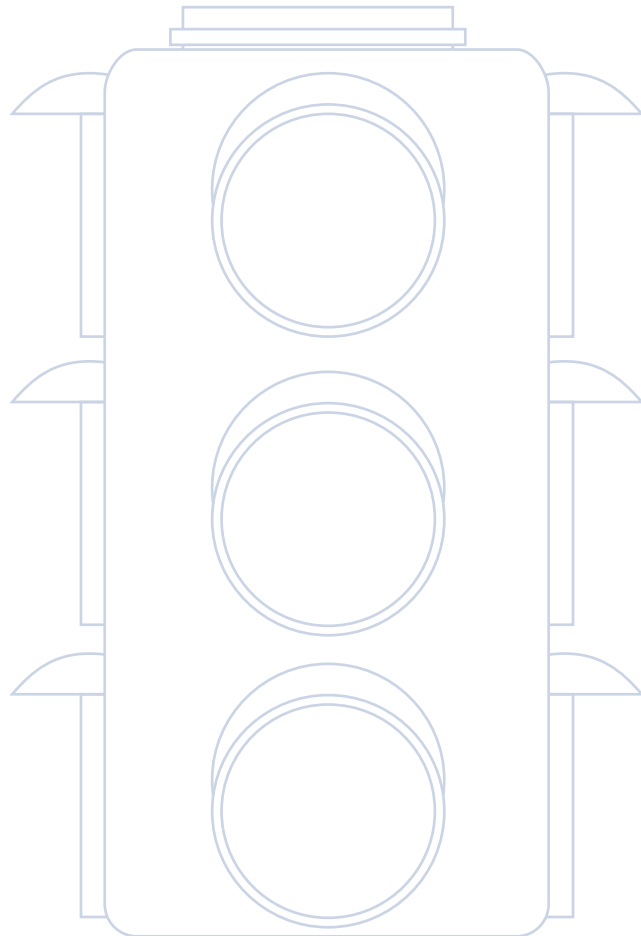


# The Secrets of Traffic:

Twelve Essential Techniques to Build Your Hits

Peter Bray



## Welcome to The Secrets of Traffic!



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### About the Author

Peter Bray has been marketing online for over 10 years. The founder of one of the largest interactive Ad Agencies in the world, Bray now spends his time developing powerful techniques, software, and eBooks that help both beginning and expert Webmasters build effective sites, generate traffic, and convert more sales.



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Time is precious. For the novice Webmaster, it's critical. If you had unlimited time, you could spend all day online—researching, reading, emailing. Doubtlessly, as a result, you'd get tons of traffic. But you don't have a lot of time. Many new Webmasters work fulltime jobs and dedicate just a few critical hours each night working on their budding site. There's so much information, blind alleys, software, strategies, tips, tricks, and blah-blah online that the successful Webmaster must learn to focus.

As well, money is precious. Online, novice Webmasters are faced with a barrage of expensive options—from paying listing fees in Yahoo, to purchasing pay-per-click space, to buying credits on hit rotators, to ordering software that claims to improve your rankings in search engines.

So we're going to cut to the heart. We'll give you the 12 steps that we believe are the most critical and most essential to getting your site up and humming with visitors.

These are the building blocks for your traffic. Many will sound familiar, and you may think that they are old or outdated. That's far from true. These are tried-and-tested.

For each step or building block, we spell out strategies on how to make them work. After all, "get in search engines" is a great idea—the trouble is how to do it.

We assume that you're already somewhat comfortable with the Internet, and with setting up a website. Therefore, we don't go into too much detail about HTML and other website design issues.

Congratulations on taking the first step! We'd love to hear your thoughts, and we hope you'll explore our other product offerings, including:

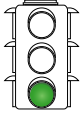
#### [Search Engine Cloaker](#)

Advanced software for getting better search engine exposure.

#### [Compare Your Clicks](#)

Real-time comparison of bid prices at multiple pay-per-click engines.

# Technique 1: Reciprocal Links



## Neat Idea

Most major sites, such as CNN.com and others, have discussion areas. A great way to get a link from such a highly popular site is to post in these discussion forums, with a link to your site. The search engine spiders will find these links, and will spider your site (and give you credit for a highly popular incoming link).

## Introduction

The single best way to get good, quality traffic is by getting other topical websites to link to you.

It's important to remember that there is often a trade-off between quality and quantity of traffic. Perhaps you've seen those "1,000,000 hits for \$50" offers. Sound tempting? That traffic is usually of such low quality that it is rarely, rarely worth it. Reciprocal links, on the other hand, often generate low levels of traffic. But since these links are usually on websites thematically similar to yours, the quality will be very high.

Also, as we discuss later, reciprocal links increase your "site popularity" in the search engines. This gives you higher results rankings.

## How to do it

What's the best way to get reciprocal links?

First, you need high-quality links. What does this mean? Well, one side effect of having incoming links is that search engines will rate your site as "more popular"—this popularity is an important factor in determining where you will appear when people search for you in the engines. Those sites that are "more popular" (they have more links to them) will appear more frequently and "earlier" in the rankings than those that are less popular. One important thing to remember, however, is that links from "low quality" sites are often detrimental to your popularity rating.

So, how to find popular sites?

- Go to [Google](#) and do a search for keywords related to your site. If you are a real estate agent, for example, search for "real estate." Also try "mortgage," "houses for sale," and other similar searches.
- Look at the top 20 or so listings for each search. Visit each site. Look for reciprocal links areas—typically these will be labeled as "other interesting sites," "sites of interest," or something similar. Also, look for an email address to contact the Webmaster. Generally, you'll get better luck with smaller sites, those run by a single Webmaster, rather than larger corporate presences.

