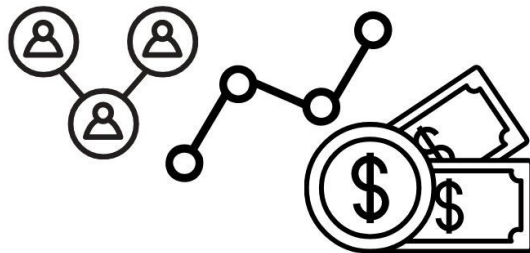


MIDNIGHT

E-BOOKS



CREATING ONLINE TRAFFIC



A. SHAW

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Introduction

The lifeblood of any online business is in being able to generate highly targeted, consistent traffic to your websites, landing pages and squeeze pages.

Without traffic, you will struggle to build a customer base, generate revenue or even build an online brand of your own.

You've probably tried to generate traffic with a number of different strategies online, and perhaps you found it all too confusing or time consuming.

This ebook was written so that you are able to follow a step by step action plan, that will help you instantly flood your website with an unlimited amount of highly targeted traffic quickly and easily, regardless of your niche or industry.

There are literally hundreds of different ways of driving in targeted traffic to your website, and this report focuses on the easiest and most effective methods. Best of all, they are all 100% free!

So without further delay, let's get started.

Article Marketing

Article marketing is an exceptional technique at generating a flood of high quality back links to your website quickly and easily.

All you really need to get started create 10-15 articles that combine your keywords within the titles of each article as well as the actual content.

Every article should be about 300-400 words in length and whenever possible, try to focus on submitting original, high quality material, or at the very least, well written private label content (although not every article directory will allow private label content to be submitted).

Each article is “tagged” with your back-link by creating an author’s resource box that is attached to your article submissions.

Author resource boxes are often the only place where a back-link is permitted, so you need to ensure that your actual article content is compelling and focused on retaining your readers attention long enough to direct them to your resource box featured at the end of the article.

With your article, you need to:

- 1) Use a clear and direct title that captures attention instantly.
- 2) Follow it up with the first paragraph clearly describing the topic of your article.
- 3) Continue with the body weaving a story, and doing its job by keeping the visitor reading through to the end.
- 4) The closing paragraph or statement satisfying the reader with an ending to the story if you choose that style and prompting them to read the resource box below.
- 5) The resource box then compels the reader to click on a link by offering free information in the form of a free report, ebook, video, tutorial, ecourse or something else, relevant to the topic of your article.

With article marketing, the greater the number of articles in circulation, the more exposure you will receive from both your article directory profile and author resource boxes.

Here are the top article directories that you should focus on submitting content to:

<http://www.Buzzle.com>

<http://www.GoArticles.com>

<http://www.ArticlesFactory.com>

<http://www.WebProNews.com>

<http://www.ArticleDashboard.com>

<http://www.ArticlesBase.com>

<http://www.ArticleWheel.com>

<http://www.ArticleFriendly.com>

Here are a few freelance marketplaces that will help you get started in finding the perfect writer for your niche markets.

<http://www.Guru.com>

<http://www.WriterLance.com>

<http://www.GetAFreelancer.com>

<http://www.Scriptlance.com>

<http://www.eLance.com>

Generating Organic Traffic

On-Site SEO involves manually optimizing every page on your website, from its title tag, keywords used within content to the way that your site map or overall structure is created.

All of the work of on-site Seo takes place directly on your website, and is in your full control.

When it comes to on-site SEO, there are very important factors regarding the actual structure and anatomy of your website that you need to pay special attention to in order to effectively optimize your website for top search engine rankings

Keywords

Title Tags (per page)

Meta Description

Site Map Inclusion

Title Tags:

A title tag should include a description of what your website is about, rather than just including your website's URL, you should always incorporate your primary keyword phrase into the title tags of each

webpage you own.

Head Tags:

Header Tags also play an important part in search engine optimization, because by using head tags within your website's content, you are able to highlight important text on your website, ensuring that search engine spiders pay special attention to the text contained within these head tags.

Site Maps:

Another very important element to SEO is including a site map on your website. What a site map does is helps both visitors and search engine spiders navigate their way throughout your pages and categories, by outlining all of the different areas of your site.

You can create a sitemap very easily by using free services such as:

<http://www.XML-Sitemaps.com>

Keywords:

When it comes to developing your content so that you are optimizing your website for the search engines, you should pay attention to keyword proximity, prominence as well as the order of your content itself.

The prominence of your keyword is based on the first instance of where it

appears within your content.

A keyword phrase that is used at the end of your content will be considered less relevant than a keyword phrase that appears in the first portion of your content or article.

This means that you need to ensure that you implement your primary keyword phrases into the first half of your content, so that it is given more weight when search engine spiders index your website.

Keyword proximity is also very important in terms of search engine rankings because it indicates to the search engines that these keywords are related to one another.

With off-site SEO, you are focusing on building solid back links to your website, as the more incoming links to your site from quality, relevant websites, the more authority your website is given in the search engines.

