



Advanced Website Traffic Generation

Vol 1: What Is It All About

By

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Introduction

Welcome to the wonderful world of advanced traffic generation. If you thought all traffic generation techniques were the same, and on the same level, you were wrong. That's okay – it's an honest mistake that many people make. In fact, if you actually asked some marketers about advanced traffic generation, they may mistakenly tell you that there is no such thing, but again, that is wrong.

You see, it's really hard to tell an advanced traffic generation technique from a basic one. This is because advanced website traffic generation techniques are usually a basic technique taken to a higher level, in a very subtle, quiet way – with very loud and exiting results!

When you move into advanced techniques, you won't necessarily be learning anything new, you will just be learning something different. Remember math classes when you were in school? You learned how to recognize numbers, and what those numbers represented. You then learned how to add two numbers together. From there, you learned to subtract, and then to multiply, and then to divide.

As you progressed through school, the math became more advanced. You learned geometry and algebra. You may have even learned calculus, statistics, and trigonometry. But as you advanced, using new mathematical formulas and methods, you were still using basic numbers, and basic concepts.

Everything we do in life starts with basics, and website traffic generation isn't any different. If you were worried that you weren't technically savvy enough for advanced techniques, you can now stop worrying. Anybody can take the basics and move to the advanced methods. If you have the basics down, you're ready for the advanced techniques.

When you start using the advanced website traffic generation techniques, again, you will actually spend less time generating traffic, and still manage to get greater amounts of targeted traffic. We will be discussing targeted traffic in greater detail later, because it is a very important element in advanced traffic generation.

So, for advanced website traffic generation, you will be using the basics that you have already learned, and expanding on them. It isn't hard or complicated. It doesn't cost anymore or less than basic techniques. It's all the same, but somehow different and more effective. Let's start by going over the basics really fast.

Boot Camp Basics

You must have a firm grasp on basic traffic generation techniques before you can take those techniques to a higher level, which results in higher rewards. If any basic technique is covered here that you have not taken advantage of as of yet, make sure that you take the time to do so, before attempting the more advanced technique.

So, let the boot camp begin. Let's talk about the basic website traffic generation techniques that work for every type of website – those that have proven themselves to be effective time and time again.

Article Marketing: Article marketing has been around almost as long as personal computers have been in the home. Today, it is still one of the most effective forms of free advertising, and it is used by beginners and experts alike.

The concept of article marketing is to write a short article, approximately 350 – 500 words long. At the bottom of the article, you include your author's resource box, which is a paragraph of text that gives the reader information about the author, and includes your website address.

You then submit that article to the various high traffic article directories, for the purpose of getting traffic, for SEO link building, and to build credibility and establish yourself as an expert on your topic. Ideally, you will be writing and submitting one article per week.

Forum Marketing: Forum marketing has also been around for a very long time, and it is also highly effective. Quality forums do not allow members to advertise, but these are the forums that you want to drop your link in.

This is done by participating on the forum – asking questions and answering questions – and using a signature file, which contains your website address. This is not considered advertising, and is perfectly acceptable in the forums. Of course, you would want to participate in forums that are closely related to your own niche for this to be effective.

Email Marketing: Email marketing is essential for online business owners. If you told an Internet Marketer that you were going to take all of his marketing tools away from him, but that he could choose one tool to keep, he would choose his list. It's the most valuable asset an Internet Marketer has!

For email marketing, you use an opt-in page, or subscribe forms on your website, and people subscribe to your list. You then stay in regular contact with them, constantly making recommendations or providing them information – with the intent of making sales and/or bringing them back to your site over again over again.

Email marketing is essential for repeat traffic, which is also a very big part of advanced website traffic generation.

Pay-Per-Click Marketing: Pay-per-click marketing, or PPC as it is known in marketing circles, has been made famous by the Google AdWords program. The idea is that you set up an ad, choose keywords, set a budget, and let the ad run.

You pay for each click that you receive on your ad, and the ads appear in the sponsored section of the search results when people search for your keywords. The more you are willing to pay for the click, the higher the ad appears in the results.

Pay-Per-Click is very highly effective, and it is the fastest possible way to get a large amount of targeted traffic to your site, but it is tricky, and it's not for the faint of heart. If you don't know what you are doing, you can literally spend a fortune in PPC!

Search Engine Optimization: Search engine optimization is a collection of techniques used on your site, and off of your site, for the purpose of getting the search engine to list your site higher in the natural search results.

By natural search, we mean that the listing is not paid for, as it would be with PPC. Instead, it is a free listing that rises through the search engine ranks based on how well it is optimized.

SEO, as it is known, is done by using your keyword or keyword phrases a certain number of times in your content, depending on how many words are in that content. It also involves using keywords in all alt tags and in the title tag, as well as in anchor text of text links.

The only type of offsite SEO that is done is building inbound links to your site. At one time, any link would suffice, and it was just a matter of getting a high number of inbound links. Today, that is no longer the case – if the link isn't on what the search engines consider an important site, it has no merit.

Blogging: Blogging is a part of Web 2.0, but it has been around for quite some time now. Blogging made a huge entrance into the cyber world, and since its inception, it hasn't lost its popularity. Everybody blogs – and Internet Marketers are no exception!

Blogging is easy, and it's fun. Because of the numerous features that blogging presents, it is easier to get traffic to a blog than it is to get traffic to a website, which has a lot to do with its popularity among Internet Marketers.

There are other basic marketing techniques, but these are the most highly effective ones, and the ones that you can build on for advanced website traffic generation. Now, let's move on to some advanced concepts.