By following this strategy, you should get a number of email addresses of sites where you'd like links to your site. Now you need to contact each Webmaster and ask for a link to your site. What's the best way to do this?

- I suggest that you set up a reciprocal links area on your site. It should have prominent placement on your site, with a header or welcoming text highlighting "links of interest."
- Then, before you send email to anyone, add a link to the first site on your list. Include a short description with the link. If you are about to send email to a very important, major site that you desperately need a link from, perhaps consider putting a link to them on your main page (maybe at the very bottom, for instance).
- Then, send the Webmaster a personal email asking if they will link to your site, and that you've already included a link to their site. This is a great way to get people to link to you.
- Do a "rolling" email campaign: Every few days, add links to your site and send email to a few more Webmasters. If they don't respond, delete them from your list of links (you don't want too many links on your reciprocal links area—it will lose its value), and replace them with others. Also, if you are not getting many responses, try changing the tone of your email, or possibly redesign your links area to be more attractive and usable.
- You can also try to use tools such as Arelis [[link to arelis.com](http://arelis.com)] which automatically finds appropriate sites and emails webmasters for links. It is an automated tool, so it is not as good, in my opinion, as a manual solution.



## Avoid

Link farms—or other software or sites—that purport to give you lots of incoming links to increase search engine popularity.... Such "Google bombing," while possibly increasing your site popularity in the short term, is very easy for the engines to locate and penalize.

In terms of the email that you send, make sure that it is highly personal. Webmasters get a lot of spam and junk mail, and you want to send mail that they will read—so personalize it to them and to their site (make a few comments about their site, for example).



Another very effective strategy is to offer "testimonials" to particular Webmasters. Every site that sells a product or service is looking for well written, effective testimonials of their service (including us!!!).

Almost always, these testimonials include a small link to the author's site. So another solution is to look for product pages that have a product that targets a similar audience as your site. Send them email offering a testimonial. Perhaps even write the testimonial beforehand and ask if they'd like to use it. Of course, you should actually try their product and service and believe in what you write!

This approach is remarkably effective. Who can resist an effusive Webmaster showering you with praise? Don't forget, when you send out your testimonial email, ask if they will include it on their site. Sometimes, Webmasters don't realize the benefits of such testimonials until you point them out!

The most effective incoming link you can have is from Yahoo. Yes, you will have to pay for it. But it will reliably deliver traffic, and will give you greater rankings in the search engines to boot!

## Technique 2: Search Engines

### Introduction

Each and every Webmaster will tell you that search engine traffic is valuable and essential to your success. But each, in turn, will also tell you about the difficulties of getting listed. Indeed, over the last few years, things have gotten a lot tougher for the novice Webmaster in regards to search engines.

Why is search engine traffic valuable? In effect, it is “double opt-in.” Simply, a user performs a search on some keywords—that’s one opt-in. Then, they read your search description and click on your particular link—that’s a second opt-in. So the traffic you get has been highly filtered—the users want to be at your site. When you start doing advanced Webmastering, such as tracking how well each traffic source performs, you will notice without a doubt that search engine traffic converts to more sales, provides more leads, and is more productive overall.

Yet, unless you’re extraordinarily lucky, you’ll find that it is very, very difficult to get listed in search engines. What to do?

First, a little info on how search engines work. Search engines send out automated “spiders” to explore the Web. These spiders follow links and consume all the pages they find. A percentage of the pages that the spiders find are included in the search engines. When a user visits one of the search engines and does a search, he will see a small snapshot of sites.

### How to do it

How can you make the engines index you? Well, follow Technique 1 above! You see, search engines increasingly rely on “site popularity” to determine not only what sites they index but how those sites are ranked when a user does a search.

In the “old” days (pre-1998), search engines pretty much indexed everything they found. When a user did a search, he might get a page from CNN.com, or he could get a page from some tiny website. More often than not, the page from the tiny website was not as “relevant” as the one from the larger CNN website. Also, many “spamdexers”—that is, people who create sites solely to get many pages listed in the indexes—were causing problems for the engines.



#### Avoid

“Submit Your Site to 10,000 Search Engines”.... These sites are worthless and expensive. In reality, there are only five or six truly important search engines. The rest are irrelevant.



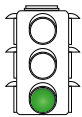
#### Avoid

Linking to low-popularity sites! By downloading [GoogleBar](#), you can determine how popular each site is. Make sure you link to ONLY highly popular sites. Believe it or not, when you link to a low popularity site, Google will lower your site popularity in turn.



#### Avoid

By the same token, you want to ensure that only highly popular sites link to you! If low popular sites link to you, your popularity will decrease. (Incidentally, this is a great way to sabotage your competitors – create a very bad site, one that will absolutely get a low ranking and then link to your competitors from this site. This will lower their popularity ranking.)



## Good Idea

To get a good popularity rank in Google and the other engines, you need high profile, very popular sites to link to you. One of the best ways to do this is to get a listing in [dmoz.org](http://dmoz.org). This is a free Yahoo-like directory, and it is relatively easy to get listed. Just go to the appropriate category and submit your site. The nice thing about dmoz.org (besides being free) is that it is maintained by multiple volunteer editors. As such, if you are not accepted by the first editor, simply resubmit in another category (where there will be a different editor).

Enter site popularity. Search engines now rate sites higher if they have other sites linking to them. So the more sites that have links to your site, the more “popular” your site will be. Not only will this strategy speed up your inclusion in the search engines, but it will also help your overall placement in the engines.

So pursue those reciprocal links! However, here is an important caveat: make sure that you get “good” sites linking to you. If you get trashy sites providing reciprocal links, that might actually hurt you. It appears that search engines take into account the quality of the sites that provide links. So try to get top notch sites to link to you (do a search on a keyword and you can be assured that the first sites you see listed are high-quality sites, at least according to the indexes).