Place emphasis on the quality of your incoming backlinks rather than the quantity of backlinks you have. While the more backlinks in circulation, the better, if you have more backlinks coming in from solid, established and authority websites, they WILL carry more weight than those pointing to your site from start-up websites and blogs.

You also want to try to create a backlink campaign that has ONE WAY backlinks, where you are not required to provide a reciprocal link, as it will add more value to the backlinks pointing to your site.

Directory Backlinks:

With online directories, you can add your website into specific categories and instantly establish back links to your website, just be careful not to over-do it!

<http://www.DMOZ.org>

<http://www.Lii.org>

<http://www.Info-Listings.com>

<http://www.Buzzle.com>

<http://www.MasterMOZ.com>

Social Bookmarks:

Here are the top 10 social bookmarking websites for generating fresh back links to your site. All of these contain DO follow, ensuring links leading to your website will count within the search engines as a valid back link:

1 - <http://slashdot.org> (PR9)

2 - <http://digg.com> (PR8)

3 - <http://technorati.com> (PR8)

4- <http://www.furl.net> (PR7)

5 - <http://www.backflip.com> (PR7)

6 - <http://www.hugg.com> (PR7)

7 - <http://www.mixx.com> (PR7)

8 - <http://ma.gnolia.com> (PR7)

9 - <http://www.connotea.org> (PR7)

10 - <http://mystuff.ask.com> (PR7)

Blogging For Backlinks

To determine whether a specific blog will count as a link back, you can download the free Firefox plugin at: [http://www.quirk.biz/searchstatus /](http://www.quirk.biz/searchstatus/)

It's also important to use anchor text within your blog comments, especially if you want to rank for various keyword phrases.

When it comes to generating back-links with blogs, you need to:

- 1) Find blogs that provide a 'do follow' (the only kind of blogs where a link back to your site will count as a "vote".)
- 2) You explore and read the blog and then you make an insightful, useful or relevant comment to the post that is likely to be approved by the blog's administrator.

3) Include your back-link with relevant anchor text on the blog.

4) Rinse & Repeat

Feeder Site Traffic

Feeder sites are remotely hosted websites, housed by third party service providers who offer a place for people to create webpages, develop blogs, and share their article content.

Because these feeder sites are deemed to be authority sites by the search engines, you'll benefit from the "authority connection" you're given when you submit content that includes a link back to your site.

There are literally hundreds of feeder sites online that you can use to siphon traffic from the search engines and from the popularity of the feeder communities themselves, but if you're limited on time, you'll want to focus on the highest authority sites – as they'll provide you with the most traffic in the shortest amount of time.

The "King of the Feeder Sites" is Hubpages. While there are other feeder sites equally as popular, from consistent testing, I have always found that

pages featured on HubPages not only generates the most traffic to my site, but also the most revenue based on their revenue-sharing program.

Visit: <http://www.HubPages.com>

You see, there's an added benefit to creating pages on feeder sites outside of the massive traffic you'll receive.

Many feeder sites will feature advertisements on the pages that you create (primarily AdSense), and as an active member of their community, you'll receive a percentage of all earnings generated from people clicking on these ads!

Not only is Hub Pages very easy to use, but once you've established an account with them, and have set up 6-8 hub pages, all of the links featured within your pages will count as valid backlinks. This means that you'll be able to solidify prominent backlinks from an authority site, and boost up your search engine ranking at the same time!

With Squidoo being an authority website with search engines like Google, each time you build a lens, you are able to rank for specific keywords used within your page's title and content itself. It's a very effective strategy for generating back links and generating traffic to your website.

One of the best strategies for generating traffic from Squidoo is to:

Choose a topic carefully. You want your Squidoo lenses to be focused around a specific topic, rather than spread out to cover multiple niches.

Once you have traffic flowing into your Squidoo lenses, you can quickly expand your outreach by developing additional lenses on other topics.

Create 10-20 articles on your chosen topic, being careful not to keyword stuff! You want you incorporate relevant keywords into your content but you want to be careful that your material is comprehensive and won't be penalized in the search engines or deemed inappropriate by Squidoo.

Create a Squidoo lens for each of your articles.

Your articles should be between 500-800 words long. You can write one lengthy article per Squidoo lens and break it up into smaller segments, utilizing Squidoo's option to incorporate content boxes within your lens. Include images whenever possible to represent and highlight the information.

Use Squidoo's tagging system to assign relevant keywords to each of your Squidoo lenses. You want to be careful not to include too many keywords however! Good rule of thumb is to keep your keyword tags below 10 per

lens.

Internally link each Squidoo lens to each other. This will help your content retain link juice and will funnel traffic from one lens to another.

Include a direct link to your squeeze page or sales page from each lens, and enable modules within your lens, so that it's more interactive, encouraging comments and feedback from visitors.

Continue expanding your Squidoo network by developing new lenses every week.