Targeting the Right Traffic

Many people mistakenly believe that if they have huge numbers of traffic coming to their website, that their marketing efforts must be paying off. This isn't necessarily so. In fact, it's hardly ever true, unless that traffic is highly targeted traffic. Not all traffic is created equally.

Untargeted traffic is traffic that lands on your site, but really has no interest in your site. Untargeted traffic may also be traffic that has an interest in your topic, but most likely won't take the action, such as making a purchase, that you desire them to take.

Targeted traffic, on the other hand, not only has an interest in your topic, but they are also ready and willing to take the action that you desire. So, if you think in these terms, you will see that quantity doesn't necessarily count – quality counts and targeted traffic is quality traffic.

So, how do you target the right traffic? You target it by the techniques that you use, and how you use them. For instance, if you are using PPC, and your objective was to make sales, you would not advertise something for free. You don't want people who are just looking for something for free.

You want people to visit your site who are ready to spend money, and you would write your ad in a way that targets those people. Obviously you would receive fewer clicks, and less traffic, but in the end, the traffic that you did receive turns out to be more valuable than the traffic you would have received had you not been targeting.

PPC isn't the only traffic generation that you can use to target traffic. Take forum marketing for example. When you do forum marketing, you are targeting traffic by participating in forums that are related to your own niche. When you blog, and then use social bookmarks to tag that blog, you are targeting traffic that is looking for those keywords.

When you work to get a link on an important website, you choose websites that are, again, related to your own. You are not only building links for SEO purposes, but you are also targeting that websites traffic.

When you write and submit an article, you generally submit the article to article banks that have articles on a wide variety of topics – but with your title, and the content of the article as well, you are again targeting people based on their interest.

Targeting traffic is a big part of advanced website traffic generation. When you are targeting traffic, you will find that you actually spend less time promoting your site, and

overall, you will even spend less money – but you will still get better results, in terms of the action that you wanted your visitors to take.

You can't start generating traffic in a 'helter skelter' fashion. It won't work. Targeting is really important, and every type of promotion or traffic generation you do should be done with a specific purpose in mind, as well as a specific target audience in mind.

Good marketers know this. You may have a business plan for your business, but do you have an actual marketing plan? A good marketer does. They know exactly what they are going to do, how they are going to do it, when they are going to do it, and who they are going to target while doing it.

Furthermore, you should focus in tightly on your market. For instance, if you have a site that caters to mothers, you may do better to focus that more, and target mothers of children who are a certain age, or mothers of children who have special needs – or even single mothers.

At the same time, however, you have to be flexible. For instance, if you had a site for single mothers, you are leaving out a huge potential market – single fathers. You would do well to change your tactic and target both of those audiences, because the same information applies to both groups of people.

While targeted traffic plays a big role in advanced traffic generation, it is important to know under what circumstances you should target and what circumstances that targeting isn't quite so important.

For instance, if your goal is to make money with Google's AdSense program, you would target people who are interested in your topic, but not necessarily people who are ready to spend money. You get paid if they click the Google Ads on your site, not if they make a purchase.

The same is true if you are selling ad space on your website. You want higher numbers to show potential advertisers, and you usually get paid for the space, not for sales made through the advertisement on your site. So, you must consider your overall objective before you determine whether or not you need to target specific traffic, or what type of traffic needs to be targeted.

However, those are really the only two situations where you might not need to target traffic. Unless one of those two conditions exists, targeting traffic really is important to your overall success. Without it, you will do more than twice the work, and possibly spend more than twice the money, and you still won't get the same good results.

Paying For Traffic

Paying for traffic is a good thing, as long as you are paying for the right traffic. There is a good source for paid traffic, and a bad source for paid traffic, and it is important that you understand the difference. Earlier, we discussed targeting the right traffic, and only one type of paid traffic does that: Pay-Per-Click traffic.

The other type of paid traffic is offered by numerous websites that promise to deliver a specified number of hits to your site, in a specified period of time – for a specified price. Unfortunately, you have no way of knowing where that traffic is coming from or how it is generated.

You can't even really be sure if the site that you purchased traffic from is delivering actual real traffic, or if they are using some type of software to make it appear as though you received live hits. There are many out there that are pure scams, and in fact, most experts would agree that this type of paid traffic is absolutely worthless, and that the majority of such services are indeed scams.

So, if you want to buy traffic, do it the right way, with Pay-Per-Click advertising. Remember that we listed PPC as a basic traffic generation technique –and it is, but there is also a more advanced level of PPC as well. So, you know what basic PPC is; let's now take a look at advanced PPC.

First, let's consider where you are running your PPC campaign. The chances are very good you are running your PPC campaigns through your Google AdWords account. How did I know that? Because Google's AdWords program is the most widely discussed PPC service in existence today, and the majority of marketers do use it.

But there is life beyond Google, and you may find that you benefit in more ways by looking past Google for PPC. You will benefit by having less competition, which in turn means that you will be able to bid lower prices for your keywords.

You may wonder if by using a different PPC service, if you would get the same amount of traffic. If you are paying less for the traffic, you will actually get more traffic for the same amount of money spent. Not everybody in cyber space uses Google as their search engine – there are others out there that are used a great deal.

Some potential PPC search engines that you should check out are Look Smart, ESpotting, Find What, Yahoo Search Marketing, Kanoodle, Enhance, ePilot, Mirago, and Lycos.

