a business blog.

Join a program where you can make brand merchandise

There are companies that will custom make branded products for you to sell and make commission from. This is a combination of a way to make money and a way to get your name out there.

TRAFFIC TACTICS VOLUME #6:

Web Site Optimization Tactics for More Leads



Cost-Per-Action Tactics

Understand the idea

It is very important that you understand what cost-per-action means. It is paying for advertising where you only pay when the customer clicks through to your website. If they see your ad and do not click through then you do not pay.

Calculate the benefit

You should also understand how to calculate the programs effect on your budget. This is something you cans tart doing once you get up and running.

Track effectiveness

Most programs offer you some way to track the effectiveness. You will want to stay on top of this so you can make sure that you are not wasting money.

Be precise

Make sure you write good ads. Even though you do not pay for running the ad, but only when someone clicks on it, that does not mean you do not want people to click on it. That is the whole point and what you are wanting to happen.

Choose keywords wisely

You will choose your keywords to associate with your ad. You need to do plenty of research and make sure you are choosing the right keywords.

Investigate the company

Make sure the company you are using is a reliable company with a good reputation. Make sure they are worth the investment and can turn over results for you.

Make use of the tools included

Most programs come with a range of tools. Some offer tools that help you with keywords, writing your copy and tracking results. Use all the tools to get the most from the program.

Target your market

Do not forget your target market. Keep them in mind when choosing keywords and writing your copy. Even though you will likely be exposed to your target market through good keyword choices you still want to stay focused on them as you would with any marketing efforts.

Understand the 24/7 market

You probably already understand that your online efforts are continuous. They go 24/7 and they are going to be reaching all types of people. Make sure that even though you are aiming for a target market that there are more possibilities out there.

Don't drop the ball on your end

You need a good website to back up your ads. Make sure you do not let the customer slip through your hands by not presenting them with a compelling website.

Carry through and ask for the sale

Make sure you do not waste money on your ads by not asking for the sale once they click through. You should be upfront and have it right there on the page they go to.

Look for competitive pricing

Shop around and see where you can get the best prices.

Watch the competition

Keep an eye on what your competition is doing. You need to make sure that you staying up with them.

Use different formats

When you use multiple ads do not make them all copies of each other. Try out different tactics and use different ideas.

Promote one product

Make each ad target one product. Do not try to sell everything in one ad.

Use as many keywords as possible

Associate your ads with as many keywords as you can. Choose good keywords and use the best ones. You get the best exposure with the top keywords.

Use call to action words

Make sure you use words that trigger the customer to do something. You need to use words that make them feel like they need to click through, like they need to act.

Edit as needed

Go over your ads often and edit when you need to. Delete ads that do not work and change things up on occasion to keep the fresh.

Adjust bids often

Make sure you watch your bids and adjust them when you need to. This will help you manage your budget and keep costs reasonable.

Make sure campaigns are working

Always track the success of each ad. Make sure you stay on top of things so that you are not wasting time with ads that do not work.

Have a clear goal

Make sure you know what the goal is for each ad you write. Get it clear in your head and make sure you are focused. This will yield the best results.

Do not create competing ads

Make sure your ads are not competing with each other. You need to have separate keywords for each and make sure they do not come up together.

Use unique URL's

Each ad should have a unique URL. You may have to develop some new pages for your website to accomplish this, but it is quite effective to do this.

Research well before using

Make sure that you research cost-per-action before using it. You want to understand it and know all the details so that you can make sure this is right for your business.

Make it good content

Always write good content. Always make sure that everything you associate with your business is going to be professional and well written.

Take notes from top ads

Check out the best ads and see what you can take from them. You may have to do a little work to see what websites are doing well, but it is well worth the effort.

Grab attention

Make sure your ad grabs attention. It has to stand out and make people want to click on it. Use bold wording and make it catchy.

Test new ideas

When you use new ideas make sure that you test them out. Try them in another format first and see how they do. Then you can put them in your cost-per-action program.

Look at what others are doing outside your market

Take a look around at what people who have nothing to do with your market are doing. You can learn a lot here. Many times business people get so focused on their own market that they do see the opportunity to learn from other markets. Doing this could actually give you an edge.

