



# **Traffic Secrets Unleashed**

By: Jason Oickle

**Secret Strategies That Send Traffic To Your  
Web Sites Like The Roadrunner On Speed!**

<http://www.TrafficSecretsUnleashed.com>

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Cedric Aubry

<http://CedricAubry.com>

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# **Introduction**

Hello, my name is Jason Oickle and welcome to the Traffic Secrets Unleashed Manual. First things first, I want to congratulate you on taking the necessary steps towards financial independence.

With this manual, I hope to shed some light on what it really takes to generate massive targeted traffic to your web sites with little or no cost out of your own pocket.

I sincerely hope that you read this entire manual. I cannot count the number of times I've purchased an ebook only to let it sit on my hard drive and collect digital dust. I wasted a lot of money before I realized that all I need to do is read and act upon the information I owned in order for me to make any real money online.

I want you to learn from my mistakes. Print out this manual if you need to and sit back and relax while you read it.

# Increase Your Traffic NOW

We all know that traffic is the most important thing to a successful Internet based business. Aside from ensuring that you have a great product to sell, and you have your company's internal organization well taken care of, it would be time to get to the nitty-gritty of things, generating traffic.

If you already have a site and think that you're not getting the traffic that you should be getting, then its time to reconsider. An online business is a very competitive business, you should always be a step ahead of your competition, increasing your traffic flow should have been done starting yesterday.

Timing is essential, that's known to everyone. But with generating traffic, you should always be on your toes and be a step ahead of everyone. Never think of today and tomorrow as a starting point for making your site traffic laden, it should always have been yesterday.

To help you out in generating more traffic for your site, here are some surefire ways **in a nutshell** to increase your web site traffic now.

*(I will cover them and more in detail in the later parts of this book)*

## 1) Invest in good advertising with Search Engines.

[Google's Adwords](#) and [Yahoo's Overture](#) provide great advertising schemes that are very popular and assure laser targeted traffic. Although this method will cost you money, some people try to avoid spending money to increase traffic, it is imperative in this case to do so because Adwords and Overture is the top surefire way to increase your traffic.

You could see for yourself the success this Search Engine advertising methods have reaped rewards for so many companies. Lots of sites use this advertising system and many have signed on to reap the benefits. Do not get left behind. Every penny is worth it when using Google and Yahoo's pay per click advertising.

## 2) Exchange or Trade Links with other sites.

With exchanging links with other sites, both parties will benefit from the efforts both of you do to enhance your sites traffic. When one site features another sites link, they could provide one another with the traffic one site

generates. The efforts are doubly beneficial because it would seem like both of you are working to generate more traffic. The more links traded with more sites the more traffic you can expect.

### **3) Use Viral Marketing.**

Viral marketing allows you to spread the word about your company and product without any costs or very little cost. This is a marketing method that can be quite sneaky but works like crazy. You can attach your company's name, product or link to a certain media such as a funny video, entertaining game, an interesting article or a **gossip or buzz**. With this method, people get infected with the creativity and entertainment of the medium that they will pass it on to many people.

Another viral method would be to attach an affiliate program to your web site and pay a portion of the profits to the people that send traffic to your site. This has been proven time and time again to be the most powerful viral marketing method.

*I will cover this in detail later.*

### **4) Use proper keywords or keyword phrases in your sites content.**

Search Engines look for certain keywords that they would show in their search results page. In doing so, having the right keyword and keyword phrases is a requirement in ranking high in the Search Engine results. You could write your own content or you could hire someone to do it for you. Just make sure it is unique.

### **5) Writing articles can lead traffic to your site.**

Submit articles to sites that would contain the same subject that your site deals in. If you sell car parts write press releases and articles about cars and car parts. Attach your sites description and services at the end of the article as well as the link.

### **6) Join forums and form online communities.**

Capture a market and show your expertise and credibility. When you have a good foundation for your site, people will trust you and your site and will pass it on to many people they trust. Your traffic will certainly increase because they know that you can provide what they need.

## **7) Offer newsletters or e-zines.**

If many people know what you are about and your existence is shared with many others, you will find a loyal traffic flow that can provide you with more traffic by recommendation and word of mouth. If you can arouse the curiosity of your customers they will love to help you with your traffic.