In fact, recently a technique entered the scene nicknamed “Google bombing.” This technique, documented on CNN, MSNBC, and others, had small sites getting very high rankings for particular terms. How did they do it? They got all of their friends to link to their site with the same words. You will get a high rank with those words. So it’s important to consider the actual words that people use to link to your site. Your site name is okay, but far better is a link that has two or three hot keywords.

Okay, so you’ve got your reciprocal links. What else can you do?

Now you need to design your site to get you more listings. How can you do this? By creating lots and lots of pages. If you have a small site—just a few pages—you will, at most, only get a few listings in the search engines. And, increasingly, becoming a search engine master is about the quantity of listings you have, rather than the quality (as it is so hard for new Webmasters to get Top 10 listings).

So we suggest developing a lot of pages for your site. In many cases, these pages can be designed just for the search engines—real users don’t have to see them. To do this, just have small links at the bottom of your main page to one or two of your “search engine pages.” Real users probably won’t follow these links, but the search engine spiders will.

These pages should be “real” content, but with an emphasis on keywords and phrases that are important to your site.

You can take a more advanced approach, if you like, by using search engine cloaking. We recommend Search Engine Cloaker, another product that we own and sell. Cloaking, in effect, looks at the incoming visitor and, if it is a search engine spider, it automatically creates a page JUST for the spider from lists of keywords. The page dynamically creates links to other auto-generated pages—so the spiders will infinitely explore your site. Real users, when they visit one of these pages, will be invisibly and instantly redirected to any page you choose. It’s a neat strategy.

Once you've gotten in the search engines, then you can take your next step, which is to refine your listings. You want your site to appear closer and closer in the Top 10 for certain searches. There are two important considerations here.

First, you want to have good position for high-frequency searches. After all, if you're the number 1 entry for the search "crazy grass and barns," well, great.... But how many people search for that? Okay, so you need to analyze WHAT people search for. Here's how to do that: visit this tool from Overture (we talk about them later). They feed into all of the major search engines. This tool lets you see how many times a particular term was searched for in the last month. By using this a few times, you will be able to get a relative sense of which terms are searched for frequently, and which are irrelevant.

Okay, so you've found several words and phrases for which you want to rank high in the engines. Now what? Obviously, you want to include those terms on several of your website pages. Remember, though, it is not your site as a whole that will determine where a listing appears for a particular term—rather, it is each particular page that is measured on its own merits. So you want to focus on each page, and make sure that for each page you focus on one particular keyword or phrase. Focus!

Now, you don't want to repeat the term over and over again. That won't work. Search engines consider that spam, and they won't include it—or if they do, it will appear very low in their listings. You need to include the word, separated by other words, at just the right frequency. But, you may ask, what is the right frequency? Good question! Such keyword density is something that is studied by lots of nerdy "search engine specialists." You don't need to be too exact about it. You should aim for your term to comprise roughly 7% of the page's word content. Once you've created your page, visit [Keyword Count](#) to see the frequency percentage of any particular keyword.

Some other important considerations:

- Use your target keywords in the *name* of your HTML file. For instance: *dallas\_real\_estate.html*.
- In the *head* of your HTML document, use the meta tags `<meta name="keywords" content="real estate, dallas, mortgages">`, which search engines take into consideration. However, meta tags are much less important these days. More relevant are the `<title></title>` of the document, as well as any H1 heading that you use.

- Also in the *head* of your HTML document, use the meta tags `<meta name="description" content="Great Dallas real estate deals!">`, which search engines take into consideration. This description is often used to describe your site to users when your site appears in the search engine rankings.
- Try to limit the HTML that appears before your actual text and keywords. If lots of graphics and tables and other HTML fluff appear before your keywords, search engines will generally give less weight to your words. In other words, you want your keywords or phrases to appear as close to the top of the page as possible.
- Include your title in H1 headings. Search engines give more weight to them.
- Set other keywords throughout the document in a bold font, because search engines give more weight to words in bold.
- For all your images, use an ALT description with keywords. Also, consider naming your image filenames to include your keywords. For example: *dallas\_real\_estate.gif*.



Here's another clever trick: If you are already listed in a search engine, do a search on a particular phrase until your site appears in the number 1 rank. Then copy that link from the Address bar in your browser. Include that link on one of your pages, saying something like, "Check us out in AltaVista!" The reason to do this is that other search engines will see this link, follow it, and they will see that that page has a link to you. Ideally, this will increase your overall site popularity. After all, AltaVista is a popular site, and if they link to you, your site must be a good one! Remember, search engine spiders aren't smart—they won't think, "Hey, wait a minute, this is another search engine that I'm looking at!"

## Focusing

It's true that there are thousands and thousands of search engines out there. Wouldn't it be great to be listed in all of them? No!

The top three search engines account for probably over 95% of all searches. The bottom 10,000 account for less than 5%. Don't bother with the less important engines. Don't design your pages for them. Please remember as well that search engines are NOT directories. Directories—such as Yahoo.com—are edited and maintained by humans; search engines are created by automated spiders.

Focus on the top three engines. Use the Add URL feature for each one. But be careful! You only want to do this every so often, as submitting your site over and over again is harmful! Here are the Add URL pages for the top engines:

[Google.com](https://www.google.com/addurl)

By far, the top dog on the block.

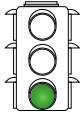
[AltaVista.com](https://www.altavista.com/addurl)

We do not feel it is worth using their paid submission service, as AltaVista has limited reach.