Next take a look at the keywords that you are targeting. Are you trying to compete as a very small fish in an ocean full of sharks? Give it up! Take the phrase weight loss, for

instance. That is a huge, competitive market, and your chances of succeeding are slim, simply because you don't have the advertising budget that Jenny Craig has. It doesn't matter how good your information is or how good your product is, Jenny can outspend you in terms of promotions, and you can't compete!

You've got to look for alternatives, and target tighter niches. For instance, instead of weight loss, what about weight loss for women. Instead of weight loss for women, how about weight loss for women over 50? What about weight loss for diabetics, or weight loss with bariatric surgery? Do you get the concept here?

Next, look at what your ad says. Is it targeting the right people? Remember our example of trying to get traffic that will buy, and not advertising something for free to get it. Are you using triggers? The two main triggers are desire for gain and fear of loss. Use that in your ads!

Take a look at your headline; does it target a specific audience? Is it eye catching? Does it create urgency, desire, or curiosity? This can mean the difference between getting the click, and not getting the click.

What time of the day is the majority of your target market online? Do they have daytime jobs, for the most part? Start your ad to run in the evening hours, and on weekends, and stop it during the workday. This way, you won't use up your daily budget before the majority of your market arrives home from work.

Learn to use all of the analysis tools that are available to you in your PPC account. Analyzers, traffic estimators, keyword generators – all of this will help you to create better ads.

Finally, is your traffic from PPC converting in the way that you want it to? If not, stop your ad, and figure out what the problem is – there is indeed a problem somewhere, and you may have to do a little testing to figure out what the problem is. The problem is in one of three places: The keywords you have chosen, the ad you have written, or the website/sales page that the traffic is landing on.

Note that it really isn't necessary to use PPC advertising at all times, if that puts a strain on your budget. If this is the case, reserve that money for special promotions, such as product launches, or announcements of Teleseminars.

You can use other advanced traffic generation techniques to get traffic to your site – it just won't be as much traffic as fast, since PPC offers the fastest possible way to get targeted traffic to your site.

Using Social Bookmarking Techniques

We have become a very social cyber community. If you haven't started learning and using Web 2.0 features, you absolutely must start doing that right away, or your competition is going to leave you in the dust. Social bookmarking plays an important role in the whole Web 2.0 concept.

Social bookmarking is very easy, very fast, and free – so there is no reason not to be utilizing this traffic generation technique. In fact, it's so easy and fast, it's hard to believe that it is considered an advanced method. It is most likely considered an advanced technique, however, because so few people have taken the time to understand it, much less utilize it.

They sure are missing out on some quality, free traffic – but that's not a mistake that you are going to make!

First, let's clear up an important misconception. Social bookmarking is not reserved for social networking profiles and blog posts. It can also be used to bookmark regular webpages, and even videos and audios. You can bookmark blog posts, webpages, audio, video, your profile, and even webpages that don't belong to you at all. Furthermore, you can bookmark each individual page on your site, and each individual blog post.

Because search engines have become so commercialized, and because their indexing algorithms have become so convoluted and complex, many people simply no longer rely on them to find the information that they are seeking. This is where social bookmarking enters the picture, in a very big way.

Essentially, when you use social bookmarking, you are logging into your account at a social bookmarking site, using the system to add a bookmark to your page to your list, which is maintained at the site, and tagging that bookmark with keywords.

Now, your social bookmarks are public. So, when someone comes along, in search of your topic, and they use your keywords on the social bookmarking site, where you have left behind your bookmark, your site comes up in the search results.

By using social bookmarks, you will get targeted traffic pretty fast, but it isn't as fast as PPC. Again, it's too simple not to do, so how do you do it?

Well, it can be time consuming if you plan to go to each of the individual social bookmarking sites and submitting your bookmarks one site at a time. Instead, use a service such as OnlyWire.com.

At OnlyWire.com, you sign up, and then register with each of the social bookmarking sites that it services, putting your username and password for each into the form on OnlyWire.com. You then drag the OnlyWire.com icon up to your toolbar on your browser – no technical skill required at all.

Next, go to the page that you want to bookmark, and click the OnlyWire.com icon. Your OnlyWire.com account page will open up; you enter your tags (keywords), and submit it. You will automatically be taken back to the page that you started on – the page you were bookmarking.

Go to the next page of your blog or website, and repeat the process until you've bookmarked them all. Now, in the future, each time you blog or add a fresh page of content to your site, simply hit that OnlyWire.com icon again, and bookmark the page.

It gets faster as you go, actually, because a list of the keywords that you've used in the past will be saved for you, and when you bookmark new pages, you can click on the keywords that apply, and just type in new keywords that you have not used in the past as necessary.

Again, use a service that sends you bookmark to all of the top social bookmarking sites, instead of trying to submit your bookmarks to each of these sites individually. It saves a great deal of time, and gets you the same results. Also note that when you use social bookmarking, you aren't just driving traffic to your site.

You are also creating important inbound links to your website. These social bookmarking sites get a huge amount of traffic, and the search engines view them as 'authority' or 'important' sites, and since they will be linking to you, this helps your search engine optimization along nicely!

While social bookmarking doesn't generate a massive amount of traffic, it does generate some targeted traffic, and because it is so fast and easy, again, there is no reason not to do it. It may be a valuable way to get a jump on your competition.

In fact, it's a good idea to get in the habit of social bookmarking two reasons: First, most of your competitors won't be doing this – not yet anyway, and second, people are depending more and more on social bookmarking sites to find the information that they desire.