Give it time

As with anything new you try, you need to give it time to work. You probably won't see results the first day, but you should see them soon. Make sure you let the program have enough time to work.

Opt-in Form Placing Tactics

Make your link clear

When you are advertising or otherwise placing your link make sure that it is clear what it is for. Label it as your newsletter opt-in or email list opt-in.

Make your link prominent

Make sure that when you place your link that it is easy to see and not hidden amongst other things.

Promote on your home page

Make sure you let people know right off that you have an opt-in list. Let them know what it is and encourage them to opt-in. It should have a nice spot on your home page where it is easy to see.

Offer back subscriptions as samples

Give people something that will show them what they opting –in for. You need to make back issues available so that people can check them out. Let the back issues sell your opt-in list for you.

Put subscribe links in emails

Make sure that every email you send has a link in it to your opt-in page. It is a great way to get new people to sign up.

Put link on sales and product pages

Make your opt-in list easy to find. Put a link on every page, especially the sales pages because that is where people are going to be spending the most time.

Maximize your opt-in page

Make sure that your opt-in page is easy to use and to the point. Let people know what is going on and what they will get. Also make sure it is easy to use.

Use testimonials

Get current subscribers to write up short testimonials about your newsletter and about being part of your opt-in list. Encourage them to be positive and to tell about specific things they like.

Install confidence

Make sure that your visitors know they can trust you. Give them reassurance that you will not misuse their information in any way.

Make it valuable

Make sure you are giving the subscriber something valuable. Do research often to find out if you could make improvements and get suggestions from subscribers.

Offer incentives

Offer a reason for the person to sign up. Give them a free report or some other free gift as an incentive to sign up.

Be trustworthy

Make sure that you are honest and trustworthy. Do not misuse your opt-in list because it will get around that you can not be trusted.

Let them know what they will get

It may seem obvious, but tell them what they will be getting if they sign up. Let them know exactly what it is and how often they will be getting it.

Have a privacy policy

Make sure you write up a privacy policy and that it is displayed where it can be read easily. This is a great way to get people to trust you.

Explain opt-in process

Explain the whole process of opting-in. Tell them what will happen after they sign up. If you have a double opt-in process then explain about them having to verify their email.

Make the opt-in form easy to use

Use a form that is simple and straightforward. Do not include anything that is confusing. Also test it often to make sure that it is working correctly.

Keep everything simple

Do not make the opt-in process difficult. It really should be simple to understand and simple to do.

Ask for only what you need

Do not ask for a bunch of information that you do not need. You should only ask for the information that you will need to subscribe them to your newsletter. Going overboard will raise a red flag and reduce sign up numbers.

Use email validation

Make sure you have them enter their email twice. This helps to ensure that they do not incorrectly enter their email.

Have a confirmation or other security check

You should have some type of confirmation box where the person enters a word, series of letters or numbers to verify that they are a person who is filling in the form. This helps you to ensure that you are not getting false signups.

Give format options

Offer the choice of text or HTML formatting. You can either let the person choose at sign up or after they sign up.

Give options to customize

Let your subscribers choose how often they get the emails and give them other options to let them customize their experience.

Have a way for them to opt out

Make sure you always have an option to opt-out available. This helps you to stay compliant with the SPAM laws and regulations.

Have good content

Make sure you really are providing quality to your subscribers. You do not want to send them something that is disappointing. Give them content they are not just going to be able to go out and get anywhere.

Use good forms and tools

Make sure that the form and tools you use are high quality. You want them to function properly and to be easy to use.

Keep good records

Make sure that you stay on top of your list and manage it well. You want to watch for turn over and other things that could signal people are really interested or not so interested and make changes as needed.

Don't misuse records and information

Misuse of information can really put you in hot water. It will also ruin your reputation, so never misuse information.

Be honest

Always be upfront. Always tell the truth and never lie to your subscribers. They will find out and you will be ruined.

Be genuine

Make sure you really believe in everything you are telling your subscribers. If you do not believe that your newsletter is good then fix it. Just be true and your subscribers will be more likely to stick around.

Make friends with your subscribers

Make your subscribers your friends by keeping them happy. Provide them with a great experience. You need to be friends because these people are your customers. You want them to feel comfortable with you and able to believe in you. Being their friend is the best way to do this. Write your newsletter in a friendly and approachable manner and you will make some friends.

