



How to get free targeted traffic to your website or blog.

Putting up a business website would of course require a lot of things, and one of the most important is website traffic. Everyone doing any type of Internet Marketing wants, needs and sometimes will pay dearly for it. Many online businesses people pay for traffic such using PPC (pay per click). Or they may outsource (pay someone) to get their website the traffic they are so desperately looking for. I personally like free methods.

Every website, blog, online venture or opportunity needs traffic.

There are numerous ways to jumpstart your traffic stream. Most folks don't have the resources that others have to generate more traffic to their website or they just don't know what to do. I am here to explain how relatively easy it is. Here is a small list of what you will need to get what all internet marketers want "good responsive website traffic."

- Mindset – You must have the proper mindset and a lot of enthusiasm. You also must have the drive and perseverance to work and continuously research to generate more traffic to your site. "It is a never ending venture"...and I am willing to bet all online Marketing Guru's will agree with my statement. You will need to do this today, tomorrow and in the future.
- It is essential to have a **Strong Desire to Succeed** – If you are one to easily quit you should stop reading now and start looking for the easy way out. Of course there is no easy way out...even paying someone to get traffic requires the proper research and lots of patience.

Like I said before getting free targeted traffic to your website without spending a single cent is 100% better than paying for it!

Don't get me wrong paying the right company or person to help you generate traffic does work. And if you are lazy or have tons of money to do this I suggest you google "Paying for website traffic". You will get a ton of websites that will gladly take your money. I'm not going to beat around the bush you might get better chances by paying for your traffic, but if you dislike taking out your credit card like I do you should highly consider these free traffic methods I'm about to tell you.

Ok...let's get started.

**Marketing Forums & Internet Communities** - The great thing about Marketing forums and online communities is that you can target a certain group that fits the certain online population that you are looking for. You can discuss what your niche is about. Remember when you join forums or online communities you will have to ask or answer questions. Don't just leave a small comment and don't lurk in the background. Always follow forum and community rules and be sure to add a signature link in your account. You can post a question, or answer a question on the forum and your signature appears just below what you added to the conversation. Make sure your signature has your website or blog link. Here is a list of top forums you can join. [Top Marketing Forums](#)

**Start your own newsletter or ezine** – This is a real no-brainer and should be done ASAP. Provide your visitors with an interesting newsletter. Put a form on your website or blog asking them to signup in exchange for a free ebook or product. If you make it really interesting and entertaining, more people will sign up for your newsletter and recommend it to other folks. You've got my permission to use this ebook as a freebie. The more people who sign up for your newsletter, the more traffic you get. It is also great for follow up emails. When you update your blog or website email your subscribers and tell them the latest and greatest idea, tip, or advice you've acquired since then.

**Trading Links** – This still works but has dwindled down quite a bit. It is best if you actually contact the webmaster via a form on their website and ask for a link. Remember it is important that you only link to like minded niche websites. You don't have to spend a cent. All you have to do is reach an agreement with another webmaster. With exchanging links, the efforts both sites do will benefit both sites. I would stay away from link farms or automatic link building schemes.

**Writing articles** – My Favorite. Write articles that could appeal to the attention of people that have interest in your product, website or blog. Try writing articles that will provide tips and guides to other enthusiasts in the same niche. Writing articles that provide a good service and knowledge to other folks is an excellent way to drive lots of free traffic to your website or blog. You do not have to be an expert writer. Did you know the average reading level of the adult today is the 8<sup>th</sup> grade. Wow that is an amazing statistic...go ahead google it!

You only have to know your subject matter or content. Many Internet Marketing folks call this bum marketing. I call it "Poor person's marketing plan"! Because it doesn't cost one single dime and it works. If you want to learn more about writing articles for traffic and profit I highly suggest you follow this link: [Article Domination](#)

### **Submitting your article to article directories –**

Many article directories offer free submission and posting of your articles. When people find interest in your articles they have a good chance of following the article by finding out where the article originated from. Include a link or a brief description of your business website or blog in the resource box. This will also add a back link to your website. Geez...free traffic and a back link it's a good double whammy. Click here to submit your article to the top ten article directories now. [Top Article Directories](#)



**SEO** – Yes Search Engine Optimization still works. This is real free organic traffic. Write good unique content for your site. Many search engines track down the keywords and keyword phrases your site uses and how they are used. If you are looking to get top search engine rankings I highly recommend you start writing or developing your website or blog using keywords that are relevant to the search engines. For instance if your website is about racing cars you need to stop using “racing cars” on every other sentence or paragraph. Instead concentrate on good unique content and use other words that pertain to racing cars. For instance: automobiles, speed, fast, driving fast and other keywords the search engines will think are relevant to “racing cars”. It is also called “Latent Semantic Indexing”. It’s just fancy wording for “write unique content that will please the search engines”! Google should have implemented this Philosophy from the get go!

**Use Yahoo Answers to generate more targeted traffic.** I know a lot about gardening matter of fact I have a website that gets tons of traffic using yahoo answers! How is this done? Easy I answer gardening questions at <http://answers.yahoo.com/>. The best way to do this is by adding your website page or blog in the “What’s Your Source Box”. This works very well if you have an informational type of blog or website. I must warn you though. Adding your website in the source box has to be relevant to whatever the question might be. If the question is about “How do I get traffic to my website” then your source box webpage should be about “getting more website traffic”. Of course your answer should also reflect the relevancy of your site or blog. Not only will folks click on your link but you will get a one way link from yahoo.com. It is important that you have a good relevant answer as the moderator will pick from several choices. The best answer will always get more clicks.

