



# 15 WAYS TO SKYROCKET YOUR WEBSITE TRAFFIC





Hi, I'm Lindsey Archibald (A.K.A the Digital Duchess).

I'm a broadcaster, digital writer, Internet marketer and author.

Each week I help businesses boost their profits by taking the mystery out of successful Internet marketing.

The advice I give is often simple, free or low cost. What I teach are proven Internet marketing methods used by the country's most successful companies.

Powerful marketing isn't rocket science and it doesn't have to cost you a fortune.

With my series of digital courses and guides that are available I will:

- **Help transform your online presence in free, easy steps**
- **Help your business thrive despite the competition**
- **Help you become a multi-level Internet marketer**
- **Help you get to grips with low cost ways to generate sales leads**
- **Help you make your marketing work when so many are getting it wrong**

[www.digital-duchess.com](http://www.digital-duchess.com)

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## 15 Ways to Skyrocket Your Website Traffic

Traffic is the lifeblood of your online business. You need fresh, targeted traffic in order to put your business in front of a captive audience, to build authority and to establish a presence in your industry.

Traffic equals profit, and the more targeted, relevant traffic you have, the more money you'll make.

The problem is, many new marketers and entrepreneurs are on a limited budget as they are just getting their business off the ground. They struggle to develop effective marketing campaigns because of how much time is often required in order to maintain momentum, or create ongoing traffic funnels.

Fortunately, there are ways of generating prime traffic to your websites without having to spend a lot of time and money in the process, and best of all, many of these techniques will automatically "re-populate" the traffic to your site, even when you've moved onto other things!

This report reveals the most powerful, free strategies for generating mass traffic to your websites.

You can either choose to focus on single campaigns, or implement a variety of these techniques for maximum exposure, the choice is yours.

Let's begin.

### Traffic Booster 1 – eBooks

Free eBooks are always a hit. You don't have to write a Pulitzer prize-winning book, but you do need to ensure that the information provided is valuable and useful. Again, if you don't consider yourself a good writer you can always get someone to ghost-write the book for you. Then, within the book's text, you would include links to your own or affiliate products as well as to your newsletter or sign-up page. The book doesn't have to be very long, about ten to twenty pages will do fine, but it should make your readers feel as though they downloaded something valuable.

### Traffic Booster 2 – Article Marketing

If you're willing to exchange high quality content for traffic, there are a number of different traffic strategies that you can use to propel your promotional campaigns, and ultimately, flood your website with qualified visitors.

One of these strategies involves article marketing. With article marketing, you simply create keyword-rich content, submit it into the popular article directories and wait for traffic to start flooding your site.

The downside to article marketing is that it does involve a bit of time, especially if you plan to create the majority of your content yourself.

However, there is one misconception to article marketing that has prevented many new marketers from exploring its incredible potential to deliver targeted traffic.

Many entrepreneurs believe that it's all in the **QUANTITY** of the articles you submit rather than the quality. In truth, while the more articles you have in circulation, the more traffic you'll receive, focusing first on creating rich, quality and relevant content for your niche will help you generate **TARGETED** visitors.

So, while you may have less traffic, the traffic you do receive will be genuinely interested in what you have to offer.

To create your first article marketing campaign, you should have **5-10 quality** articles created.

Your articles don't have to be longer than **500 words** in length, but make sure that you have chosen a keyword-rich title for each article that you plan to submit into the article directories. The titles you use with your articles will ultimately determine the exposure you'll receive as both the major search engines like **Google** and **Yahoo**, as well as the article directories themselves, will categorise and rank your article content based on the keywords found within your titles.

You also want to make sure that you repeat your primary keyword in the first few lines of each article that you create. This will help you gain exposure within the search engines, who will pull and publish a portion of your article when someone enters related keywords into the search engines.

And there is also another important factor to keep in mind:

Many of the article directories will not accept duplicated content, which means that you will want to submit your original material into these directories first, wait for approval - and then submit the content into other directories.

Below is a list of the best article directories:

<http://www.EzineArticles.com>

[www.ArticlesBase.com](http://www.ArticlesBase.com)

<http://www.SelfGrowth.com>

[www.GoArticles.com](http://www.GoArticles.com)

[www.ArticleAlley.com](http://www.ArticleAlley.com)

<http://www.Amazines.com>

Also keep in mind that not only will you generate traffic from direct visitors who read your articles, but if webmasters choose to republish your content on their websites, you will also gain additional exposure from **THEIR** visitors, as well!

