



TRAFFIC GOALS

Disclaimer

This e-book has been written for information purposes only. Every effort has been made to make this ebook as complete and accurate as possible.

However, there may be mistakes in typography or content. Also, this ebook provides information only up to the publishing date. Therefore, this ebook should be used as a guide - not as the ultimate source.

The purpose of this ebook is to educate. The author and the publisher does not warrant that the information contained in this e-book is fully complete and shall not be responsible for any errors or omissions.

The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this ebook.

Traffic Goals

Brought to you by plrdatabase.net

How To Generate Traffic Using Only Free Methods

Putting up a company would of course require a lot of things, to get straight to the point, you need a capital.

To make money requires money as well. But of course, with the versatility the internet offers, there are many ways you could find that could help optimize the potential of your site or business in generating traffic.

While there are ways to jumpstart your traffic flows, many sites don't have the resources that others have to generate more traffic for your site. Well, you don't have to spend a cent; all you need is the proper mindset and a lot of eagerness. You also must have the drive and perseverance to do hard work and research to generate more traffic for your site.

How sweet it is to have more traffic for your site without spending a single cent. Now it's a sure thing that many sites have articles that offer tips and guidelines in how to generate traffic using only free methods. Because it is possible, you don't need to spend a single cent, it may take time, to say honestly, I'm not going to beat around the bush with you.

You get better chances by paying for your advertisements, but at least you get a fighting chance with some of these free methods I'm about to tell you.

Take advantage of online forums and online communities. The great thing about forums and online communities is that you can target a certain group that fits the certain demographic that you are looking for.

You can discuss about lots of things about the niche that you represent or offer. Another great advantage is that you know what you are getting into and you will be prepared.

With online communities and forums you can build a reputation for your company. Show them what you are made of and wow them with your range of expertise about the subject, with that you can build a reputation and build trust with the people in your expertise and knowledge.

You can also make use of newsletters. Provide people with a catalog of

your products and interesting and entertaining articles. If you make it really interesting and entertaining, more people will sign up for your newsletter and recommend it to other people.

The more people who signs up for your newsletter, the more people there will be that will go to your site increasing your traffic.

Another great idea is trading links with other sites. 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.

Every traffic that goes to the site could potentially click on the link of your site and visit your site as well. This works well especially when both sites feature the same niche.

Write articles that could pique the attention of people that have interest in your product. Try writing articles that will provide tips and guides to other aficionados. Writing articles that provide good service and knowledge to other people would provide the necessary mileage your traffic flow needs.

Many sites offer free submission and posting of your articles. When people find interest in your articles they have a good chance of following the track by finding out where the article originated. Include a link or a brief description of your company with the article and there's a great probability that they will go to your site.

Write good content for your site. Many search engines track down the keywords and keyword phrases your site uses and how they are used. It is not a requirement that a content should be done by a professional content writer.

You could do your own but you have to make content for your site that is entertaining as well as informational. It should provide certain requirements as well as great quality.

Generally, internet users use search engines to find what they are looking for. Search engines in return use keyword searching in aiding their search results. With the right keywords, you could get high rankings in search engine results without the costs.

All of these methods and more will drive more traffic to your site for free. All it takes is a bit of effort and extended man hours. Learn all you can about the methods depicted here and you will soon have a site with a great traffic flow without the usual costs that come with it.

Search Engine Optimization And Why You Gotta Use It

E-commerce is a cut throat business. You have to arm yourself with the proper know-how and the tools to make your site a cut above the rest.

Each day, more and more sites are clambering to optimize their rankings in websites and if you lose your guard, you may just get trampled on and be left in the abyss filled with so many failed e-commerce sites.

Search Engine Optimization or SEO is a term widely used today by many e-commerce sites. For the past few years and the next ten years or so, search engines would be the most widely used internet tool to find the sites that they need to go to or the product or information they need.

Most people that use search engines use only the ten top search results in the first page. Making it to the first page, more so to the top three is a barometer of a sites success in search engine optimization. You will get a higher ratio of probability in being clicked on when you rank high. The more traffic for your site, the more business you rake in.

But, it is essential to grab a hold of that spot or make your ranking even better. As I aforementioned, each day is a new day for all e-commerce sites to make them selves rank higher using search engine optimization. It is imperative to make your site better and better everyday.

So just what is search engine optimization and do you have to use it? The answer to why you have to use it is an easy one. You need search engine optimization to be number one, or maybe at least make your site income generating.

With search engine optimization you can get the benefit of generating a high traffic volume. Let's just say you get only a turn out of successful sales with 10 to 20 percent of your traffic. If you get a hundred hits or more a day, you get a good turn out of sales already. If you get only twenty to ten hits a day, you only get one or two if not any at all.