Getting Links on High Traffic Sites

Getting links on high quality sites is usually easier than you might imagine – thanks to Web 2.0 technology. In case you are not aware of it, the days of reciprocal linking are pretty much over. The search engines have caught onto that concept, and no longer give importance to your site, based on the number of links that you have coming into your site.

Instead, they want to see the importance of the sites that are linking to you. That's where weight is given to your site. If you have an inbound link from John Doe's website that gets very little traffic, has a low Google Page Rank, and a high Alexa Rating, the search engines could basically care less – that inbound link is virtually ignored, and it was a waste of your precious time and effort to get it.

However, if you have an inbound link from John Brown's site, which has a Google Page Rank of 7 and an Alexa Rating in the low hundreds, that link will be given an enormous amount of weight in terms of importance. Getting your link on such a site will force the search engines to pay attention to you.

Sounds great, right? So, how can you convince John Brown to exchange links with you? Well, hopefully, you won't have to ask him to exchange links at all. His site may be great, but you want to avoid giving your site visitors an easy exit to someone else's site, if you can.

So are you going to ask John Brown to give you a link, for nothing in return? Hardly. Instead, you are just going to go to John Brown's site and find a way to get that link on his site without his help or permission – you rebel!

Okay, here's how you do it. First, go to John Brown's site, and look to see if there is a blog. With the popularity of blogging these days, there probably is – especially if it is an important site. Have you found his blog? Great!

Now, look for a post that you can comment on. This is the important part, because you don't want to become known as a comment spammer. Your comment needs to be very legitimate, and on topic.

Write your comment, and see if John Brown has made it possible for you to include your website link. If he didn't, simply use a standard signature file at the bottom of your post. There – your link is now on John Brown's site.

What if he doesn't have a link? Look for a forum, where you can register and make posts or respond to other people's posts, again using your signature file. If that doesn't

exist, poke around the site and see if John Brown accepts articles. If so, write and submit an article for publication, using your author's resource box.

The point is that you explore that site and look for any possible way to get your link on it. If you absolutely can't find a way, send an email to the webmaster, and request a link exchange with them.

If nothing else, look to see if they have testimonials on the site. If they do, there's your potential linking opportunity. Write a testimonial for them. Include your picture, your name, and of course, you're URL. Just don't give up – especially on those really high ranking sites – until you've exhausted all possibilities.

Now that you know how to get your links on important sites, find other important sites, again paying attention to Google Page Rank and the Alexa Rating. The Page Rank ranges from zero to ten, with ten being the best, but Alexa is the opposite – a lower number is an indication of a better site.

Get your link on as many important sites as possible, initially, and then pick out ten or so of the most important, and visit them weekly to get your link on them over and over again, by making new comments, or new forum posts.

Don't assume that one link is enough. The more links you have, the higher your ratings will go, furthermore, note that links sometimes have a way of disappearing, but if you are regularly adding your link to those same sites each week, you won't have to worry about that.

While you are creating all of these important inbound links, you will also be drawing traffic from those websites to your own – so, the effort you make in link building actually pays off in two very important ways, not just one.

If you don't have time to scope out potential sites to link on, or the time or patience to figure out how to get your link on that site, farm the work out. You can hire someone, on the Internet, to do the work for you at a very reasonable cost.

To find outsourced help, visit any one of the numerous freelance sites, such as Rent-A-Coder, Scriptlance.com, or guru.com, and simply post a bid request for the work. You don't have to worry about getting ripped off, since your payment is put into escrow and not paid to the person who won the bid until the work is completed, and you are satisfied that the work has been done to your specifications.

This is what the 'big boys' do. You didn't seriously believe that they did all the work themselves! After all, they have the same 24 hours each day that you have. It would be difficult, at best, to participate in all advanced traffic generation techniques and run a business, and manage to get everything done effectively!

You Need an Affiliate Program

If you have a product of your own, you absolutely need your own affiliate program. This is a major advanced traffic generation technique that simply cannot be ignored in the grand scheme of things. It is too powerful not to take advantage of.

Think about the time that you invest generating traffic to your website. Now, if you could generate fifty times that amount of traffic, in less time, doing less work, wouldn't you take advantage of that? Of course you would! That's what running your own affiliate program will do for you.

Your own affiliate program is definitely a huge part of advanced website traffic generation. If you have an affiliate program in place, you can recruit an army of affiliates (easily) to do all of your marketing for you, for a percentage of the profits.

It isn't hard or expensive to set up an affiliate program. In fact, you can use a service such as the [Ultimate Marketing Center](#) or [Click Bank](#) to do this. The costs are very low, and there isn't much work in the actual management of the program for you.

To recruit affiliates, simply visit as many affiliate program directories as you can find, and list your affiliate program with them. The majority are free to list in. Now, you don't have to find affiliates – they will find you, and they will promote your product for you, if your affiliate program is attractive to them.

How do you make it attractive? Offer a 50% commission on sales. Offer a higher commission if an affiliate makes over a certain number of sales each month. Offer an even higher commission to super affiliates and joint venture partners.

Sure, you are parting with half of your profits or more, but with so many people working to generate traffic and make sales, you will still end up with more money in the bank – because that army of affiliates can do way more than you could do alone.

But of course, it isn't really as easy as all that. As an affiliate manager, you do have responsibilities. For instance, it is your job to provide creative's, such as banners, buttons, email letters, and ads to your affiliates. They will want fresh stuff on a regular basis as well.

It is also a good idea to provide them with some marketing information – basic marketing instruction at the very least. Remember that the more you can help them, the more profit you realize – and the less marketing you have to do yourself.