[Inktomi.com](https://www.inktomi.com/addurl)

Inktomi isn't an engine by itself, per se. Instead, it is used by MSN and AOL to power their engines. For some, doing a "paid inclusion" is certainly worth it.

## Technique 3: Pay-per-click Engines



### Don't Forget!

You can use [Overture.com's keyword suggestion](#) tool to find other keywords to bid on.

### Introduction

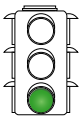
In the old days, almost all Web advertising was through banner ads. There were two critical problems with this. First, banner ads are extremely ineffective. Second, banner ads were expensive to produce and to buy media for. They were really only available to upper-echelon companies.

When the dot.com bubble burst, online sites scrambled to make money. Enter pay-per-click.

Pay-per-click did two things. First, it allowed search engines a way to get more advertising dollars—after all, pay-per-click is an extremely effective form of advertising. Second, it lowered the barrier to entry, allowing smaller companies the ability to advertise on major sites. No longer did they have to pay exorbitant banner ad prices.

So what is pay-per-click? Simply, advertisers bid on a price they are willing to pay “per click” from a search done on a particular keyword from a major search engine.

For example, let's say I sell golf shoes. I go to Overture.com—one of the leaders in the pay-per-click world. I bid on “shoes,” “golf shoes,” “golf,” “golf stroke,” and so on. I am bidding on search terms. The price I pay for each term is likely going to be different, as there are different levels of competition for each term. To get the number 1 spot, for instance, I might have to pay \$1.00 per click for “golf,” and only 10 cents for “golf shoes.” When a real user goes to a search engine, types “golf,” and clicks on my link, I am charged \$1.00.



### Neat Idea!

Do a search for a keyword related to your site on [Altavista.com](#). On the right, you will see links that are related to yours. The nice thing about this is that these keywords, unlike the [Overture keyword suggestion tool](#), do not necessarily include the searched for keyword. They are totally different words or phrases which are correlated to your keyword. Use these to find good keywords to bid on (and to include in your meta-tags).

### How to do it

First, you must realize that there are literally hundreds of pay-per-click search engines out there. Like normal search engines, 95% of them are worthless. You want to focus on the top five or so. But here's an important consideration: You actually may want to downplay the market leader, Overture.com, simply because the competition is so fierce there that you will pay extremely high prices.



So how do you find good pay-per-click engines? I suggest that you use another site that I run, [CompareYourClicks.com](http://CompareYourClicks.com). This is a free service that lets you conduct real-time comparisons of bid prices at multiple pay-per-click engines. It's incredibly surprising to note that prices from engine to engine differ so dramatically. For example, the word "gambling" costs \$8.03 per click from Overture, but only \$0.31 per click from Ah-ha!

So make sure you take advantage of that tool to find the best deals.

At a minimum, we suggest that you open accounts with the following:

#### [Google.com](http://Google.com)

Google has added AdWords Select to their product offerings, and this pay-per-click (or "cost-per-click," as they call it) is quickly becoming a market leader. Google's results appear on the Google search engine, AOL, Earthlink, and others. You can be up and running with Google in just a few minutes, while with Overture you must wait several days until your entries are approved.

#### [Overture.com](http://Overture.com)

The current market leader, Overture's listings appear on AltaVista, Yahoo, and others. Their listings tend to be very pricey, but they have such broad reach it is worth going with them. Unlike Google, Overture has a minimum account spend of \$25/month, which might be prohibitive for some new advertisers.

We suggest that you use [CompareYourClicks.com](http://CompareYourClicks.com) to find cheap keywords at other pay-per-click engines. Generally, though, it's worth focusing on one or two engines rather than trying to be in all of them. When you spread yourself too thin, it's hard to really maximize the amount you spend.

## Getting the most for your money

- Make "ugly" ads. Remember, you are charged only when a surfer clicks on your link. Your ad should be very clear about the costs, memberships, and so on at your site. An ad that says "\$50 for business ideas" will get a lot fewer clicks than one that says "Great Business Ideas!" However, the traffic for the first ad will be a lot more profitable—those surfers who click through are already forewarned that your site costs money.

- Bid on keywords totally unrelated to your business. You will likely “harvest” a very small number of clicks for these unrelated words, but these will be higher profit clicks. Why? Think about how most people use search engines. They search for a term. They then open up three or more of the results they get back. They go to you and your nearest competitors. So there is a good chance you will lose a sale to someone else. But when you catch a surfer from an unrelated keyword, he has come from a list of results that largely has nothing to do with your site. In other words, no competitors! Many pay-per-click search engines no longer allow this technique—they let you bid only on related keywords—but you can still find some smaller engines where you can do this.
- Don’t overpay for keywords. It’s tempting to always be in the number 1 spot, but this often doesn’t pay. You will sometimes get in an escalating price war with a competitor, and that’s no good for either of you. Instead, focus on being in the number 2 or 3 position. You definitely want to be in the top three, especially on Overture, because if you are lower, your results will not appear on Yahoo and AltaVista.
- Bid on alternate keywords. Don’t just bid on the obvious. Use Overture’s bid suggestion tool to find other niche terms or specialized phrases.
- As you know, Overture.com feeds its results into AltaVista. A nice side benefit: If your site is indexed with AltaVista, you will get a higher ranking in their index when you purchase keywords from Overture.com. They give “extra points” to those sites that use Overture.

- With Overture.com, you enter a maximum bid for any particular keyword. You are rarely charged this price, as you are charged only 1 penny above the bidder immediately below you. So, a good technique is to occasionally bid an outrageous amount – say \$50/click – again, you will likely never be charged this amount, but it will possibly scare away lower bidders. Since bidders rarely keep track of day-to-day changes, once they are scared away, you can then lower your bid price to more realistic levels.
- If you can, bid on misspelled keywords. Usually they have very low bid prices.