# How To Generate Free Traffic

Putting up a company would of course require a lot of things, to get straight to the point, you need a capital. It really does take money to make money. However, with the versatility the Internet offers, you can find many ways to advertise your web sites for free.

While there are many ways to jumpstart your traffic flow, many people don't have the resources that others have to generate more traffic to their 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 about.

## 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 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 you and 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.

Just don't go spamming the forums, everyone will just think you are a fool and your reputation will go down the tube, along with the possibility of making any real money online. The fact is no one pays any attention to spam posts in the forums anyway so really you are just wasting your time.

## **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.

## **Trade links with other web sites**

You don't have to spend a cent with this method either. All you have to do is reach an agreement with another webmaster. With exchanging links, the efforts both sites do will benefit each other. All the traffic that goes to the site could potentially click on the link and visit your site as well. This works well especially when both sites feature the same niche. It is better if you trade links with other sites that are related to yours.

## **Write and distribute articles**

Make sure you write your articles so that they pique the attention of people that have interest in your products. Try writing articles that will provide tips and guides. 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 and a brief description of your company at the end of 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 content should be done by a professional content writer. You could write 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.

*(More on Search Engines and Search Engine Optimization in the next chapter)*

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 any costs.

## **Submit to Safelists daily**

Many people claim that safelists do not work. I completely disagree with this. You see, safelists really do work if you use them properly. Here are some basic rules to keep in mind when using safelists:

### **1) Keep your ads short.**

Do not try to sell directly from your ad, let your sales copy do the selling. Long ads may work with traditional email marketing but in the safelist world it will get your email deleted in a second.

### **2) Write attention grabbing subject lines.**

The thing about safelists is that everyone else has joined for the same reason you have, to promote their business. With this in mind you must make your subject lines stand out and grab the attention of your readers.

### **3) Your timing must be right.**

You will get the best response from your safelist efforts if you blast your ads out at a certain time of the day. I get the best results at about 1:00am or 6:00pm. Make sure you test to find out when is the best time for you.

Keep in mind that you will receive thousands of emails every day from all the safelists that you are a member of. You should start off right and get yourself a bounce-free email inbox. I use and recommend [YuhKnow](#) and they haven't let me down yet.

To get the most out of your safelist advertising efforts you can make use of a safelist submitter. There are a lot of junk submitters out there but there is one that I use and it gets me great results. If your budget allows then you should check out [iPostAd](#). To get a list of the top safelists on the net today, [Click here](#) to get you started.

## **Make use of List Builders**

List builders are another great resource to get your ad in front of thousands of potential customers. The most effective ones are the ones that allow you to email a specific number of random members every X number of days.

This type of advertising is very similar to safelists but they are much more responsive and you won't get thousands of emails filling up your inbox. Here are the programs that I use daily, if your budget allows, make sure you check out the upgrade options so you can mail thousands of random members several times a week.

[Your Lucky List](#), [List Joe](#), [List Explode](#), [ListDotCom](#)

## **Instant Buzz**

In less than 60 seconds, this neat little toolbar installs itself in your browser window. As you surf the web you will be presented with unobtrusive ads from other instant buzz members. You will also be earning credits as you surf.

The more you surf, and the more people you refer to this free service, your ads will be shown more frequently to the other members. To experience the full power of instant buzz you should aim to refer as many people as you can. You can join Instant Buzz for free [right here](#).

## **Free Ad Depot and Target Ads Depot**

Here are 2 great advertising services brought to you by those wonderful folks at JPE Advertising. To be perfectly honest with you, they are probably the most responsive lists I've ever mailed to, aside from my own list of course.

At FAD you can get free text ads, banner ads, exit pops, and classified ads. At TAD you will get free targeted text ads.

Both of these sites also give you the option to mail the member database, but unfortunately you will have to be a pro member to do so. If you do decide to upgrade, make sure you check out the one time offer. I highly recommend it and it will pay for itself many times over.

[Click here](#) to join Free Ad Depot.

[Click here](#) to join Target Ads Depot.