You also have to keep them motivated. This is done with constant communication, which can be done in the form of newsletters or update emails. You can also hold contests and give a prize to the affiliate that makes the most sales.

Hold monthly 'sales meetings' in the form of a teleconference. Answer questions, give advice, let them in on the latest developments, etc. Everybody wants to feel like they are a part of something, and this is a way to help them feel that.

Be absolutely honest and fair with your affiliates. If they have complaints about your program, see what you can do to make it better. If they have suggestions, take them seriously. Make sure that they follow the rules that you have set, in regards to promoting your products, and make sure that you hold up your end of the agreement by making sure that they are paid on time, for each sale that they have made.

Make personal contact with your affiliates whenever you can. For instance, if you have an affiliate who has performed well in the past, but now has low sales, call him up and find out what's going on. See what you can do to bring him back into the fold, and to get him performing again.

On the reverse side, if you have an affiliate who is performing well, call him up and congratulate and thank him for his hard work. Nothing motivates people more than praise and acknowledgement. Your best performing affiliates will become your super affiliates and your potential joint venture partners at a later date.

The absolute worst affiliate managers don't provide any assistance or resources at all to their affiliates. They do not answer emails. They often don't pay very good commissions.

Don't be one of those affiliate managers. You have a reputation to maintain on both sides of the cyber world – the customer side and the business side. If you develop a reputation as being a bad affiliate manager, or worse, an unfair affiliate manager, it will be difficult to get new affiliates.

Those affiliates will also relate their experiences with you across affiliate programs – and other important Internet Marketers participate in those forums as well, even if they are just lurking. Word eventually spreads to your entire niche, on both sides of the fence, and before you know it, your business is gone.

Your affiliate program serves yet another purpose as well. As your affiliates market your products, they are dropping links to your site all over the Internet. You guessed it – more SEO fodder!

(For more on **Running Your Own Affiliate Program**, see the [Ultimate Marketing Center](#).
For more on **Affiliate Marketing**, see [Start-Affiliate-Marketing.com](#))

Can You Joint Venture?

You may have heard that it's hard to get into joint venturing if you've never done it before, and if you are not well known in Internet Marketing circles. I'm sorry to tell you this, but that is true. It really is hard to get in on a joint venture deal if you are unknown, often regardless of what you have to offer the venture.

You see, people want to joint venture with people that they know; people that they trust; people that are well-known within the niche, and people that have something to bring to the joint venture. It takes a great deal of time and effort to meet those requirements, and some people never actually meet those requirements.

However, that doesn't have to stop you from participating in an extremely valuable and effective form of joint venturing – even if you are unknown by any other Internet Marketer in existence! You can participate in joint venture giveaways, and it is very easy to do. In most cases, there are no requirements to meet, other than the fact that you will need a gift – a product of your own – to give away. You will also need your own website, and an [Autoresponder](#).

A joint venture giveaway is an event where multiple marketers submit free gifts that people can download. Before each gift is downloaded, however, the person wanting to download the gift must give the marketer who owns the gift their first name and email address – which of course goes on that marketers email list. The marketer now has a way to contact that person over and over again.

While it may be quite hard to break into joint venturing, there is nothing to prevent you from getting into joint venture giveaways. These giveaways can be found in any of the joint venture related forums on the Internet, and numerous joint venture giveaways are held throughout the year.

Here's how it works: You find out about a giveaway that is coming up, and you register. You receive an affiliate link. Now, you need to save this link, because it is important. When the event launches, you will be promoting this link to your list, if you have one. If you don't have one, you can use it in your signature file on newsgroups and forums, and put the link on your website as well.

When people click on your link to go to the event, they will sign up, and then be presented with a one-time-offer, also known as an OTO. If they make a purchase, you get a percentage of that sale. That is the purpose for the affiliate link. The payout percentage varies from one giveaway to the next.

Before the launch however, after you've signed up, you will need to create a product to give away, if you don't have one already. Because your gift has a direct impact on the impression of you, it is important that you ensure that your gift has value to it.

The gift also needs to be very unique, meaning that you haven't used it in another giveaway, or it's not a PLR (private label rights) product that you have not made changes to. Always use a fresh gift for each joint venture giveaway.

Your gift can be a report, an ebook, a video, a recording, articles, an email course, or membership to a website that you own. The possibilities are endless. You can also use your free gift for further promotion of your site, your product, or affiliate products. You can even give away PLR rights to the product; resell rights, or giveaway rights.

You will need to make a cover for your gift. This is essentially a graphic that depicts your gift, such as an ebook cover or a software box or something of that nature. The picture gives your gift more perceived value, and they can be made with inexpensive ecover software, or with other graphics software. If you don't feel that you can do this, surf on over to a freelance site, and get one made – you can usually get this for about ten to fifteen bucks. It is important to have that graphic.

Set up a new list for the event in your [Autoresponder](#). Create an opt-in page, which of course is attached to your Autoresponder. If you desire, set up your own OTO for your own product, which the visitor will see after they submit their name and email address. Make sure that the visitor has the option of saying 'no thanks' to the offer, at the bottom of the page. If they say 'no thanks' they can be redirected to the main page of your website, or to an affiliate site – your choice.

In your [Autoresponder](#), you will need a confirmation email, and an email that tells your new subscribers where to download their free gift. Finally, upload your gift, upload your opt-in page, and test it all. Go to the event site, and submit the URL for your opt-in page, the graphic for your gift, and a description of your gift.