**Social Websites.** What are social websites? Here is what Wikipedia.com says: “A social network service focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others”.

Most social network services are web based and provide a variety of ways for people to socialize with each other online. Here is a list of Social networking sites: [Social Networking Sites](#) Find your niche and start communicating with other like minded people.

**Start your own blog.** Yea...this is really easy and can actually get you loads of free traffic to your website. Or you could just use a blog and no website at all. It's your call. It does take a little time, patience and a willingness to implement blog plugins, themes, ads, and adsense advertising. The most important part about owning a blog is the "permalink" settings and a good SEO plugin for blogs.

Once again you will need "good unique content". Getting a blog and publishing something you have no idea about is a waste of time. Start a blog about your own interest, or something that will coincide with your good content website, venture or online business. You can start a blog using google's free blog pages right here: [Blogger.com](http://Blogger.com). What I highly recommend is to use [wordpress.com](http://wordpress.com) free blog platform. Google loves blogger.com and wordpress.com. It's crazy how quickly they index your postings sometimes in a matter of minutes.



**Free Press Release.** Write and submit press releases about your website. When you submit your press release to press release sites, these sites then submit your press release on major search engines. Your press release can also be further picked and published by other websites and blogs, and this further increases links to your website. A press release is a document issued to media and consumers to announce

yourself and your product.

A well-written release can dramatically increase your sales, expose your company to the masses, and greatly enhance the image of your business or products. Here are some tips on submitting your website to free press release websites.

- ✓ **The first lines of your press releases should include: A convincing headline.** The headline makes your release stand out. Keep it short, active, and descriptive. If you don't know how, read a number of other compelling headlines till you get the idea.
- ✓ **Hook the reader with the first paragraph.** The first paragraph should summarize the five W's: who, what, where, when and why. The press release will give you a back link and exposure but be sure to get people who read the release a reason to click on your link. Many readers will give up if you haven't "hooked" them in the first few lines.
- ✓ **Put the most important information at the beginning.** This is a tried and true rule of journalism. Never hide your best points at the end.
- ✓ **Don't sell but answer questions!** Making over exaggerated statements is helpless to your online business. Write a release that answers questions about your website, tell your reader what will help, benefit, save time or make their life

easier.



Try Googling “free press releases” for a long list of places to submit your website or blog.

**How to Track your Website Visitors:** Checking visitors and traffic is essential to any marketing plan. Without it you have no way of telling where your visitors or customers are coming from.

There are tons of free resources to help you figure out where, how and most importantly what keywords your visitors are using to find your website or post. Your web hosting provider should have good **analytical information** via the cpanel section of your account. You should be able to see stats such as keywords. Obviously the keyword stats are very important!

Google Analytics is another good stats site that does help you determine where your website visitors are coming from. The two I’ve mentioned above work well but does it takes somewhat of a learning curve to figure out how they work.

The number one stats website or program online today is statcounter.com it provides me with all the stats I want to know. And it does it in a very user friendly script.

Does your website get enough traffic? If not you better pay attention to the search engines and what **keywords your visitors are using** to find you, and what keywords potential visitors are using but not finding your website listed for yet. Statcounter.com does all this for free.

Popular pages is another stat you should check on quite often. Knowing which pages are visited most often is a powerful way of monetizing or doing better SEO for your other pages. Below are more powerful tracking info statcounter.com provides.

1. Popular Pages – Which pages are most often clicked on.
2. Entry Pages – Where did they come from?
3. Exit Pages – Why are they exiting this page?
4. Came From – Where did this visitor come from?
5. Keyword Analysis – Analyze which keywords your visitors are using to find your site.
6. Recent Keyword Activity – Quickly analyze the latest keyword activity.
7. Recent Came From – Quickly analyze the latest recent visitor.
8. Search Engine Wars – Which search engine is giving you the most traffic.
9. Visitor Paths – What paths are your visitors taking....How many other pages are they visiting.
10. Visit Length – How long are they staying on each page. Very important stat!

11. Returning Visits – How many times do they keep coming back...or are they?
12. Recent Pageload Activity – How many times do they reload the page.
13. Recent Visitor Activity – Quick stats on recent visitors.
14. Recent Visitor Map – What part of the world are your visitors coming from
15. Country/State/City/ISP – What country, State, City or ISP is your visitor coming from.
16. Browsers – Are they using Internet explorer, Google Chrome, Firefox or some other browser.

If some pages are being overlooked it could be a good idea to improve or make the navigation to those pages more obvious. [Statcounter.com is free - Join Today.](#)

There are actually hundreds of other free traffic resources but the ones above WILL get you the targeted traffic you are looking for. These methods work but only if you take the time to fully implement them.

Paul Guzman – Questions? Email me at [guzie\(at\)guzmansgreenhouse.com](mailto:guzie(at)guzmansgreenhouse.com) I read every single email there.

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