Now, one of the most critical components of a successful article marketing campaign is in your "Author's Resource Box", which is a short author bio attached to all of your articles.

This is where you will include a call to action, prompting readers to click your link and visit your website. You need to think of your author's resource box as you would a short commercial, highlighting the benefits of visiting your site and showcasing an incentive offer, which will motivate readers into taking action.

One of the most common ways of creating a compelling incentive offer is by developing a stand-alone product that you offer for free to those who visit your site.

Not only will this help to drive targeted traffic to your website, but you can set up your incentive offer to be delivered to those who subscribe to your mailing list.

Incentive offers can include many different things such as:

- Free reports, sent to subscribers immediately upon subscribing.
- Free eBooks, either full length or "leaked chapters" of a paid product.
- Free video tutorials or guides that help your readers in some way.
- Free newsletters, or eCourses that offer training sent out by emails.

Your incentive offer can be nearly anything you feel is relevant towards what your intended audience would be interested in. You can create it yourself, outsource it to qualified freelancers or use existing private label content to develop a quality offer, it's entirely up to you.

Set up your squeeze page so that it showcases your incentive, and include an opt-in box (generated by an autoresponder provider like [www.Aweber.com](http://www.Aweber.com)), so you can begin collecting leads. This way, you will always be able to follow up with potential customers later on, ensuring that your article marketing campaigns are helping you directly build your business.

Finally, be careful choosing relevant keywords within your articles.

Keywords are what will power up your article marketing campaigns and you need to make sure that they are all highly optimised and focused around the questions and concerns that your target audience have.

Think about what your prospective audience base would likely search for, what they are entering into the search engines, and what they are most interested in. Then, include those keywords in your article title and content itself.

### **Summary:**

You can optimise your articles a number of different ways, including:

- 1) Integrating keywords into the title of the article.
- 2) Integrating keywords into the body of your article content.
- 3) Using anchor text in your external links

## **Traffic Booster 3- Video Marketing**

Nothing beats the power of an interactive video that can help you convey your message, get your audience excited about your offer, and leave an everlasting impression with your customer base.

Videos offer the opportunity to truly communicate with your target audience in a way that very few other marketing strategies can, and thankfully, even if you have never developed or produced a video before, it's very simple to get started.

One of these strategies is to simply use your existing content (such as the articles you created for your article marketing campaigns) and turn them into powerful presentations that capture the attention of your audience.

You can do this by creating simple slideshows from existing content and then uploading them onto popular video distribution networks.

Creating your video presentations doesn't have to be difficult. You can use online 'video development' services to quickly create stunning slideshows from existing article material, with the most popular service available at

[www.ArticleVideoRobot.com](http://www.ArticleVideoRobot.com)

Article Video Robot will take your existing article content and transform it into interactive, talking videos in minutes - all automatically without you having to do anything but copy and paste in your content!

This is truly the fastest and easiest way of developing high quality video presentations with no technical experience needed.

You can also instantly submit your new videos into dozens of distribution channels directly from within your Article Video Robot account!

Important Tip: When submitting your slideshows into video distribution channels, always implement targeted keywords and tags into your presentations description fields, to improve your ranking and help people find your video.

Distribution Channels:

[www.YouTube.com](http://www.YouTube.com)

[www.SlideShare.net](http://www.SlideShare.net)

Remember, consistency, quality AND overall volume is the key for generating an unlimited amount of quality, FREE traffic so build a video campaign and rinse & repeat!

## **Traffic Booster 4 - Exploiting Free Download Sites**

One of the easiest ways of generating fresh traffic to your website is by uploading a free (or low cost) product to popular download sites, including <http://www.TradeBit.com>

With Tradebit, you can instantly feature your offer within countless categories, gaining instant exposure while building mailing lists and reaching out to new customers.

You can also connect your Tradebit account to other profiles, including EBay and even Facebook in order to build a following base, or maximise exposure within external networks.

You can submit private label content to Tradebit, making it even easier to build an arsenal of quality products without having to spend a lot of time developing them yourself, or hiring freelancers.