## Unfortunately...

Pay-per-click is increasingly expensive. Very expensive. Unless you are in a niche business, you will likely be paying 25 cents per click. Often, you will pay much more. Here are a few tips to try and maximize your traffic:

- Google has a great service and a much better user interface. Also, you can have your ad up instantly. However, you are likely to pay much more per click on Google than on Overture. Why? It's due to the way that they have set up their system. On Overture, you can bid any amount (above 5 cents) on any keywords. If you are the 50<sup>th</sup> entry for a search (i.e., you are bidding very low), you will likely not get much traffic at all—but over time you should get some. Google, on the other hand, has minimum bids that are very high for each keyword. Their technique rotates ads for each keyword. The only apparent difference in higher bid prices is that those ads appear more frequently. But to get in the rotation, you have to pay a very high price.

Maximize each click as much as possible! If you are paying 25 cents for a visit, squeeze as much as you can out of that quarter. Use pop-ups. Track where that visitor goes (almost every Webhost has web tracking) to see what that user does. Send your pay-per-click visitors to slightly different URLs so you can compare how well they do.

# Technique 4: Expert Postings



## Other Places

Do you read news stories on My.Yahoo.com? So do thousands and thousands of other people. Check out the bottom of any story. You will see a small link to a discussion board for that story.

Here's an idea that works well: Do a search just in the news stories on My.Yahoo for topics related to your site.

When you find them, post informative comments with a link to your site.

The good thing about discussions on Yahoo is that there is really no community to worry about—the people reading and writing posts are doing one-off posts.

This strategy also works well for bulletin boards associated with each stock ticker, assuming you have a product that will work with this.

As I mentioned previously, a link on these discussion forums will lead to more traffic, and will help your search engine rankings, as these are highly popular incoming links.

## Introduction

One of the most effective ways to generate traffic—and sales—is to provide “expert advice” to bulletin boards and other online forums. This approach certainly takes some time commitment. After all, you have to research appropriate places to post, find good topics to post on, and make sure that you aren't blatantly commercial.

The results, however, are often very good. You won't generate huge amounts of traffic, but you will foster goodwill towards your company and you will generate extremely high-quality leads. Anyone who is browsing a topic-related bulletin board is likely interested in your particular company. Also, people will appreciate your advice and, recognizing you as an expert, assume that your product/service offers a similar level of professionalism and expertise.

## How to do it

- First, find several forums related to your product/service. We can't give you too much help here, as there are thousands of forums. However, we can give you some broad starting places. The best place to post is on [Google Groups](#). You can find discussion boards on just about every subject. Often, you will find multiple boards dedicated to single topics. Also, anything you post will be archived and searchable FOREVER. I've had posts that are over 10 years old generate email and traffic.
- Next, with this strategy, you don't want to rush right in. You want to carefully study the places you are thinking of posting. Often, these places will have a rather tight-knit community. If you barge right in, give some advice, and tack on your advertisement, you will be met with quite a bit of negative flak.

So study! Carefully monitor the forum—see who is posting, how they post, what level of expertise the people already have (you don't want to post to a place where there are already experts). You must remember that every forum, especially Google Groups, has been blasted by advertisers in the past. For this strategy to work, you must be especially sensitive.

- Register yourself. Your actual name registration can be a small advertisement for your site. For instance, on some forums, I am “SearchEngineCloaker.com.” Whenever I post, my “name” appears, advertising my site.

- Next, start posting! I suggest you do so very innocuously, with little or no advertising whatsoever. Simply start providing advice, following up on people's queries. You want people to get to know you—ultimately, you would like to become a “resident expert.”
- Once you've established yourself, try very subtle advertising. Do other posters have “signatures” on their posts? That is, after they finish their message, do they have a little quotation or link to their site? If so, you can do the same thing, but make it a small link to your site and a short description about what's there.

No one has signatures? Then don't use one! You will likely catch some flak.

- Your best bet is to work your site's URL into a legitimate reply. With this strategy, I rarely recommend that people initiate posts. Instead, you should always be a replier. At least at first. This makes your “advertising” even more subtle.

So reply to someone with some expert advice and humorously introduce your site. For instance, you might say something like: “Well, if you'll excuse me giving out my URL, I do think that we touch on this exact issue on our site at <http://www.blahblah.com>.” Of course, this shouldn't be the extent of your post. You should have more content there. Also, this little snippet of advertising should be somewhere in the middle of your post.

Immediately after you have done such an advertisement for the first time, make sure you follow up with several other posts answering other people's questions. Have NO advertisements in these posts. This way, you are softening people's reaction. They will see your “real” posts balancing out your quasi-advertisement.

## Technique 5: Feeder Sites, Doorway Sites, Cross- sell Sites, and Duplicated Sites



### Great Tip

Go to [Altavista Babelfish](#) and translate your site into any of many different languages. Use this translated text to create a new site, with a new domain name. This will allow you to get totally new search engine listings for particular languages.

### Introduction

How do you get most of your traffic? Doubtlessly, from other websites! This strategy takes advantage of this fact. You will create multiple other sites, whose purposes are to generate new traffic, share traffic, and get more “bang” for each visitor to a single site.

### Feeder sites

A feeder site’s sole purpose is to “feed” traffic to your product/service site or affiliate URL. Feeder sites are often set up as informational areas where people visit to find facts on some particular subject.

For instance, I might have a site dedicated to selling golf shoes. I might create several feeder sites: one just about golf in general, another about golf and shoes, and another “personal diary” site about my personal golf game. Each of these is set up to provide legitimate information to visitors. I would have a different URL for each one, and it would be virtually impossible for anyone to tell that each site is owned by the same person.