You want Google and other search engines to quickly index your Squidoo lens and based on Google's changes involving how they update content within the Web Index, you can quickly publish your Squidoo lenses and have them appear within Google in a matter of a few short hours!

Here's how:

Once you have developed a handful of quality lenses that contain 2-3 articles, various modules to promote interaction, and you've assigned tags and keywords to your lens, visit <http://www.Mixx.com> to bookmark each lens.

Tip: Remember to use anchor text to link to your site. Anchor text is the text that is used to link to a site. For example:

`Your Anchor Text`

There are many other feeder sites that you should focus on as part of your traffic generation campaign, including:

Blogger & Wordpress

Blogger, found at <http://www.Blogger.com> is a great way to generate quick traffic from Google by creating high quality blog pages, complete with article content and direct links to your websites.

Wordpress, found at <http://www.Wordpress.com> offers equal space, giving you the opportunity to build quality blog pages that attract organic traffic quickly.

The idea is to spend time developing a quality blog. You want to include 3-4 articles per blog, linking back to your squeeze or sales page, while utilizing optimization strategies to ensure your blog page is prominently featured in the major search engines (where you'll receive the majority of your traffic initially).

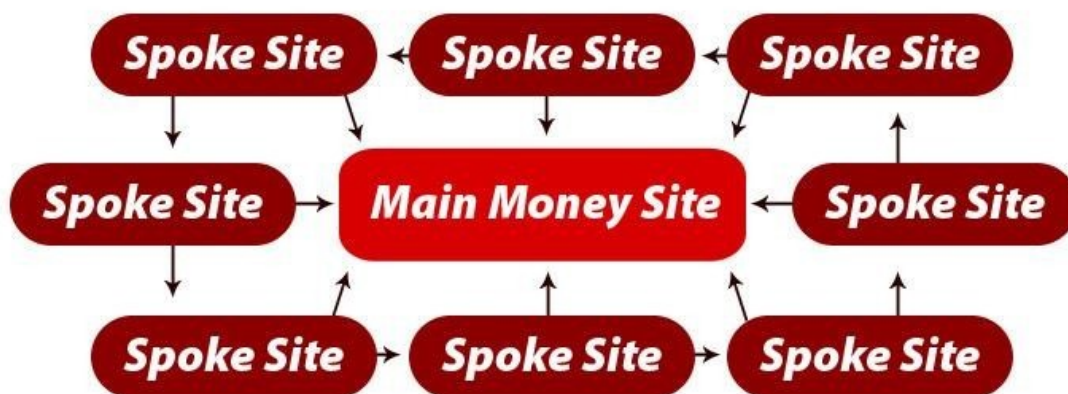
Building High Traffic Linkwheels

Linkwheels consist of multiple “feeder sites”, which are websites and webpages hosted on remote servers.

These websites are considered authority sites and by developing a website on these services you are able to pass on some valuable link juice to your main website.

When developing your linkwheel, you are going to focus on a combination of free feeder sites, also known as “Web 2.0 properties”.

First, let’s take a closer look at the actual anatomy of a linkwheel:



Think of exactly how a wheel is structured.

You've got the hub which, will be your money site (the one you want to ultimately direct people to) and then you've got spokes (these will be the links that point to your money site).

On the outside of a wheel you've got the rim that holds it all together. These will be the sites on which you feature your backlinks.

The first thing that you're going to have to do is create your content for the pages. You'll typically need each page to have 200 to 500 words of text that is keyword optimized so that it clearly targets specific keywords that you are hoping to rank for.

Once you've got your content for you web 2.0 pages, you simply go through the process of setting up web pages at 6-8 feeder sites to develop the spokes for your linkwheel.

Now here's the important part. On this page that you've created, you're going put two different links. You're going to have one link that points back to your money site, and one link that points to another page in your linkwheel system.

By doing this, you're not only generating a prominent link to your main page, but you're also getting your other web 2.0 pages hit by Google as well.

Here are a few sites to consider including when constructing your linkwheel:

www.Quizilla.com

<http://www.Wordpress.com>

<http://www.HubPages.com>

<http://www.Blogger.com>

<http://www.Squidoo.com>

<http://www.Vox.com>

<http://www.Ever.com>

<http://www.Wetpaint.com>

<http://www.Flickr.com>

<http://www.Blogsome.com>

Tip: One way is to go manually sign up at these sites and submit each one individually. This is very time consuming however.

One tool that will help you automate it is <http://www.SocialMarker.com>

Final Tips

Remain Consistent! In order to maximize the performance of all of your traffic campaigns you need to stay consistent, adding fresh new content to your websites and consistently maximizing exposure so you keep the momentum going!

Create squeeze and landing pages that will help you leverage your traffic by building targeted lists of subscribers.

That way, you can send out broadcasts and follow up emails with additional affiliate products as well as an equal balance of fresh, high quality content.

Take action and work towards consistently expanding your outreach by implementing additional traffic strategies, and expanding on your existing ones.

To unlimited exposure and profits!

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