

INTRO To Free Web Traffic



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Introduction

Some marketers claim that the days of easy, free traffic on the Internet are long gone. While some methods may no longer be as effective as they once were, there is still plenty of opportunity to get new visitors to your website without paying anything at all.

By reading this guide you'll learn about the most powerful traffic generating strategies that still work today. From blogging to video marketing, there will be at least one method that resonates with your target audience and brings you good amounts of free traffic. Keep reading to find out which methods to focus on!

Content Creation

One of the best ways to start generating free traffic to your site is adding a blog (if you haven't already). You'd be surprised if you knew how many commercial websites that rely on their blog for the majority of their incoming traffic.

Not only can a blog help establish you as an expert in your field, it can also improve your rankings in the search engines. Every blog post you write increases your visibility and rankings, and after a while you'll find yourself ranking naturally for a whole range of keywords you would never think to target yourself.

The type of content you should post on your blog depends on your industry/ niche. Anything from shallow "clickbait" articles to in-depth tutorials spanning several thousand words can be successful, again depending on your audience.

While it doesn't cost you anything to blog, you will need to allocate some time to it, ideally at least once per week. It's a marathon, not a race, and persisting even when your readership is low is key to making this method work.

Aside from blogging, there are quite a few other content creation methods that can help draw traffic to your site, like:

- Creating interesting/entertaining "infographics"
- Giving away (or selling) e-books and reports
- Sending out a regular newsletter
- Using article syndication to get published on other websites

Social Networking

There's no denying that a successful social networking strategy can bring a steady supply of free traffic to your site. The real trick is knowing which sites to focus on, and what kind of content to post in order to grab the attention of your target audience. Some sites work best to promote yourself in a professional capacity, while others are better suited to promote websites instead of people.

Facebook is probably your best bet if you're trying to promote your website rather than yourself. Where Twitter and LinkedIn are definitely intended mainly for personal accounts, Facebook fan pages are great to promote entities like websites and businesses. Setting up fan pages is free and easy, and once you get the ball rolling they can provide new, fresh clicks every time you post an update.

Twitter could work to promote both your websites and yourself, but in general it's better to stick to using a personal account. People hang around on Twitter to network, and no one wants to follow a faceless website account that does nothing but post promotional tweets.

Another great social network if you're really interested in the *networking* aspect of it all is LinkedIn. It's the best choice if your audience consists mainly of professionals and business owners, like if you're in a B2B industry.

No matter which site you choose to focus on, make sure you're doing your best to deliver real value to your fans/followers. Don't just treat them as numbers ready to be marketed to, but as people whom you're having real discussions with. That's when you can start seeing some real success from social networking.

Guest Blogging/Commenting

One of the most powerful methods to send free traffic to your site is through guest blogging on other people's sites. All you need to do is strike a deal with one of the blogs in your niche that lets them post an article you wrote, in exchange for you getting a link back to your site. They get a great article and you get new readers through the link - everybody wins!

The main problem with guest blogging is finding blogs that allow it. In some niches it can be quite difficult, especially since Google started cracking down on it because the link back also provides "unfair" SEO benefits in many cases. Still, a lot of large blogs allow it, but you may need to send them an e-mail and ask about it. Just make sure you've done some research on the blog beforehand, so you know they actually have an active readership. Otherwise it probably isn't worth the time spent on writing an article for them.

Once you've found some blogs that accept guest posts, it's time to contact them. Be sure to focus on how the deal can benefit them, and make it clear that you can provide them with high-quality content. And, above all, don't copy-paste the same e-mail to every blog you contact. Make it personal!

Blog commenting

Whenever you find yourself with some spare time, it may be a wise decision to spend some of it reading other blogs in your niche, and participating in the discussions. If you're taking care to post intelligent, well formulated comments on leading blogs in your niche along with a link back to your site, you'll soon find that these comments actually bring you some free traffic from other readers. Just be careful so people don't think you're spamming!

Video Marketing

Ever since Youtube came along and revolutionized online video publishing, it has been a most effective way of generating free traffic to websites. Yes, video marketing may have been a little bit easier back in 2008, but it can still work very well if you do it right. The basic idea remains the same: upload a video and include a link back to your site. If people like the video, they'll click on the link to learn more. You're not just limited to Youtube either, as there are many video sites with decent traffic these days.

Depending on the niche you're in, your audience will probably expect a certain type of videos. Some niches will work best with instructional "how to" type of videos, while others are better suited for things like video reviews of popular products. Your best bet is taking a look at what other people in your niche are doing. If it works for them, it will most likely work for you (assuming, of course, that you can produce high-quality, professional videos).

Another type of video marketing that is very common in some industries is hosting "webinars" - seminars on the web. Whether you're using special webinar software, or a solution like Google Hangouts (which is getting increasingly popular), hosting webinars can help you both increase traffic and become famous in your niche. They're especially useful if you're in a niche where your audience expects you to teach them something, which is why webinars are so popular in niches like self help and Internet marketing.

Joint Ventures

A very smart strategy for generating free traffic is teaming up with other marketers in so-called joint ventures. This works best if you're in the same niche, meaning your audiences are interested in the same things, and you can easily cross promote your offers.

The most common type of joint venture is called ad swaps. You team up with another marketer who sends out a message of your choice to his e-mail list. Then, you do the same for him with your own list. This way you can effectively double your reach if your lists are of similar size.

There are many other types of joint ventures that can work well for traffic generation, like promoting each other's products on "thank you" pages. Or, you could give away one of your e-books to your fellow marketer's customers as a free bonus, in exchange for them opting in to your e-mail list.

With some imagination and a trustworthy colleague you can go quite far. You may even decide to turn your joint venture into a real partnership down the line, sharing not only resources but also skills and profits.

Conclusion

As you've seen in this book, there are still plenty of free traffic methods that work. It's true that many of them require you to invest some time and effort, but in most cases it's definitely worth it.

You will have to experiment (or look at your competition) to find the method that works best for your website and your target audience. Every niche is different, but at least one of the methods detailed in this guide should hit the spot.

The main downside of these methods is that it may be quite a while before you see any decent results from your efforts, especially if you're focused on slow-working methods like blogging or social network marketing. Other methods, like video marketing or guest posting can get you nearly instantaneous results if successful. However, the only real guarantee is that unless you make an effort you'll never get any traffic at all, so start today and do your best!