Squeeze Page Optimization Tactics

Use multiple squeeze pages

The more squeeze pages you have around the internet, the better. Just make sure you have a unique URL for each. Using multiple pages allows you to target more keywords.

Target top keywords

Make sure that you use your squeeze pages to target the best keywords you have. If you need to do more keyword research to find out the best keywords then do so before getting your squeeze page ready.

Research and incorporate it into your page

Make sure that you do some market research. Learn about effective squeeze pages and incorporate all those ideas into your page.

Build customer confidence

Use your squeeze page to help give your customers confidence in you. You want to make sure that you make them feel at ease with you and that they feel like they can trust in you and your product.

Avoid being too flashy

Do not try to attract with flashy designs and style. That is actually distracting. You will want to avoid anything that can distract from your core message and your core goal.

Don't exaggerate

People will be able to tell when you are exaggerating. Unless you can back up some huge claim with facts leave it out. It is better to be upfront then try to wow them with lies.

Make the customer feel secure and safe

Let the customers know that you have their safety in mind. Tell them about how safe it is to shop with you and back that up by giving them the proof they are safe.

Keep it simple

Do not make your page more complex then it has to be. Be upfront and straight forward. Avoid any extravagance and just keep it neat and easy to read.

State the purpose

Make sure that the visitor knows that point of this page. State it right away. Let them know what they will be getting.

Offer an incentive

Give them a reason to opt in. Make your page about what this will do for them. Offer them a free gift when they sign up, but make sure the gift is something valuable that they will really want and that they can not get anywhere else.

Follow through on what you say

Make sure that when you say something that you can back it up. If you say you will only send one email per month, then only send one email per month. If you do not follow through then you will lose their confidence and likely their subscription to your list.

Be honest

Never lie. It is a simple matter of good business. Just keep things honest. Do not say something that isn't true just to get the subscription. It will come back to haunt you.

Have a strategy

Know the point of your page before you start working on it. Make sure you know how you are going to go about getting the sign up.

Have a target market

Know who you are wanting to sign up and tailor the page to them. You may have to do some market research so you can define your target market.

Make your headline grab attention

The headline is one of the most important factors of your page. It needs to be exciting and peak interest so that a visitor will want to continue reading.

Use sub headlines

Sub headlines compliment the headline. They provide more information and add to the intrigue.

Make copy the right length

Do not ramble on if you do not need to. Make sure you make it long enough, though. Include the information you need to and forget the fluff.

Point out benefits

Make sure to highlight the benefits of signing up. You want to make this an offer they can not refuse.

Point out your uniqueness

Tell them why you are different than everyone else. Let them know that you can give them something that nobody else can give them.

Give details

Do not try to make your page so intriguing that it tells them nothing. Give them details. Tell them what they get and lay it all out on the table.

Explain how to they can use your offer

Let them know how useful this will be to them. Tell them how you are an expert and quite knowledgeable so you will be giving them something of value that they can get a lot of use out of.

Use photos

Put your picture on there. It has been shown that when people use a picture they get a better response. This is due to the fact that people feel more connected when they see what someone looks like. Make sure it is a good photo.

Use video

For even more impact put a video on your page. Video will not only let them get to see you in action, but also is much easier on them than having to read a page of copy.

Have a simple layout

Do not have strange things all over the page. Make it a simple layout that is easy to follow.

No links

Avoid putting links throughout the copy unless they are links to sign up. Links are distractions you do not need.

Make it easy to opt in

Put a mini form on the page so they can sign up quickly. Make it something they can do in a matter of seconds.

Give information about your business

Let them know about you. People are not going to be quick to do anything unless they know more about your company, so tell them about yourself and your business.

Have a privacy policy

Privacy is important and people will not likely sign up for anything unless they know their information is safe. Let them know clearly what your privacy policy is.

Generate interest

Make sure you are always building up the hype. You want the reader to really want to sign up by the time they reach the end and preferably before they reach the end. Make it fun and interesting.

Understand the point

Make sure you really know what the whole point of a squeeze page is. It is the marketing effort to get people to sign up for your opt in list.