You are all set. When the launch of the giveaway takes place, you can happily watch as your website visitor's increase, and your list size increases as well. You see, there are three benefits of joint venture giveaways: The potential to earn some money, the opportunity to build a large list, very fast, and the generation of website traffic.

Know who you are doing business with, and be choosy. For instance, if a marketer with a bad reputation is hosting the event, it's in your best interest to steer clear. This does not apply to unknown marketers – just those who have done something in the past to ruin their reputation.

You could also host your own giveaway. This could be an opportunity to get better acquainted with other Internet Marketers, who you may have the opportunity to joint venture with at a later date. If you do host your own event, take it slow and easy. Make sure that you are all set up and that everything is working correctly before you announce your upcoming event. Also, it's a good idea to participate in at least one joint venture giveaway before you strike out with your own.

Does Video Generate Traffic?

You better believe [video](#) generates traffic! [Video](#) is very popular, and has become a big part of the whole Web 2.0 concept thanks to sites such as Google Video and YouTube. Making videos is easier than you might think as well. You don't even need any talent. All you need is [video software](#) and/or a digital video camera.

There are two types of video that you can make. The first is very simple, and doesn't require very expensive equipment or software. You simply use screen capture video software, to capture what is happening on your computer screen. You can essentially do things on your computer, and people watching the video can follow along by seeing what was happening on your screen.

This is a great way to demonstrate how to use some software, or how to use a website or service, and this type of video is very popular. It's also a great way to promote an affiliate program. In fact, many affiliate marketers use screen capture video to sell products, which boosts them up to super affiliate status fairly quickly.

The second type of video is video that is taken offline, with a digital video camera, then uploaded to your computer, and edited. This may be a video of you interviewing someone else, doing some sort of demonstration for a product, or simply speaking to your audience. When it comes to video, the possibilities are limitless, and you can pretty much do anything you want.

No matter which type of video you produce, you need to be sure that it is quality material. Make sure that the focus is clear, and that it is easy to understand what is being said. Also check the backlighting to ensure that you don't appear as a shadow on the video. Try to ensure that it looks absolutely perfect, as this only serves to add value to it.

Provide quality content that has value in your video. The people who watch it should get something out of it – whether it is information or humor, or both. Use editing software and add lead in and lead out music as well, to make it more professional, and watermark your website URL on the video as well. That's an important aspect, because the idea is to use the video to drive traffic to your site.

Test the video, and make sure that it works well on different types of computers, and in different web browsers, if possible. Remember that this video will leave many people with an overall lasting impression of you. Test the amount of time it takes to download the video as well – and if it is too long, try to compress it or shorten it.

You also have the option of using someone else's video. Visit YouTube. Search by keyword for a video that relates to your topic. Find one you like, and click the 'embed'

button next to it. Copy that code, and paste it into the HTML code where you want the video to appear on your website. Instant video!

With your own video, go to the various free video sites, such as Google Video, Yahoo Video, and YouTube, upload it, and tag it with related keywords. Also post the video on your own website.

You are probably wondering why people will come to your site to watch a video that they can watch elsewhere. They do so because often finding quality videos, among the millions of videos that exist on those free sites, takes some work. You've simply taken the 'work' part out of the equation – for your visitors anyway.

Now, how does this aid you in website traffic generation? Well, first, you are creating yet more inbound links to your site when you upload your video. Second, people will view your video on one of the free sites, and visit your website in search of additional information or videos.

You can also use social bookmarking with video. Once you upload it to the free sites, load it up in your browser, and hit your OnlyWire.com icon, and send that bookmark out to the social bookmarking sites. Do the same thing for each video site that you upload to.

Mix things up. Give them humor. Be personable in your videos. Be serious. Create entire video series if you can. This keeps people coming back for more, and it only serves to increase your credibility. You want to be known as the source to go to for informational videos on your topic.

Don't try to follow a script. You won't sound or look natural. Instead, make yourself some well detailed notes to follow along. Look at the topic you want to discuss, and start talking. Avoid shooting your video in windy or noisy places as well.

While you want your video to have value, try to keep it short – fifteen to thirty minutes is sufficient. If you need the video to be longer than this, break it up into a series, so that it is faster to upload and download. Not only does this benefit you – but your viewers will also appreciate it.

People like video. In fact, they would prefer to watch video if they have a choice between listening to audio, reading text, or watching video. Take advantage of this, and give them what they want.

The Art of Email Marketing

Are you a subscriber to any email newsletters? The chances are very good that you are. Have you ever really read those newsletters? You probably have, but did you note how those emails were written? There really is an art to successful email marketing. It's more than just sending an email out through your Autoresponder – much more!

With advanced email marketing, you will be sending emails out to your list on a regular basis. Few marketers send out traditional email newsletters anymore. These days, they mostly send out recommendation letters.

These recommendation letters are carefully written. They are not sales letters, by anyone's standards. They provide the reader with useful information, and a link to a resource that relates to that information. The link, however, is to a product that the list owner owns, or to an affiliate product that he promotes.

The emails are well formatted, so that they don't break up in the readers email client. They are checked for spam filters, and revised until they aren't in danger of getting caught by anyone's spam filters. Everything is spelled correctly. The grammar is perfect.

The tone of these emails is conversational and friendly. It isn't just information. It's like getting good advice or information from a trusted friend. You do, after all, want to portray yourself not only as an expert to your list, but as a trusted friend as well.

You should send out such recommendation emails to your list, at the very least, once a week. You can, however, send out an email as often as once a day, but never more than that, or your subscribers will get tired of you – if you send out less than once a week, they forget about you. It's a fine line you have to walk.