## Testimonials

Testimonials are a great way to build credibility and get extra exposure for you and your website. Some people think that you have to be a joint venture partner to get your testimonial on a sales page or a website. But the truth is you don't.

The next time you pick up a product that you enjoy and get something from, write up and submit your testimonial to the product owner. It is rare for someone to turn down a testimonial. I've often found that testimonials have given me that extra push I need to buy a product.

When you submit your testimonial, make sure you include your name and your website url and if possible, a picture. Keep in mind though that you don't want to endorse just any product, make sure you believe in it and have tried it because your credibility is on the line.

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SIDENOTE: If you enjoy this manual feel free to send me a testimonial and I will be happy to publish it on the main website. Make sure you include your name, url, and a picture and send it to me [here](#).  
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## Podcasting

Podcasting is a way to publish audio files over the internet. Users can also subscribe to a feed of new files which are usually mp3's. The term podcasting can be misleading because you don't actually have to have an ipod to listen to them.

Creating and publishing your own podcasts is a great way to get extra traffic to your website for free. It can become very viral and if you're lucky enough to tap into huge networks like iTunes, your traffic can explode. Visit <http://www.apple.com/podcasting> for more information about podcasting.

# Search Engine Optimization And Why You Should Use It

E-commerce is a *cutthroat* business. You have to arm yourself with the proper know-how and the tools to make your site stand out from the rest. Each day, more and more sites are clambering to optimize their rankings on the search engines 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. Period.**

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 ten to twenty 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 you 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 does require a lot of work. There are many aspects you have to change in your site or add as well. 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 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 on 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 writing good keyword rich content for your sites that are high quality.

# Use A Tell-A-Friend Script To Drive Free Traffic Today

Here's a rarely used method of advertising in the Internet Marketing community but it is often used in commercial sites with **tons of effective results!**

More and more webmasters have the recurring dilemma on how to increase the flow of traffic to their websites. During the past few years many methods that been developed to solve this predicament. While most of them would work there are those that would not make even a small impact.

One of the methods that have spawned many success stories in driving traffic to websites is **viral marketing** (there is a separate chapter on this topic alone towards the end of this book). Viral marketing makes use of the tendency of a person to share something to find informative, entertaining or amazing.

Many companies bank on this behavior to spread their products and increase the popularity of their company or their website. Viral marketing makes use of many mediums in enticing this behavior. It might be in the form of an interesting story, an addicting flash game, an amusing video and many others that may catch a person's fancy.

This ingenious form of marketing is typically low cost and is a wonderful tool for any company to utilize. The benefit greatly overshadows the cost or efforts to initialize this marketing scheme. Any website would greatly benefit from viral marketing.

## **Tell-A-Friend Script**

One of the easiest methods in viral marketing is using a Tell-A-Friend script. This is a simple programming script that you can attach to your website. Generally, Tell-A-Friend scripts are installed in pages where a media is placed so that a person can easily send the media to any of his friends or his family members.

**The basic concept of a Tell-A-Friend script is a script wherein a person may input his name, e-mail address, the recipient's e-mail address and send the media to the intended recipient much like an e-mail with an attachment.** As the recipient receives the e-mail he wouldn't think of the mail as

spam because he would see the sender's name as someone he or she knows and trusts.

A Tell-A-Friend script greatly eliminates the chances of being blocked because they use the information inputted by the sender. This allows for wider spreading of this marketing method. It can be quite sneaky but it is very effective.

With the e-mail sent and opened the sent media will either be read, viewed or played. Also along with the mail would be a brief description of the company or site that sponsors the media sent. This allows for the introduction of either the site, company name or its products.

**Then the process begins and REPEATS again.** As more people use the tell-a-friend script, more and more people will know of the existence of the sponsoring company or site. People who read the ads inside the mail who liked what they see would go and click on the link and visit the site. This drives traffic into the site resulting to great number of potential customers.

### **Tell-A-Friend Script Availability**

A Tell-A-Friend script is very simple and does not require a complicated method of programming. In fact, you can copy paste a script and simply put it on an intended page. Finding one is even simpler. All you have to do is go to a Search Engine and type in the search box "*Tell-A-Friend script*" then press enter or click go.