Just make sure that you choose an appropriate category for your products, and assign "tags" to your downloads, making it easier for on-site visitors to locate your offer.

Here are a few other places worth including in your marketing strategy:

[www.ebookdirectory.com](http://www.ebookdirectory.com)

[www.ebookslibrary.com](http://www.ebookslibrary.com)

[www.ebookjungle.com](http://www.ebookjungle.com)

[www.free-ebooks.net](http://www.free-ebooks.net)

[www.EbookDirectory.com](http://www.EbookDirectory.com)

[www.WisdomEbooks.com](http://www.WisdomEbooks.com)

## Traffic Booster 5 -Press Release Traffic

Press releases can spread your marketing message deep within your market, very quickly, and best of all you can develop a press release absolutely free (or choose to pay for premium service once you've tested the effectiveness of a free campaign).

The objective of a press release is to submit "newsworthy" content, so you want to write your release as if you are introducing a service, submitting important news or an announcement involving your website.

Press releases should "inform" your readers, rather than hard-sell to them, to make sure that you include a detailed description of your website, showcasing the benefits of your new products or services, and driving home the message that you have a solution to your markets current problem or concerns.

Successful press releases all focus around a specific structure or layout, that include:

**Who** - You must target a specific segment of your market in your press release, in order for it to really communicate with the right audience.

**What** - What your offer is, what your products or services include, etc.

**When** - When your offer is available, (such as your website launch, special offer, time limited campaign etc)

**Where** - Where people can go to find out more information about your offer or company.

**Why** - Why do people need your offer? Why should they visit your site?

You need to address all 5 "W's" within your press release in order for it to be thoroughly and accurately targeted towards pushing the "hot buttons" of your target audience.

You also want to pay attention to choosing a compelling title for your press release, so that it quickly captures attention and indicates to your readers exactly what your release is all about.

Apart from the exposure your press release will receive from distribution, your release may also be syndicated and published by thousands of other websites and RSS services, maximising your exposure instantly!

Here are the top press release submission services to help you get started:

[www.PRFree.com](http://www.PRFree.com)

[www.SBWire.com](http://www.SBWire.com)

[www.PR.com](http://www.PR.com) (paid service)

[www.i-NewsWire.com](http://www.i-NewsWire.com)

[www.eReleases.com](http://www.eReleases.com)

## **Traffic Booster 6- Ad Swaps**

Ad swaps have been in use for many years, and there's good reason for that; they work very, very well. Those who spot and appreciate the value of ad swaps can instantly exploit the endless supply of targeted traffic for building their lists much faster as well as getting more traffic to their websites, while maximising their business exposure and applying very little effort.

The objective of ad swaps is resources exchange.

You just need to look for business owners or bloggers in your own niche and request an ad swap with them. This means that they advertise your offer and you advertise theirs in exchange.

## **Traffic Booster 7- Social Networking**

Did you know that social media sites get more traffic than even Google? That's a staggering thought, but it's true. Social media sites are a perfect way to build solid lists and, if you use them correctly, you won't ever have to rely on expensive advertising techniques like Google Adwords in order to promote your products.

The important thing to remember when using social media for list building is that you have to be careful not to promote your products too heavily. That's because doing so is a good way to get blocked or de-friended. Sites like Twitter, Facebook and LinkedIn can help you build a brand, build a dedicated following and they'll allow you to promote your products and services absolutely free of charge.

When using social media, it's important not to sound too robotic. Remember, they are social sites, so use your personality and you'll see that people respond much better to you and your offers.

## Traffic Booster 8- Tutorials

Writing a tutorial and submitting it to tutorial websites is an underused method of boosting website traffic.

There are hundreds of websites you can submit your tutorial to for every type of service or product.

My two favourites are: [tutorialized.com](http://tutorialized.com) and [instructables.com](http://instructables.com)

## Traffic Booster 9- Blogging

You can set up a blog for free using Blogger or WordPress where you can then create content that will gain a steady supply of readers. Then, you can include an opt-in section for your newsletter at the bottom of each post. This will not only help you build your brand and build a loyal readership, but it will also allow you to build an even bigger list.