The reason for doing this is to give you greater marketing diversity. If I have just one site, my Golf shoe store, than I can only get so many listings in search engines, so many reciprocal links, and so on. With multiple “unconnected” sites, I can get more search engine listings, and more points of leverage. For instance, a reciprocal link from a Golf shoe store site is probably not that attractive to many Webmasters. But how about a reciprocal link from my general Golf site?

How to funnel traffic from a feeder site to your product/service site? Experiment! In this eBook we don’t go too much into site design (we will in an upcoming eBook, however). Work links from your feeder site into your descriptions. Put up small text and banner ads.

You will find, of course, that a number of visitors will visit your feeder site but not your product/service site. We suggest marketing other affiliate sites and earning some money from them. In other words, you can have links from your feeder site to other sites, and if a sale is made, you get a significant percentage of that sale. We suggest exploring, for example, [Clickbank](#), which is a great way to find other sites to advertise.

## Doorway sites

Doorway sites are designed simply to get search engine listings, and then to funnel any traffic to your product/service site.

You can quickly set up multiple doorway sites very inexpensively. If you go to Tripod.com, for example, or GoDaddy.com, you can set up free sites in a minute. I suggest adding a unique domain name to each site, if that is not beyond your budget.

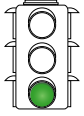
For each doorway site, create about ten unique content pages. The content on these pages is somewhat irrelevant. Its purpose is to simply “market” particular keywords to search engines.

## Cross-sell sites

Cross-sell sites are very similar to Feeder sites, except that they are less informational and more product-related. One of the most powerful sales techniques online is cross-selling (selling related products) and up-selling (getting the person to upgrade to a higher priced version).

Generally, an appropriate strategy for small businesses is to create totally unique sites for cross-sells. This way, you can separately market this site, giving you yet another vehicle to get reciprocal links, search engine links, and so on.

If you look at my sites, I cross-sell Secrets of Traffic from Search Engine Cloaker, and vice versa. The cross sell can be done in a number of ways: very subtle text links from one to the other; through exit pop-ups when a person is attempting to leave; or delivered via email. Often, appropriate cross-sells are highlighting a product more suitable than the one the user is currently visiting. For instance, people often ask me questions about Search Engine Cloaker, which is an advanced tool. Because of this, I often tell beginners to check out Secrets of Traffic first.



## Crucial Advice

Make sure that when you duplicate sites with only a different domain name (duplicated sites), it is best to make sure you host them on an entirely different domain (that is to say, with a new IP address). Google tends to spider sites with similar content and see if they are from the same IP address (if they are, they are then penalized).

## Duplicated sites

Duplicated sites are simply repackaged versions of your current site. Sometimes they're not even that. You can just get another domain name and point it to your existing sites.

This strategy of having multiple domain names point to the same website gives you the ability to market both sites to the search engines, directories, and so on. Sites that employ automated spiders, or have many people reviewing sites, will often index both of your domains. So this simple technique really can work. You must, of course, design your site so that you do not "hard code" any one domain name. This way, you can reference the site from either domain, and all the links within the site will use that domain.

# Technique 6: Email

## Introduction

We're not talking spam here! Just don't do it!

We're referring to using autoresponders and personal emails to generate traffic and sales. Often, this can be remarkably effective!

## How to do it

- On every email you send out, add a "signature" at the end. This should be something short and sweet with a URL. For all email, we think you should avoid using actual HTML, as many mail readers do not support it. Experiment with different signatures to see which one works best.
- As an advanced signature idea, use a P.S. that describes your site and has a URL. This will get read much more frequently than a standard URL. For both of these, of course, you need to send out a relatively large amount of email!
- Almost every site you visit these days lets you "subscribe" to a newsletter or tipsheet. Whenever you reply to one of these, it typically goes to the actual Webmaster. Here's a great strategy: Sign up for as many of these newsletters as you can. Enter an email address where you won't MIND getting spam. In fact, you want lots of spam! Next attach an autoresponder to this email address (a simple free way to do this is with a Yahoo mail account where you can create an auto-responder or vacation reply message). As such, every time you receive an email you automatically send out a reply. The reply should say something along the lines of: "Thanks, I'll get back to you about this shortly! In the meantime, check this out..." Then go on to describe your site with a URL. This is surprisingly effective... and viral! (You will get more and more mail from people who sell your email address to others!)

- Want to get your email read? One great way to do this is to include the person's name in the subject of the email. How to do this? First, research their site in detail. Do you see their names anywhere? If so, include it! Another strategy is to visit [this site](#) and look up the person's domain name. If you are emailing a small site, it is likely that the person's email address will appear when you do a Whois lookup.
- You must have your *own* newsletter/tipsheet for your visitors. This is the best way to get repeat visitors to your site. It is also a great way to generate more sales for other products.

What we recommend is not generating a new "newsletter" every week. Rather, write five or more newsletter/tipsheets right now. When someone signs up, put them in an autoresponder queue. They will get the first newsletter this week, the second one next week, and so on. This way, everyone who signs up is cycled through each newsletter you've written. This is a great way to build up a sales message over time.

# Technique 7: Affiliates

## Introduction

In my mind, affiliates are the *single best way* to generate traffic. With just a little work, you can leverage the work of others. This is the key to capitalism, of course—leveraging the labor of others! You can have an army of other people marketing your site all over the Web.

As it is, for some of my sites I find affiliate links to my site EVERYWHERE. Literally. I don't have to do Overture links, I don't have to concern myself with search engines, or take the time to write expert postings. Other smart people are doing it all for me!