So once again, what is search engine optimization? Search engine optimization is utilizing tools and methods in making your site top ranking in the results of search engines. Getting yourself in the first page and better yet in the top half of the page will ensure that your site will

generate public awareness of your site's existence and subsequently generate more traffic, traffic that could lead to potential income and business.

Search engine optimization requires a lot of work to be fully realized. There are many aspects you have to change in your site or add as well to get search engine optimization. These will include getting lots of information about the keyword phrases that are popular in regards to your sites niche or theme.

You may also need to rewrite your sites contents so that you could get the right keyword phrases in your site without making it too commercial but light and informative. There are certain rules and guidelines to be followed with making your site's content applicable and conducive to search engine optimization.

You will also need to collaborate with many other sites so that you could get link exchanges and page transfers. The more inbound and outbound traffics generated by sites among others are one of the components search engines uses to rank sites.

Try to search the internet for many useful help. Tips, guidelines and methods for search engine optimization are plenty to be found. Read many articles that can help you optimize your site in search engine results.

The more knowledge and information you gather the better. This will all help you in getting those high rankings. This may require a little time and effort in your part but the benefits will be astounding.

If you can part with some money, there are many sites in the internet that can help you in search engine optimization. There are many sites that help in tracking keyword phrases that can help your site. There are also some content writers that have lots of experience in making good keyword laden content for your sites that have good quality.

Act now and see the benefits garner with search engine optimization. All of these will result to better traffic and more business for your site and company.

Top 5 Ways To Generate Low Cost Website Traffic

There is one hard and fast rule in generating income for your website: A steady flow of website traffic. If no one goes to your site, it hardly bares a chance of generating an income.

Many sites have tried and failed in doing so, and these results to the sites demise. It takes money to maintain an income generating site; it also takes money to make money.

BUT, it doesn't take a whole caboodle of cash to generate website traffic for your site.

Ever wonder how does big hit sites drive traffic top their site? Most of them are spending tons of money to drive the traffic to their sites, investing in many advertising campaigns and different forms of marketing schemes and gimmickries. This is all worthwhile because, well, they are what they are now, high earning, big hitting websites.

You don't have to do this if you don't really have their resources. There are many ways to generate low cost website traffic without having to spend what you don't have or can't afford. Many people have banked on high cost methods and have ended up losing their shirt over it.

Here I present to you the Top five ways to generate low cost website traffic that could help your site a whole lot. Even if you only get a small percentage of successful visitors in to client ratio it still works especially if you get a high number of website traffic.

Exchange Links

This is a sure and proven method. Rarely would you see a site where there is no link to another site. Many webmasters are willing to exchange links with one another so that they could produce more public awareness about their sites. You'll soon see and feel the sudden upsurge of the traffic coming in to your site from other sites.

A major prerequisite in exchanging links with other sites is having the same niche or content as the other site. They should share a common subject so that there is continuity in the providing of service and information to what interests your target traffic.

Exchanging links also boosts your chances of getting a high ranking in search engine results. It is common knowledge that search engines rank high sites that have inbound and outbound theme-related links. With a good ranking position in the search engines, you will generate more traffic in your website without the high costs.

Traffic Exchange

This is like exchanging links but on a different higher level. This may cost a bit more than exchanging or trading links but could be made cheaper because you get to earn credits. You can use those credits when viewing others traffic, while you earn credits when someone views yours.

Traffic exchange services are the viewing of another's site or page. This is done vice versa where a site can use your sites contents and so can you to his or her site. You both benefit from each others efforts to generate traffic. The other sites visitors can go to your pages and know more about your site as well as theirs. Once again the public awareness of your sites existence is boosted.

Write and Submit Articles

There are many e-zines and online encyclopedias in the internet which provides free space for articles to be submitted. If you want to save costs, you can do the articles yourself. There are many freelance writers who are willing to write for you for a small fee, but to save money, it is wise to do those articles yourself.

Write articles that are themed along with the niche of your site. Write something that you have expertise on so that when they read it, they can feel your knowledge about the subject and will be eager to go to your site. Write articles that produce tips and guidelines to the subject or niche your site has.

Include a resource box at the end of your article that can link them to your site. Write a little about yourself and your site. If you provide a light, information-laden and interesting article, they will go to your site for more.

Make a Newsletter.

This may sound like hard work because of all the articles you may need to use to build a newsletter but on the contrary, this is not so. There are many writers and sites that are willing to provide free articles as long as they can get their name in on your newsletter. This will also provide free

advertising for them as well.

As your newsletter gets passed around, you can widen your public awareness and build an opt-in list that can regularly visit your site.