You should also include a list of relevant blogs that you follow on your blog's page. Then, follow those blogs closely until you find a post you wish to comment on. When commenting on other people's blog posts, make sure you comment using pertinent information from the entry. It should be apparent to everyone, including the person who wrote the post, that you read and understood the post thoroughly.

Never leave comments like, "Good post!" or "This sucks!", as those will quickly get deleted by the blogger and your efforts will be in vain. Instead, offer some useful insight. You'll also want to include the URL of your landing page in the post so that the blogger, and all of the blog's readers, will be able to click on it. This can bring targeted visitors to your site where they can then opt in to your newsletter by providing their information.

## Traffic Booster 10- Forums, Message Boards & Chat Rooms

Advertising on the web is not the only way you can make your presence known in order to get more traffic. In fact, message boards and chat rooms are still a very popular way to get attention. People enjoy connecting with others through chat and messages online.

Find websites that relate to both your current and most profitable demographic, as well as your products themselves. Then, register as a member of those websites' message boards. Become an active presence there, and be cordial and willing to help answer questions of other members.

In fact you might be able to partner with the other website to become a moderator in exchange for some "press" for your own website. Then at the end your posts, use your website link in your signature line. Or, you can recommend visitors who have

questions visit your website. Be sure that you follow the website's message board rules and regulations so you do not get banned.

If you decide to use chat rooms and message boards as a place to get attention to your website, be sure you do not sound like a snake oil salesman or sound too pushy. Try to be accommodating, honest, and friendly.

## **Traffic Booster 11 – Podcasts**

Just like the free video-making software, there are also many free audio programs you can use to create a five to ten minute 'talk show' that offers useful information to those looking for it. Again, mention your URL a few times and make sure that it sounds as professional as possible so that you ensure people will stay tuned until the very end.

## **Traffic Booster 12- Yahoo Answers Traffic**

Similar to the previous method, you can answer questions that people ask on <http://answers.yahoo.com>. What better way to help someone and at the same time generate more visitors to your website? Yahoo Answers is a great place where people have burning questions they'd like answered.

The process is simple. Simply go to Yahoo Answers, search for your keyword, and find any questions that most relate to your keywords. You can provide your website as a resource for more information to support your answer. Just be careful not to blatantly post your website address too much. It must relate to the question.

Post often and become an expert in your field so people go to you for answers.

## **Traffic Booster 13- Post "Gigs" on Fiverr**

If you haven't heard of Fiverr ([www.fiverr.com](http://www.fiverr.com)), you better take a look at it. Fiverr is a website where members can post what they call "gigs". Gigs are generally services you offer for five dollars. It can range from design, video recording to sharing advice, for five dollars.

The sneaky tactic you can use with this strategy is to create a gig and post your samples/portfolio on your own website for people to see. This doesn't violate Fiverr terms and conditions. If you're a logo designer, you can post the URL of your website where your samples are located. This generates traffic to your website and additionally attracts more clients.

The first step is to find out what services you'd like to offer. You can then create your first gig and simply wait for people to view your gig.

## Traffic Booster 14- Incorporate Keywords

Another common, yet somewhat sneaky way to get more traffic to your site is to incorporate keywords both ON your website and INTO the site as well. Using SEO writing, you can implement these key words to get people to click on your website. Studies have shown that the average person will only click on the top ten to twenty five results they see in Google.

After that, they tend to become uninterested or type in a different set of key words. However, if you use the right key words, you can almost guarantee that someone searching for those key words will find your website. It is important to understand how to properly use key words so that you get the traffic you are looking for.

Come up with a comprehensive list of words that should drive people to your site. Then, incorporate them into the site by publishing articles containing the keywords on your site, or by embedding these articles with key words into the code of the website.

The result of key words is amazing. Most people might not even be looking for your site specifically, but they may stumble upon it by typing in the search term that matches your key words. Keep this in mind, and look for some of the most current, popular search terms in Google. Then, come up with ways to get those terms into your site somehow. This process does take some diligence and definitely requires website upkeep, but you will definitely be pleased with the results in the long run.

Focus on your website's content and not just the products or the services you are offering. Come up with in-depth articles, product updates, and other interesting topics that will intrigue visitors and make them want to return. Knowing what the current web trends are is absolutely crucial to ensuring e-commerce and marketing success.