In the search results page you will see many links that will direct you to a site where you can get a Tell-A-Friend script. It would just be a simple matter of looking and searching for the script and copying it to your intended web page.

With the Tell-A-Friend script viral marketing strategy you can drive traffic into your site which could potentially spell profits. This is a simple harmless script that offers great benefits for low cost paired with great creativity and foresight.

It is imperative that you have patience in using a Tell-A-Friend script. If your chosen media doesn't get the mileage that is expected of it, it may take some time before it gets spread or shared. But surely many people will see your ads and there is great probability that they will visit your site increasing your traffic flow.

Now that we've covered the free methods, we'll talk about investing shoe-string budgets for maximum results in traffic generation.

# Top Ways To Generate Low Cost 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 bears a chance of generating an income. Many sites have tried and failed in doing so, and this results in 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, either!

Ever wonder how those big hit sites drive traffic to 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. This is all worthwhile because, well, they are what they are now, high earning, and 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 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 lot 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 sites high 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 write 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 write 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.

If you want to leverage on article submission, you can try paid services like [ArticleMarketer.com](http://ArticleMarketer.com). They will take your article and proofread it for you at no additional cost. Then they will submit your article to hundreds of different article directories for you. This can be a real time saver.

If you absolutely hate to write, there is still hope for you yet. There are lots of sites out there that will provide you with all the articles you will ever need and let you put your name on them as the author. My personal favorite article provider is [Private-Label-Club.com](http://Private-Label-Club.com) and yes, it is mine. 😊

If you do decide to use this method then it is very important that you take a few minutes to make your articles unique. Change up some of the words for others of the same meaning. Even better, Take the article and rewrite it in your own words.

There are some services out there that will make this process very easy. Keep in mind though that a lot of them are junk, especially the free ones. As the old saying goes, you get what you pay for. On that note, if you need such a service then take a few minutes and check out [Secret Article Converter](#).

## **Press Releases**

Don't let press releases scare you. This is a great way to generate buzz for your website through online media sources. The truth is press releases are actually easy to write. Almost anyone can write an effective press release.

Press releases are not advertisements, they are promotional tools. The main reason to use them is to create buzz and to announce a new product and generate some quick traffic. Press releases are syndicated content and your message will get massive exposure and search engines love them.

To get more information about writing and distributing press releases check out [prweb.com](http://prweb.com). They even offer services to help you write and distribute your press releases.

# Using Google Adwords To Drive Laser Targeted Traffic

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 (<http://www.adwords.com/>). 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 to their site. This also ensures that you are readily visible on 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. Make sure you don't break the bank using this method.

## **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 use of Google Adwords is.

Drive laser targeted traffic to your site by using keywords or keyword phrases for your Google 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 for and interested in what you have to offer. Make sure that your Google Adwords ad has the right keywords so that you can drive laser targeted traffic to your site. Try to avoid using the word free in your ads.

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**

## **Creativity**

This is one virtue a site must possess to lead the race in the ruthless competition in the Internet based business. With so much competition and rivalry going on, every method of marketing must be employed and utilized to its full potential.

It doesn't matter if you have a killer product or a fantastically designed website, if people don't know 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 web 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.

## **Viral Marketing Overview**

Viral Marketing 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 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. They will open it and read it.

Many companies offer incentives such as discounts and rebates when you help in spreading their message. 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.

If you are selling a product or service then you should attach an affiliate program to it. People love getting paid and money is the best incentive to get people to pass on the word about your site. The truth is an affiliate program can be the best and most powerful form of viral marketing.

### **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 is 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.

Many businesses are catching on to the effectiveness of Viral Marketing. 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 of your competition.

Viral Marketing is also very low cost that not investing in it could be downright 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 more 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 this 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. [Click here](#) to grab the most comprehensive report I've ever read on viral marketing.

# How To Monetize Your Traffic So You Get The Most Out Of It

As this manual draws to a near end, I'll show you how to maximize and get the most out of the traffic you generate using the methods we have discussed earlier.

Establishing your own E-commerce site is not like what it used to be. There are thousands of competitors that are all too willing to get a bigger share of the pie. Every scheme and method you can find to augment your sales would be very beneficial.