Join Online Communities and Forums

This only requires your time and nothing else. You can share your knowledge and expertise with many online communities as well as your website. You can get free advertising when you go to forums that have the same subject or niche with your site.

Share your two cents and let them see how knowledgeable you are with the subject. As you build your reputation, you also build the reputation of your site, making it a reputable and honest business that could be frequented and trusted by many people.

Using Google Adwords To Drive Laser Targeted Traffic

The biggest well known secret in generating wealth in the internet based business or e-commerce is Traffic. Everybody knows it; every site wants it and every site needs it.

The point of websites is to be visited and viewed. Many elaborate designs, money and countless hours of developing a site to make them beautiful and attractive are utilized. Without traffic, it is for naught.

With traffic comes a potential customer which basically means sales which in turn means profit. While many sites have collapsed in the past with the downturn of many internet based business, many smaller sites have generated good money by concentrating on a certain niche and some subniches.

This is a reason why e-commerce site laser target certain groups of people and drive them to their site to showcase their sites and products. Precision marketing is essential so that you could count on all the traffic on your site as potential customers.

Using Money to Make Money

It's a common business notion that if you want to make money, you have to spend money. One good way of spending money for business gain is through advertising. Advertising brings in the people because through advertising, they know that there is such a company or product in existence.

With the right type of advertising, you can see the spurt of traffic growth to your site. With a high volume of traffic, even if only a small portion or percentage turns out to be buying customers it is still a good average of profit generating income.

Right now, there is no other advertising scheme that would be worth every cent than using Google's Adwords. The surge in popularity of Google's Adwords is very evident as you can see so many sites sporting this ad scheme.

In using Google's Adwords, you pay a certain fee depending on the number of keywords your ad is keyword sensitive to. Each time a person

does a search in Google, the keyword or keywords use generate ads in the side of Google which are generated by the keywords they have assigned for their ads.

This method laser targets the traffic a site wants for their site. This also ensures that you are readily visible in the first page of a search result. Paying Google for this ad scheme ensures that your target group of people sees your ads. You drive your laser targeted traffic to your site which provides for their needs and wants. You can also be sure that you can meet their demands and needs.

Aside from Google, you can also be featured in their other search networks, these includes sites like, AskJeeves, AOL Search and Netscape. These sites also show Adwords ads that react to searches done by visitors.

There are also content networks, non-search engine sites that feature Google Adwords, which will also carry your ads. But this is subjected to the niche the site features. Your chosen keywords will determine which content network shall feature your ad. The frequency of your ad shall also be determined by your allowed budget.

Laser Targeting your Traffic

To get a good number or estimate of the traffic to buying customer ratio it is good to laser target your traffic. Knowing that your traffic are all potential customers and are interested in your products and company provides you with a more accurate statistics. This will show you how effective your utilizing of Google Adwords is.

Drive laser targeted traffic to your site by using keywords or keyword phrases for your Goggle Adwords that pertains to your company and to your products.

There are many online internet tools that can help you in choosing keywords and keyword phrases that are currently in demand that could help drive laser targeted traffic to your site.

With your Google Adwords ad, you are ensured that every click to your ad is a potential customer that is precisely looking pr interested in what you have to offer. Make sure that your Google Adwords ad has the right keywords so that you can drive you're laser targeted traffic to your site.

Using Google Adwords to help boost the drive to increase laser targeted traffic will prove to be very beneficial as many other companies can attest to. The benefits are high with the cost relatively justifiable.

Viral Marketing 101 - Not Using It Could Kill Your Business!

This is one virtue a site must possess to lead the race in the ruthless competition in the Internet based business.

With so many competition and rivalry going on, every method of marketing must be employed and utilized.

It doesn't matter if you have a killer product or a fantastically designed website, if people don't know that you exist, it doesn't matter, and you are not going to make it big. Worse of all, your business could just get killed.

While there are so many methods and schemes used by so many e-commerce sites today, there are still some of those that can help you with an extra boost in the popularity ratings. One of these is the so called Viral Marketing.

While the term Viral easily depicts a virus, a word very much dreaded by all computer owners, it is not what it seems. You do not actually use a computer virus to spread your business; on the contrary it just might kill you. Everyone has had enough of all those pop up ads and spywares.

Viral Marketing Overview

Viral Marketing also known otherwise as Viral Advertising is a marketing technique used to build the public awareness of one's product or company.

They use many forms of media to reach out to the public without actually promoting the product by riding on in other forms of addictive means that could get a person hooked and be obliged or amused to actually pass it on, with the product or company advertisement along with it.

