

Traffic Triggers
RichardPresents.com

Traffic Triggers

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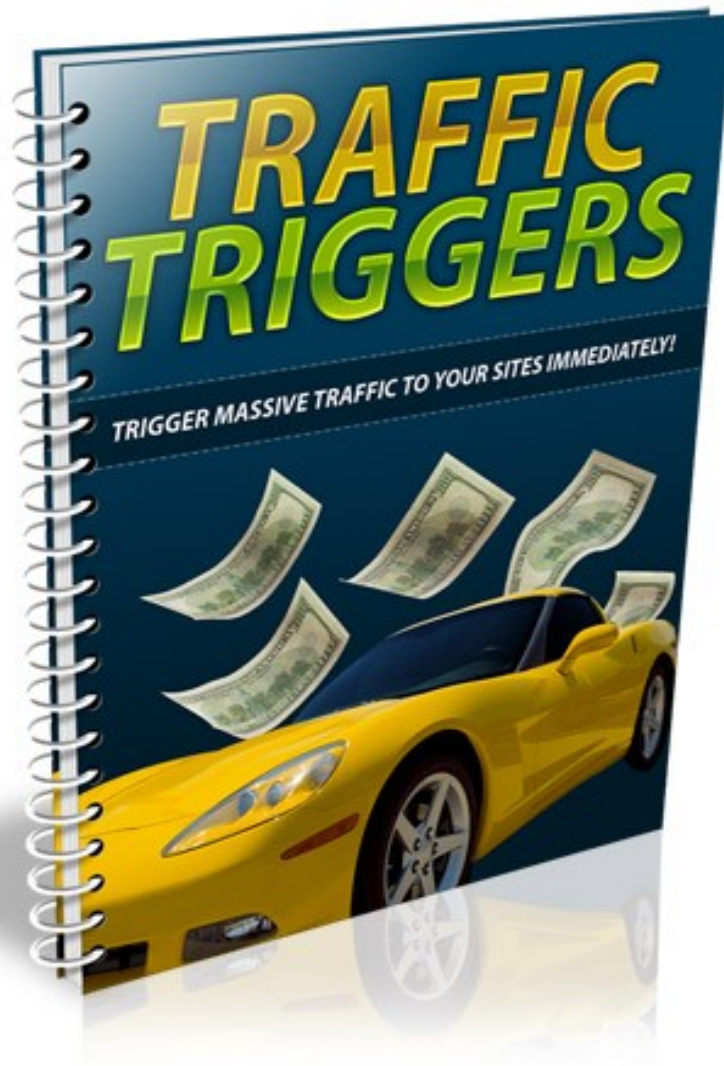


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Introduction To Traffic Triggers

It's the one ingredient in every successful online business, and the one component that will make or break your ability to build a profitable business and leave a mark in your niche market.

Of course, we're talking about traffic.

But not just any traffic will do. We need to flood our websites with targeted traffic that are genuinely interested in our offers, and who will become part of our customer base. Relevant, targeted – and active traffic that will power our business and fuel our marketing campaigns.

So, the question is; how do you get your share?

There are over 40 different ways to generate traffic to your website. From search engine optimization, to feeder site resources, to pay per click marketing and sponsorship opportunities, there is no shortage of opportunities available to you.

Traffic Triggers was written to provide you with a quick-start guide to evaluating these options, so that you can develop a marketing campaign geared for success.

Search Engine Optimization

Setting your website up for success all begins at home, and before you work to develop off-site marketing campaigns, you need to first focus on optimizing every square inch of your website so that you are able to generate organic traffic from the major search engines.

Organic traffic is the crème de la crème of traffic, as it's natural, targeted and organic – coming directly to your site after a user enters in relevant keyword phrases that the search engine has identified as being associated with your site.

Once your website is securely positioned within the search engines, you'll be able to generate unstoppable traffic, absolutely free – and with no further effort required.

Optimizing your website is relatively simple but it does involve editing different areas of your HTML pages. To start, you need to include a title for every page of your site, each one including relevant keyword strings based on what your website is about.

You want each page title to carry a different keyword phrase, so that you are able to rank for various phrases within the search engines.

Next, you will want to include a meta description that includes important information regarding your website. Meta descriptions provide a summary to those visiting your website from the search engines but also help spiders identify what your website is about.

You should also use the <h1> tag throughout your pages. H1 instructs search engine spiders to pay particular attention to text located within the tags, and also helps visitors identify important areas of your site.

Another very important element to SEO is including a site map on your website. A site map helps both visitors and search engine spiders to 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>

When 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.

Pay Per Click Marketing

Pay Per Click (PPC) is a short-cut to blasting traffic onto your website, as you can begin to generate traffic within minutes of your advertisement going live.

You will need a budget of at least \$50 to begin advertising your website within PPC marketplaces like Google Adwords, but as long as you closely monitor your campaigns, and split test your ads, you will be able to create high performance campaigns that drive in fresh, quality traffic 24 hours a day – all on complete autopilot!

When using Adwords, the higher your maximum bid, the higher your advertisement placement within the marketplace. Your daily budget will also reflect how frequent your advertisement appears and based on your overall quality score, you can end up paying less per click for a higher placement within the listings.