We have got to admit to ourselves. Most of us are into it for the money. We are not going to waste our time and effort just for the fun of it. Many sites would not wait until hell freezes over just to see their profits. While there are some who takes things lightly there are always those who would rather see profit any given day.

It is common knowledge that without traffic we have no business. Like any business, without any customers you don't get sales. Traffic represents all the people that get a chance to see what you have to offer. The more people who see your products the more people there would be to buy them.

Nobody puts up an E-commerce site that doesn't expect profit. We have a startup capital that needs to be regained. With a consistent traffic flow, we at least have a fighting chance to achieve that probability. Monetizing your traffic would optimize your chances of making the best out of it.

## **Making Money from your Traffic**

The best and most proven method of making a profit out of your traffic is **using advertising**. The Internet generates billions of visitor's everyday. Most of them are searching for something. While some are just looking for information there is also a good percentage that is looking for something that they need.

The Internet has proven to be a very reliable source in finding what was deemed to be a very unsearchable product. The Internet has made the world a smaller place. You can advertise a product from the depths of Istanbul and still find a buyer from the center of Philadelphia.

Generating traffic is not an easy task. You have to contend with a great number of sites to generate a good traffic flow. But if done successfully this could open up a Pandora's Box of possibilities. One of the benefits is monetizing your traffic flow.

So, to get to the core of it the more traffic you generate the more likely you are considered as a desirable, in a sense that a good traffic flowing site is easily convertible to profit. Basically traffic equals profit. Advertising is the name of the game. With a good advertising scheme you can use your traffic to your advantage.

When you have good traffic you have a good number of potential customers, customers that are willing to pour money into your coffers. Other than that these are also traffic that can be redirected to sponsored links that are willing to pay you for a sizeable portion of the traffic that you have generated.

This scheme is called "pay-per-click". With every click a visitor of your site makes on an advertised link you will be paid. The more traffic you generate and the more clicks that happens would spell to more profits.

## **Affiliate Programs**

Another great method of monetizing your traffic is with affiliate programs. You can link up with other tried and tested sites and online companies and monetize your traffic by having a percentage of sales generated by traffic coming from your site.

The basic idea is traffic generated from your site will go to another site that can offer a product that you do not carry. Many programs can keep track and make records of transactions that was made possible because of site linkage.

When purchases are made by a customer that was led by your site to their site you get a percentage of that sale. Affiliate programs would give you the benefit of monetizing your traffic without the actual need of carrying or promoting your own products.

A great place to find tons of affiliate programs to promote is [Clickbank](#). Here you will find thousands of products you can sell for a portion of the profits. The best part is, clickbank will mail you a check on the 1<sup>st</sup> and 16<sup>th</sup> like clockwork.

## **Collect names and email addresses**

I know you are probably getting tired of hearing this and quite frankly, I am getting tired of saying it. **The real money is in the list!** Go back and read that sentence one more time because I want to make sure it sinks in. Why do you think everyone is telling you to build a list?

If you are not building your list you are leaving gobs of money on the table. If you haven't already done so, add an auto responder subscribe form on your web sites. If you need an auto responder I highly recommend you check out [Email Aces](#). They are top notch and their deliverability is amazing.

I'm not going to go to in depth about list building here because to be honest, it would fill up another book altogether but, I want to give you a good place to start so you can begin to build your list right now.

I recommend that you check out Gabriel Aguinaga's [Lead Capture Page Creator](#) software and list building manuscript. With his software and manuscript, you can put your list building into overdrive and start building your list today.

## In Closing

There are so many ways and methods to monetize your traffic. All it takes is a bit of hard work and the desire to successfully launch a profit-earning site. The Internet is a massive source of information, many tips and guides are offered everywhere on how to monetize your traffic and make your site a good money maker.

Make sure you make use of all the methods outlined in this book everyday and before you know it, you will open the flood gates of traffic on your websites. To be honest, using these methods, you couldn't stop the traffic even if you wanted to.

I want to thank you for taking the time to read this manual in full and congratulate you in advance on your future success.



**To Your Success,**

A handwritten signature in blue ink that reads "Jason Oickle".

Jason Oickle

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Windfalls Of Instant Cash With This Manual!**