For email marketing, you need one thing – an Autoresponder. In fact, you don't even have to have a website to build an opt-in list, but it does help. Select a good – powerful – Autoresponder. You won't catch a professional marketer using a free Autoresponder.

Most professional marketers use one or both of two services: [Get Response](#) or the [Ultimate Marketing Center](#). This is because these three Autoresponders are highly dependable, they have high deliverability rates, and they have added features that make your email marketing more effective, such as click tracking and open rate tracking.

A couple of services will enable you to hook your blog up with your Autoresponder. Each time so many posts are made, or a certain number of days passes, the Autoresponder will collect and compile excerpts from posts made during that time period, put them in the template that you have chosen, and email it out to your list – all without you doing a thing, other than telling it to do this.

The purpose of email marketing far exceeds the possibility of making sales with affiliate products. It also brings people back to your site, over and over again. You can continue emailing people on your list, until they unsubscribe, or die.

Professional marketers know that repeat traffic is just as important as new traffic. This is because you actually have a better chance of convincing a repeat visitor to make a purchase than you do of convincing a new visitor. You get the new visitor on your list, and continue to convince them via email.

Here's what it comes down to: if a person visits your site, and they don't make a purchase, and you don't collect their contact information (first name and email address), that was a wasted visit. They will leave your site, and you will most likely never hear from them again.

On the other hand, if you can at least get them on your list, your chances of making a sale to that person in the future more than double. This is why an opt-in list is vital to an Internet Marketer. You can almost always bring them back to the website again, through your list.

Learn to use your Autoresponder in an effective, time saving way. Spend several days composing emails for your Autoresponder sequence, and load them up. This way, you can have several weeks, and possibly months of emails ready to be sent out to your list, and you can focus your attention on other website traffic generation techniques.

Learn to narrow and target your lists as well. For instance, Mary visits your gardening site, and gets on your list. The following week, she visits again, and this time, she signs up to download an ebook on preparing a rose garden for planting. When she does this, the Autoresponder, if you've set it up to do so, will remove Mary from the original list, and put her on your 'rose interest' list – Mary will never know this happened.

The following week, Mary visits your site again, and this time, she purchases an ebook that covers growing and caring for roses, from A – Z. She again fills out an opt-in form, and is quietly moved from the 'rose interest' list to the 'rose buyers' list.

Now, you have a highly targeted, highly qualified person on that list. Mary is a proven buyer. Typically if she will buy from you once, she will buy from you again in the future, as long as she was satisfied with her purchase and her experience as your customer.

Take the time to fully explore all of the features that are available with your Autoresponder, to learn what it is truly capable of. Use those features to automate as much of your work as possible, and to move subscribers from one list to another as they show you more and more what they are all about.

Find out What Your Visitors Want

A professional Internet Marketer would never create a product without first determining whether or not there is a market for that product. They know too well the dangers of doing that, and if you do it, you will lose both time and money.

You need to find out what your visitors want from you. When you know this, you can better target all of your traffic generating activities. You can make changes to your site that caters to the majority of your visitor's desires. You can create products that your visitors are waiting to buy.

How do you find out what your visitors want? You simply ask them. Post a poll on your site. Add a survey question to your opt-in form. Set up a survey page, and invite your list members to come take the survey, in exchange for a free gift.

Just be careful what you ask on your survey. In most cases, if you start asking for too much information, your survey won't do well. On an opt-in page, ask one question. For a poll, ask one question. On a survey, don't ask more than three to five questions. It should be quick and easy for those taking the survey.

Once you have data from the initial survey, change the question, and run it again. For instance, you found out that a large portion of your visitors to your parenting site are interested in how to deal with teething babies. Your next question may be whether they prefer all natural products, or if it matters to them or not.

With the answer to that question, you may find out that a large portion of your visitors are interested in dealing with a teething baby, using all natural products. Now, with that information, you can arm yourself for bear!

You can start by creating a teething baby section on your website. You can set up a special forum for teething babies. You can find all natural products that relieve teething pain in babies, and start marketing it to your visitors. You can also change your ads, to make your advertising more targeted to parents who are seeking information about teething babies.

When you provide what your visitors want, they will come back over and over again. When you create products that they have specifically asked for, you are guaranteed success.

Once you've surveyed, you can test. Again, a professional marketer tests everything. Headlines, sales copy, products, product titles, ads, ad titles, and even URLs and graphics are tested – often over and over and over again. A good marketer is always seeking a better way – a better method.

So, how do you test? Well, you know that a large portion of your visitors are interested in natural products for teething relief, so you go out and find two or three affiliate products that will fill that desire.

You then set up a PPC campaign, and set up an opt-in page that rotates between the three affiliate links. You start your campaign, and send an email out to your list, and find out which product performs the best. You can also figure out which sales letter performed best.

When you know this information, you can go take a closer look at that sales page, and that product, and start looking for gaps that you can fill. For instance, if the site just sells a teething product, without selling any additional teething information, you could write an ebook (or have one written) on the teething topic, and joint venture with that product owner – you promote his product, and he promotes your ebook – or whatever arrangement you work out.

But without surveying and testing, you can't fully determine what your visitors want, expect, or seek. Sure, you can find out what keywords they used to find you – but you will do even better when you directly ask them how you can help them.

That's what you would do if someone walked into a brick and mortar business that you owned – you would ask how you could help them, you would listen to them, and if they were seeking a product that you didn't carry, and you got enough requests to carry such a product, you would make it your business to start carrying the product!