Your quality score is determined based on your overall campaigns performance, so the higher your CTR (click through rate), the lower your cost per click will be. This means that you need to ensure that you are using highly relevant, targeted keywords within your PPC advertisements.

Your CTR is determined based on the number of clicks that your advertisement receives based on the number of times your ad appeared within the marketplace.

For example, if your advertisement appeared 100 times and only 10 people viewing your ad clicked on your link, your CTR would be determined as 10%.

When creating your advertisement itself, be aware that each ad consists of four main elements:

- Advertisement Title, • Body, • Display URL *and* • Destination URL.

You want to focus on action driven titles, so that you are able to capture attention and motivate potential customers to click on your link and explore your website. Make sure that your titles are relevant and include your primary keywords.

Your ad copy's body needs to speak directly to your target customer, and since you have limited space, you need to use powerful «action words», while limiting unnecessary characters.

Include words like 'Exclusive', 'Revealed', 'Review', 'Caution', 'Powerful', 'Advanced' or 'Special' and eliminate words like 'the, and or it'.

Make sure to split test your campaigns, so that you are able to obtain a higher quality score, which will reduce your advertising costs.

Setting up successful PPC campaigns take practice, but if you take your time, paying careful attention to your ads performance and you learn as much as possible about how Adwords works, and how best to structure and improve your ads, you will quickly see results.

Sign up: <http://www.Google.com/Adwords>

Social Marketing

Willing to engage your target audience, and spend some time interacting and socializing in exchange for high quality traffic?

Social marketing is for you!

With social marketing, you are able to take a personal approach to connecting with your target audience, and in doing so, you can gain a better feel for what your audience is genuinely interested in and what motivates them into taking action.

The downside to social marketing is that it can be time consuming, as you have to update your profile accounts, status updates and send out messages and broadcasts in order to keep your accounts fresh.

One way of automating your account updates is by subscribing to the free services at <http://www.Ping.fm>

Ping will automatically update multiple social profiles at once, and provides you with the opportunity to schedule future updates, so your accounts can stay active and fresh even when you aren't around!

If you are interested in using Twitter as part of your marketing campaign, you'll be able to automate your updates as well.

Try <http://www.SocialOomph.com> - it not only auto-posts updates to your Twitter feed, but it also enables you to send automatic tweets to those who follow you.

You could send a welcome message thanking the user for following you, and offering them a free product by directing them to your squeeze page, or you could simply use this automated feature to establish a relationship with those on your following list, the choice is yours!

Here are the top social media networks that you should consider including in your marketing campaigns:

<http://www.Facebook.com>

<http://www.Ning.com>

<http://www.Linkedin.com>

<http://www.Xanga.com>

<http://www.Orkut.com>

<http://www.Fubar.com>

<http://www.bebo.com>

<http://www.Zorpia.com>

Feeder Sites:

<http://www.Wordpress.com>

<http://www.Hubpages.com>

<http://www.Squidoo.com>

<http://www.Blogger.com>

Press Releases

With Press Releases, you are able to reach out to a larger market than many other forms of advertising, and in most cases, word will begin to spread within hours of your press release being approved and distributed.

Traditionally, a well-structured press release should not consist of more than a single page., keeping in mind that your press release needs to be newsworthy and written as a media announcement, rather than an advertisement.

A Press Release that addresses the fundamental aspect of what people are looking for (how it benefits them) will outperform any other kind, so keep it trimmed, comprehensive and highly targeted so that it communicates directly with your customer base.

Press Release Creation Services:

<http://www.pressequalizer.com>

<http://www.pressedge.com/>

Press Release Distribution Channels:

<http://www.PRWeb.com>

<http://www.PRNewsWire.com>

Article Marketing

Looking for an easy way of generating consistent traffic to your website? Set up a series of article campaigns that provide quality content to your target audience, help generate backlinks to your website, and directs readers to your sales page or squeeze page, all at the same time!

Each article should be between 300 and 600 words in length and provide useful information that your target audience would find appealing.

The greater the number of articles in circulation, the more exposure you will receive, however you always want to focus on producing high quality content, rather than just on the quantity that is being distributed between these networks.

<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>

Quick & Easy Forum Marketing

One of the easiest ways of generating traffic to your website is through forum marketing.

Not only will you be able to claim your share of traffic but forums provide you with the opportunity to quickly build brand awareness, so that you are recognized as an authority in your market.

You will need to spend time providing quality information to the community, as well as helping members by addressing questions, offering guidance, and doing your best to contribute to the network, but it's one of the easiest ways to jumpstart your website, absolutely free.

Allocate 1 hour a day to marketing your business via community forums, but make sure to promote INDIRECTLY! You want your website to be seen within your forum's signature box, rather than in spamming your link within discussion threads or posts, otherwise you'll lose your account and likely end up banned from the community.

You also want to focus only on active, established forums, keeping in mind that your posts will be quickly indexed, sending additional traffic to your website from the search engines directly.

You can locate relevant forums by visiting <http://www.Big-Boards.com> and searching for available community boards by entering in keywords relating to your market or by browsing through available categories.

Make sure to optimize your forum profile as well! This is a great way to generate authority backlinks to your website, so include information about you, and a direct link to your website!

Additional Resource:

Complete Forum Directory (with alexa ranking, etc):

<http://www.prelovac.com/vladimir/best-webmaster-forums>