## Traffic Booster 15- Think Outside the Web

Of course, online methods to get more traffic are the most obvious way to increase traffic, but what about outside, real world contact? Even something as simple as business cards can make a big difference in your overall traffic and increases interest. Place business cards around town at local dining places. Try to attend some conferences that feature small businesses, and remember to network.

Making contacts and getting to know other people in business is a great way to establish relationships and get others to call attention to your website by word of mouth. Many studies have shown that simple word of mouth is often the most effective way to increase business and awareness.

You can even decorate your car with your URL link to get the attention of people on the street! Just about any type of marketing you can think of is positive, and brings more hits to your website.

Try to really think outside of the norm when it comes to advertising. You can even organise a "street team" of people to pass out your business cards or other promotional items at local events, bars, nightclubs, gyms, and more. These street teams make your presence known by spreading the word to others in person. Don't forget the stickers! People love stickers and even if they don't keep the stickers, they will most likely stick them somewhere else where another person will see it.

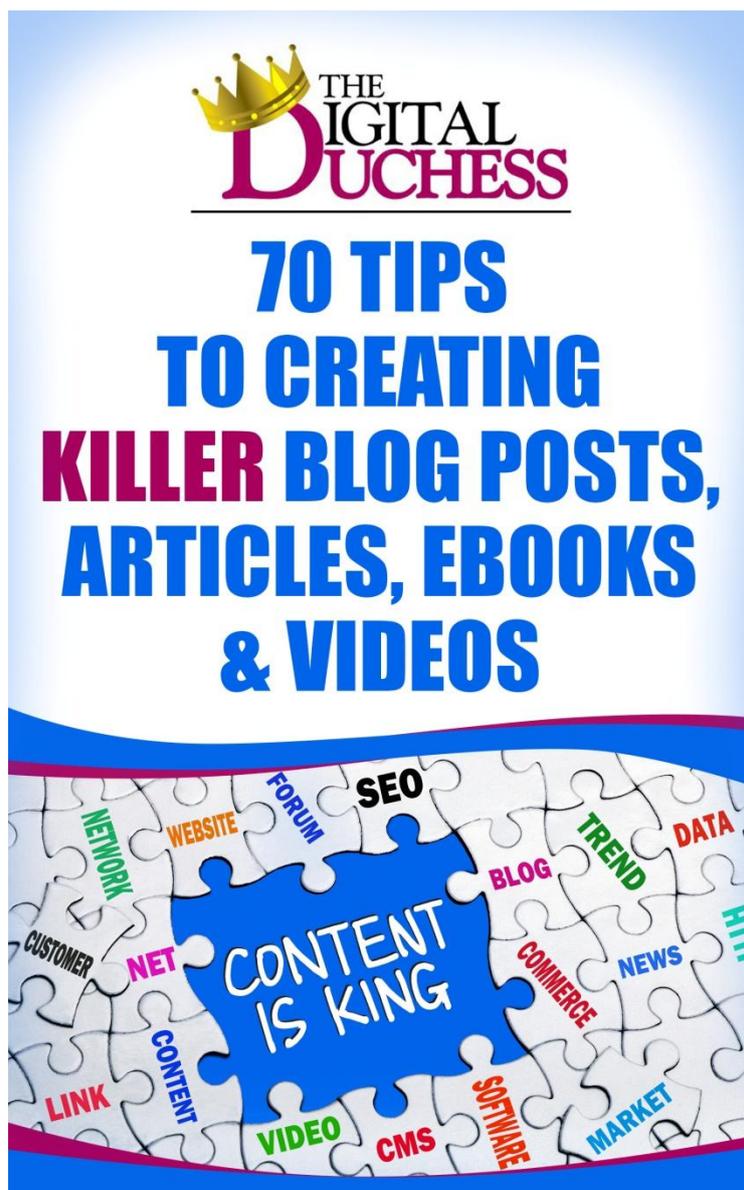
## **Conclusion**

Using a few simple marketing techniques and some traditional marketing methods you will find that a larger customer base awaits you, and more site traffic is around the bend.

Remember to be patient, and understand that it takes time to establish yourself as a business online. By using as many avenues as possible such as social networking and media, online bulletin board contributions, and good old fashioned business cards, you can ensure that you're making a presence both in person and online.



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