It's a simple concept: If you don't know what your visitors want, you can't give it to them. You can try to guess at what they want, but you will probably be wrong. The surest, easiest, fastest way to find out what they really, honestly want from you is to simply ask them.

So you survey: set up a PPC campaign, or email your list – drive traffic to your site survey. Analyze the results, and survey again. Survey as often as it takes to narrow down the exact topic that is important to the majority of your visitors.

When the surveying is done, you back up those results by testing. Test, test, test, and continue testing until you are converting at a very high rate. Until it all works and converts perfectly.

It takes time. It takes effort. It even takes some money. But in the end, all of the testing and surveying really does pay off – in a very big way! Consider this: Some marketers test for months, and even years....some never actually stop testing at all, and there is a reason for that! Remember that they are on top, and that is where you want to be.

Wrapping It All Up - The Beginning

If we are wrapping it up, how can it be the beginning? It's the beginning because we have only touched on the basics of advanced website traffic generation. There is more to it. There is more to each of the concepts that we discussed here, and it's important that you learn those concepts and techniques.

There are also additional concepts that have not been discussed here, such as [Teleseminars](#), podcasting, [advanced blogging](#), writing and distributing press releases, how to effectively use your web stats, a special classified ad site, and a very special technique that few ever think about.

Basic website traffic generation techniques are fine – for beginners. But if you've moved past the beginner stage, you really need to learn the more advanced techniques, and take advantage of all of the benefits that come with those techniques – mainly less work, less money, and more profits.

Let's quickly review what you've learned. You've learned that even though you are ready for more [advanced website traffic generation](#) techniques, the basics still matter, and still must be used. You've learned how to effectively target traffic, which makes your advertising much easier, cheaper, and more effective.

You've learned the right way and wrong way to buy traffic, and you've also learned how to use PPC advertising more effectively. You've learned a little bit about Web 2.0, and how to incorporate some of those elements into advanced traffic generation. You've learned how to get your link on important sites – without asking for permission.

You've learned that you need an [affiliate program](#), and you've been given some basic information about getting started with one, and running one. You've learned how to sneak in the back door of joint venturing, and how to benefit greatly from that.

You've learned how to use people's desire for [video](#) to your advantage, and how to master the art of [email marketing](#). You've also learned how to find out exactly what your website visitors want, so that you can create a better website, better products, and ultimately, generate traffic more effectively.

This is just the beginning. Now, you need to learn how to use [Teleseminars](#) to drive traffic to your site. You need to find out how to use [advanced SEO](#) techniques for natural search. You probably know that you need to write and distribute press releases, but now you need the secrets that will get your press release published.

You need more information on [podcasting](#). You need information on [advanced blogging](#). You need to learn about that special classified site, and how to use it to your advantage, and you definitely need to learn about the technique that few people ever even

consider. It is so simple, so free, and works so wonderfully, that it is a wonder that it isn't considered more often.

I do want to say a word or two about marketing tools, such as keyword tools, [Autoresponders](#), [affiliate management service](#), and things of this nature. There are free resources out there, and some are okay, while others are really downright bad.

It is important to remember that you always get what you pay for. Budget for these types of expenses. Use the free resources, but when the time comes to upgrade, do so. Skimping on the cost of marketing tools can only serve to hinder your efforts in the long run.

I also want to take a minute to talk about honesty and integrity. If you want that all important trust and credibility, you have to be honest, and you have to have integrity – trust and credibility are hard earned, and if you lose it, it's gone forever.

Remember that it isn't about the numbers, it's about the quality, and that works two ways. The amount of money that you make is not what makes you important in your community. It is the honesty, integrity, and true knowledge that you bring to the community that matters.

This isn't to say that money isn't important. If it wasn't, you would be sitting on a beach somewhere, sipping a cool drink, without a business thought in your head. Business is about making money. But you can't let the prospect of earning money cause you to do things that are just plain unethical or dishonest.

So, no matter what basic or advanced traffic generation techniques you are employing, just make sure that it is always done with honesty, with integrity, and in good faith. In the long run, you win the game – financially and emotionally, and you build your personal character up right along with your credibility.

You still have a great deal to learn, and this is why, even though we are wrapping this report up, it is indeed the beginning of your journey into [advanced website traffic generation techniques](#), and not the end.

Watch For **Volume Two** – Coming Soon to
<http://www.Top-Traffic-Secrets.com!>

Resources

Auto Responders

[Ultimate Marketing Center](#)

[Get Response](#)

Free List-Building Resources

[Multiple List-Building Web Page](#)

[List Building Report With Giveaway Page](#)

[Blogging Report With Giveaway Page](#)

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About The Author...

Doug Champigny, a full-time Internet marketer, Affiliate Marketer and E-Zine Publisher, is often called a super-promoter because he's an expert in building opt-in lists quickly, using Blogs to promote products and affiliate opportunities, and networking with other online pros to create new and innovative sites and products. With his wife Teri, the Champignys own and operate over 35 web sites at present, and are constantly working to brand themselves worldwide and help other marketers achieve their online goals.

Other E-Books by Doug Champigny include:

[Becoming A Resale Magnate,](#)

[Making Sense Of AdSense,](#)

[25 Teleseminars & Webinars Secrets Revealed,](#)

[How To Start And Build Your Own Affiliate Marketing Business](#)

Also, be sure to check out some of their most popular sites:

<http://www.DougChampigny.com>

<http://www.MarketMy.com>

<http://www.Start-Article-Marketing.com>

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