In a nutshell, companies ride on the idea that if people like the content of a media they will pass it on to their friends and family. They sponsor the certain media, such as a cool flash game, funny video, amusing story and such, which one may pass on to another with the company brand or logo or the products description or any other content to help promote the company or its product.

Viral marketing has become a popular means of advertising and marketing because they are relatively low cost. To avoid being tagged as spam mail, viral marketing counts on the eagerness of one person to pass on the product. If a person sees the name of the person they know as the sender, they won't block it and open it as well.

Many companies offer incentives such as discounts and rebates when they help in spreading their viral marketing. They rely on the number of recipients a viral marketing gets from one person in determining the amount or number of incentive they can be attributed with.

Using Viral Marketing to your advantage

The main and foremost advantage of viral marketing is that you get a lot of publicity and public awareness about your site and your company. You get to generate a flow of traffic that are potential customers. With a little ingenuity and imagination, plus some incentives or prizes, you can reach out to a great number of people and announce your existence.

Most every site and companies are catching on to the effectivity of Viral Marketing and Advertising. Not using it could kill your business. Along with other schemes and methods in promoting your site, like Search Engine Optimization and such, viral marketing could easily push you ahead in the rating games.

Viral Marketing could be a sneaky way to get people to know about you and your company. You get them to pass your advertisement along. They are also very low cost that not investing in it could be downright a business suicide.

All it takes is a great idea, a good addicting game, a funny story many ideas are still out there. Create a gossip or a buzz, many movies are promoted by using scandals and gossips to make them moiré popular. Remember the movie "The Blair Witch Project"?

Many big companies have tried viral marketing and have had many success stories with it. A classic example is Microsoft's Hotmail. They were the first known big company to utilize the scheme and it has worked wonders for them.

Now it's your turn to use viral marketing to work wonders for you. Act now and reap the benefits Viral Marketing will provide for you and your sales figures.

Here's Why Paying For Your Traffic Is A Smart Move

There are so many success stories you will hear about businesses making it good in the internet.

The troubling thing is, there are maybe a tenfold or even a hundredfold of stories contradictory to theirs. Many have unsuccessfully launched a business enterprise that is internet based but only a handful shall succeed.

Is this through luck? That is even more remote. It takes good business sense and a lot of help and team effort. Most importantly, it is the eagerness to succeed and the determination to learn and the willingness to invest in a lot of hard work and some money.

The Very Basic

Like Neo, traffic is "The One". Without traffic, all your effort would just go to waste. Every business needs customers, without them you wouldn't have anyone to sell your products to. In the internet world traffic is the walk in customer. The more traffic you have the more people would be able to sell your products to.

But like any business that's in every corner building or in the mall, not everyone that goes in will buy, but the greater of number that do come in to browse your merchandise, the greater number of people that will buy your products. It is a simple and known fact.

But, how do you get traffic, traffic large enough that could make a small percentage of eventual buyers enough to make a good profit. Many big companies generate traffic of tens of thousands a day and a measly ten to fifteen percent actually buys, but that small percentage is enough to provide them with good business.

Many of these success stories get their traffic from paying others. Yes that's right; you have to spend money to make money. Advertising is the key. The more people that knows that your site exists; the more people would of course go to your site, that's common sense.

While there are many ways that can get you advertising for free, this do not generate the same high volume as those methods that are getting

paid. These paid advertisements include advertising schemes by Google and Yahoo.

The Value of Searches

The search and will be the easiest and fastest medium in finding what a person needs in the internet. Search engines have been very popular because they provide a vital service to many people. They are free and easy to use. With this popularity, they get many visitors and clicks that they are the most common sites that people go to. It is easy to understand why so many companies would pay to advertise with these search engines.

Search engines provide information to the millions of users that they have each day. They provide links to many sites that a user may be looking for. If your sites link pop up in the high ranks of the search results page, you get a great chance that they will go to your site.

While search engine optimization is a cheaper and low cost way to get your site a high rank, paying for advertisements will ensure that you will be on the top ranks.

When you pay for your advertisements, it is like paying for your traffic. This may sound like not such a good idea, but the payoffs would tell a different story. When you pay for your traffic, you are guaranteed of a consistent traffic flow to your site. You will never go with an empty sales day.

Paying for your Traffic

Usually, you will be charged with the number of hits a link gets when your ads is clicked, this is called pay per click. For some search engines, you will be charged with the number of times your ad shows up when a certain keyword or keyword phrase is searched.

It is imperative that you have good keyword content in your ad. There are many tools that aid you in using the right keyword for the right moment.

All the money you spend in paying for your traffic will not be for naught. You will get an impressive boost in traffic which will also result to a great boost in your sales figures. Paying for your traffic would be a really good idea and you will get all the benefits it has to offer.