## How to do it

- You need to sell a product! This is easier than you might think. You can purchase pre-packaged products for which you have resale rights. You might already have your own merchant account and shopping cart technology set up. This, of course, might make it somewhat difficult for you to suddenly start selling your product through an affiliate network, but not necessarily. Use the duplicate site technique above to create a new site that resells your product through an affiliate network. You can use this to generate traffic and funnel it through to your “real” site.
- Create a merchant account at [Clickbank](#). They handle all credit card processing, and you can list yourself in their “marketplace.” This is where you can attract affiliates to sell your product.
- How to attract affiliates? First, you need to give them a sizable chunk of each sale. I recommend 40 to 50%.
- Next, you need to get a high ranking in the marketplace. You will attract more affiliates that way. To do this, you need to sell a lot! Over time, you will increase your ranking.
- On every page of your site, you need to have a small link, probably at the bottom of the page, to your affiliate page. Put this in your Members' Area and email it to all of your customers. This page should promote your affiliate program heavily, with clear instructions and links to get started.
- Like we do on SearchEngineCloaker.com, we recommend giving “cash bonuses” when people make more than two sales. You can do this via PayPal easily. This is a huge additional incentive to get people to join.

## Technique 8: Exchanges

### Introduction

What's an exchange? Simply, a traffic exchange is a site where you swap traffic with other users. There are so many varieties of hit exchanges that it's hard to list them all.

### How to do it

The basic idea behind a popular type of exchange—start page exchanges—is that you set your browser start page to a URL at one of these sites. Every time you open your browser, you will see a different advertiser's URL. Every time you do that, you earn a credit. For every credit you earn, your site is shown at someone else's start page. As always, there are other ways to earn credits. You can recruit other Webmasters to sign up with the program, for instance. When you do, you earn a bonus amount and a percentage of all credits they earn. And as you might expect, you can also purchase credits.

Sounds neat, eh?

Well, in reality these exchanges offer extremely bad traffic. You may get one sale out of every 10,000 visitors. It is from these sites that your traffic will come if you fall for those "100,000 hits for \$10" scams. Why is the traffic so poor? Because no one uses the service like they are supposed to. Instead, people mindlessly sit and refresh their browser window over and over again (you are usually required to wait some interval period to earn a credit, such as 15 seconds, at each site). Some people employ programs that automatically click Refresh every few seconds.

Some tips for using start page exchanges:

- First, they are best for sites that are targeting other Webmasters. As you can imagine, you do not get a diverse audience. The only people who use this are people who want traffic to their own sites.
- Second, make a page that is very, very simple. Remember, people will be mindlessly refreshing and you want to catch them on the first page. Make it clear, clean, and snappy.

- Third, combine the start page exchange with other exchanges. Have an exit pop-up or use banner exchanges. The reason? You can load up on credits at other exchanges through this poor, but high-volume, traffic.
- Fourth, if you are feeling naughty, sign up over and over to take advantage of signup credit bonuses. Almost every start page automator offers them. You can also “refer” yourself.

So what are some start page exchanges?

<http://www.hitharvester.com>  
<http://www.clicksilo.com>  
<http://www.startblaze.com>  
<http://www.hitsnapper.com>  
<http://www.themaindomain.net>  
<http://www.topsurfer.com>  
<http://www.startblaster.com>  
<http://www.virtualtrafficjam.com>  
<http://www.fastfreeway.com>  
<http://www.viralvisitors.com>  
<http://www.hitsense.com>  
<http://www.hitpulse.com>  
<http://www.trafficg.com>

Also, check out [this Yahoo directory](#) to find popular banner exchange programs. These programs are similar to start page exchanges. Basically, you display banners on your site. For each banner you display, your banner will appear at another person’s site. Use these ONLY on pages for start page exchanges. You must realize: the traffic from banner exchanges—and all exchanges—is very poor quality. Do not put banners on your main site. Put them on a part of your site where only other low-quality traffic visits.



Also, check out exit exchanges. These are pop-ups that appear when someone leaves your site. Again, use these only on low-quality traffic pages:

<http://www.exitexchange.com>  
<http://www.exitrecycle.com>  
<http://www.exithits.com>  
<http://www.trademytraffic.com>

By combining these three exchanges, you should be able to generate quite a large volume of traffic to your site. However, this will take work, and it will not result in many sales. But if high volume is what you want, this is the way to go.

## Technique 9: Researching Your Competitors' Traffic

### Introduction

As you can guess, there's no way that we can keep up with every novel, compelling way to generate traffic. There IS a way, however, to research where your competitors are getting their traffic!

### Using Alexa

First, download the Alexa toolbar. This is a great way to get a sense for how your site stacks up against the competition. Visit your site. If your site isn't brand spanking new, you should see a "Ranking" number in the Alexa toolbar. This gives you a relative sense of how popular your site is. If you are within 300,000, that is great! Now compare yourself to your competition. Where do they rank?

Next, at a competitor's site, click on the "Ranking" link. This will take you to a page that details information about your site (write a review of your site and your competitor's site, with a link to your site!). You will see a section called "Site Stats." Click on "Links Pointing In" to learn where your competitors are getting their traffic from!

### How many pages in the engines?

Want to see how many listings your site, or a competitor's, has in the search indexes? At Google, search for this:

+site:sitename.com keyword  
(replace *sitename.com* with another domain)  
(replace *keyword* with some common keyword on your site)

This will give you a sense of how many pages are currently indexed in Google. Try changing the keyword several times to see different results.

You can do the same thing in AltaVista by searching for:

+url:sitename.com  
(replace *sitename.com* with another domain)

AltaVista is often a better way to see how many pages you, or a competitor, has in the index as you do not need to provide a “keyword” to do a search—you can simply provide the site URL.

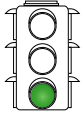
## How many links to your competitor?

You can use both Google and AltaVista to see where your competitors are getting their major links from.

At both Google and AltaVista, do the following search:

+link:sitename.com  
(replace *sitename.com* with another domain name)

This is a great way to see which top sites are linking to your competitor. Follow the reciprocal linking technique to contact each one. After all, if they link to your competitor, they should also link to you!



### Don't Forget!

A great, free alternative to Yahoo is [dmoz.org](http://dmoz.org), a free directory that is used by Google and others. This site will boost your link popularity a great deal!

## Technique 10: Yahoo!

### Introduction

Yahoo deserves a technique by itself.

First, Yahoo is not a search engine. It's a directory. To get into Yahoo, a human editor has to review your site and manually add it. Of course, at some point, Yahoo does intersect with a search engine, Google specifically. If no entries are found for a particular search, they will display Google results.

Second, Yahoo is very overrated. If you get a listing, you will get traffic daily. But you will get less than 100 for each listing that you have. For most people, that's not worth the high listing fee (\$299).

### How to do it

How to get into Yahoo? Unfortunately, there's no cheap or easy way! You have to pay the submission fee. Despite what others say, there's really no effective way to get listed without paying!

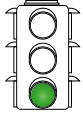
If you do pay, here are some things to keep in mind:

- When you submit your site for review, if you have any pop-ups, get rid of them until after your site has been approved. A Yahoo editor will visit your site and check on whether or not it is worth including in their index. If you have a lot of banners, pop-ups, dull content, etc., Yahoo may not list you. So try to make your site look its best.
- Yahoo lists their sites alphabetically. You want to appear near the top of the list. The best way to do this is to have a title that begins with a number or special character. Numbers are the best option, and the most likely to get in. Of course, as much as possible, you want the number to be legitimate—anything that looks like just an attempt to force your way to the top may result in Yahoo denying you.

- Almost all of your Yahoo hits will come from users who search their directory and find your site. How do they find your site? From the description that you provide describing it! This is the most important part of getting listed in Yahoo—you must use terms that will get people to find your site. Use Overture's search suggestion tool to find keywords that are searched for frequently. Then, weave that term into your description, but do it in a way that makes it essential that Yahoo keeps it (Yahoo does edit your submission).
- Once your site is included, you may modify your listing. Do this! It is a great way to try to create a slightly better description! When you first submit your site, be a little conservative with your description. However, once you are in, modify it to be a little more outrageous, with more keywords. While a keyword-stuffed description might cause your entire site to be rejected on initial submission, once it's in, they won't take it out for such a description.

We realize that listing your site with Yahoo is certainly an expensive proposition. However, it should be a cornerstone of your traffic strategy. While you will only gain a trickle of traffic from your Yahoo listing, it will be a steady trickle. It will occur day in and day out, and the leads you generate will be high quality.

In addition, a Yahoo link is an extremely high-quality incoming link to your site. When you are listed in Yahoo, search engines will include you in their indexes faster. And you will get higher rankings due to your increased popularity, too.



## Neat Idea

Check out this site....

[Recommend-It](#) allows you to put a “tell your friend” script on your site, prompting users to tell their friends about your product or service.

What’s cool about this is users are more likely to sign up because when they do, they are entered into a \$10,000 contest.

Also, you can get residual income through any products sold through this service.

# Technique 11: Repeat Visitors

## Introduction

One of the best ways to get traffic is to simply get your current visitors to come back!

## How to do it

The single best way to get visitors to return is to offer good content on your website. This is very, very tough these days, given how hard it is to offer something totally unique.

A better solution is to offer an email newsletter or tipsheet. Advertise this on every page of your site, requesting that users sign up with their email addresses. (Make sure you highlight that you will not spam them or sell/give their email to others.) Send out your newsletter in email to your subscribers every two weeks (any more than this and people will request to be removed). At the bottom of every email, include a link to your site.

One strategy that you will hear much of as you explore Internet marketing is “viral marketing.” This is the idea that every marketing move you make results in more marketing. The term really developed from Hotmail. Users of Hotmail would email their friends. These users would wonder what this “Hotmail.com” thing was, and soon they would create an account. They would email their friends. In turn, those users would email their friends, and so on.

One popular way to exploit viral marketing is to offer a “tell a friend” script on every page of your website. This invites users to enter their friend’s email address—and their own. Then, your site will automatically send out a “hey look at this” email to the friend. This does two things for you. It gets your visitors to become your marketers, and it gives you two email addresses (that you can send follow-up letters to).

Unfortunately, this strategy really no longer works as well as it did at first, as more and more sites offer this and users are increasingly wary of giving their email address. However, you can prompt users to “alert their friends” to your site by allowing them to send discounts, or coupons.

You see, we always recommend that you offer discounts to your users. This gives the user the ability to feel that he is getting a deal. Also, in this case, it prompts them to tell their friends.

For instance, include on your site something like, “Tell your friend about our site and get a 10% discount.” This will get users to virally market to their friends, and it will increase your overall sales (as everyone loves getting a discount!).

## Technique 12: FOCUS

Our last secret isn't a traffic secret, per se. Rather, it's a strategy.

There are so many "hot" ideas online. So many ways to make traffic. And yes, many of them actually will work for you. But they require time. They require you to become an expert in them.

We suggest that you focus on one or two ways to generate traffic and focus on them exclusively. You see, online you face so many competitors. In everything you do, there will be someone doing it just a little bit better. If you try too many things, you will be at the bottom of the barrel for every strategy. A better approach is to focus on one or two ideas so that you can really achieve great success in those. You will soon realize that for every technique there's a lot to learn, a lot of subtlety, and a lot of ways to maximize your traffic more and more!