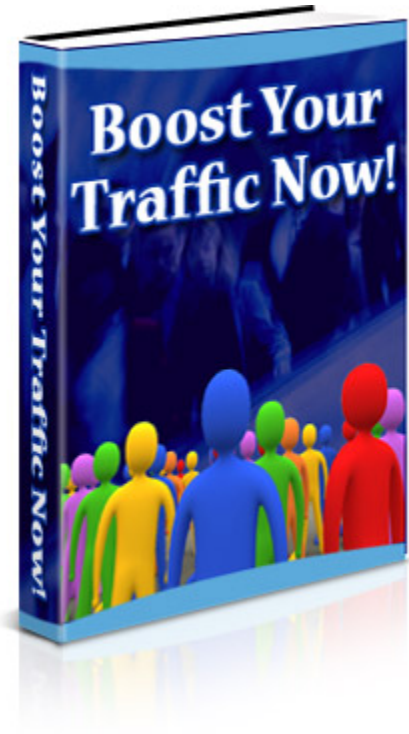


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Introduction

This concise report covers a variety of free and low cost solutions to bring more traffic to your website...

Free & Low Cost Advertising - Do They Still Work?

In the world of Internet Marketing, advertising is critical to the success of your business. And, especially if you're a new start-up looking to get your foot in the door, you need to find the most affordable way to advertise your business. Throughout the history of Internet Marketing there have always been free and low-cost alternatives to the major forms of advertisement that would require big bucks just to get started.

However, it may seem these days as if that treasure of free and low-cost advertising is vanishing. But I'm here to assure you that *it isn't gone*. While many forms of advertising are becoming more expensive, there are still free and low-cost methods that work very well.

One of the most remarkably effective methods for advertising, and it is free, is word-of-mouth advertising. This is much like viral marketing. Everyone knows how word-of-mouth works, but how do you work this to your advantage? Well, some people will talk about your business on their own. Others will talk if you encourage them to. So all you have to do is ask them to tell their friends about your business. If you want to, you can even use this as a low-cost method, offering discounts or other rewards for referrals.

Another low-cost opportunity for you is **affiliate marketing**. There will always be new affiliates out there looking to boost their income and enhance their own site. So, you sign up as an advertiser with an affiliate and your on your way. The reason this is low-cost is because you can ultimately decide who advertises for you, and you can choose affordable plans that work for you. These affiliates only get paid for performance, so you only pay when you make money from the advertisement. This is true of most affiliate marketing.

A third way to use free and low-cost advertising for your business is **e-mail marketing**. You will only need an opt-in list of interested visitors to your business. What you do from there is easy. You develop e-mails that include targeted advertisements for your business. You are targeting the most interested consumers directly with an advertisement that is well-suited to their interests. The cost of e-mail marketing is so small that it would be foolish not to use this approach.

Other options exist as well, but not all of them work for every business. The three I have discussed will give you a great starting point (affiliate marketing and viral marketing have been discussed in the earlier chapters of this book).

You may wish to look for other means of advertising as well. If you do, it's as simple as all the other research you've done to get your business this far. Just remember, some of these other ways are only affordable to some businesses. It all depends on your business and your goals.

Writing & Submitting Articles

Writing and submitting articles to the Internet to promote your online business is one of the most effective and time-tested means of advertising. The other great thing about articles is that they are almost always a low-cost, if not free way to go. And, whereas other methods of advertisement offer little more than the sales-pitch, writing and submitting articles provides the target audience with either information or entertainment, or perhaps both. There are certain things you will want to know about how to write and submit articles effectively.

The first thing you must remember is to keep the articles short. No standard article should be more than about 500 words, or your audience will lose interest due to the length. Also, keep in mind that some of the people in your target audience may already have knowledge on the subject of your article, so be sure to research carefully and include in your writing only the most accurate and informative information.

If you're going to write and submit articles on the Internet to advertise your business, you want to sound like an expert in your field. This establishes a sense of trust and builds your reputation with consumers. That being said, you should make sure, before submission, that your articles are properly formatted. Be sure to spell check and reread the articles to make sure you didn't leave any important information out. Make sure a link back to your site is included somewhere in every article. If you can't fit it into the text, put the link at the end of the article.

When you get ready to submit your articles, you have many options. One way you can send out your articles is through e-mail. Send them to everyone on your opt-in list, and encourage them to pass the articles on to others. Also, publish the articles on your own website. You want the articles to boost the rankings of your site with search engines, so be sure to include good keywords in them. You can also submit your articles to article submission sites, and these are great. You send them all your articles, and they blast them out to perhaps hundreds of different websites. Some of the submission options are free, and some carry a cost, but either way there is no better method for distributing your work so widely.

Writing and submitting articles is not a one-time event. Sure, you can do this once and you will probably see results. But the more articles you write and submit, the better your chances are for building a solid reputation in your market. The better your reputation, the better your chances are for success as an online business.

Using Traffic Exchanges

When you start an online business, you're looking to increase your income. Maybe you're even looking to make this new venture a career. You've worked out everything as well as you can. You have a plan for your advertising campaign, and you know it's likely to work well because you put so much effort and research into it. But there's one thing you may not have considered at this point, and it is critical. You will get nowhere in your business without traffic. That's right. Traffic is what Internet business are really all about. Without traffic, no one will see your site, or what you are selling there. So you need to find ways to instantly begin bringing in not just traffic, but *targeted* traffic, to your online business. This is when you'll realize that you need to join a traffic exchange.

Traffic exchanges are an innovative approach for Internet Marketing where you have the opportunity to generate traffic to your site while helping others to generate their own traffic as well. The way it works is fairly simple. You join a traffic exchange, and follow their instructions as to how to place your banners. These banners are grouped with the banners of other sites, and you surf to generate traffic to those sites, earning credits for your own site in the process. Then, when others surf and run across your site, they earn credits for generating traffic to your site also.

The exact mechanisms for how this works are unimportant. However, what is important is that you search for the traffic exchanges who have proven their ability to generate traffic that will actually be interested in what your site offers. That's what we call 'targeted traffic'. So it is important, on that note, that you choose a site that has a proven track record of bringing real human beings to your site, not just some other computer. Some traffic exchanges have done a superb job at eliminating what is called 'fake traffic'.

The idea for this is really simple. Start with a free membership to one of these traffic exchanges, see how it works, and if you like it, get a paid membership to enhance your success even further. And there's really no work to it if you go with the right exchange. Some of them are absolutely work-free, offering totally

automated service. They generate the traffic you need, and you reap the profits. What better way can you think of to have as many as thousands of visitors coming to your site within the first month you're open?

Link Exchanges

Link exchanges are different from other forms of marketing you've done up to this point. Whether you're just getting into your first online business, or if you've been doing this for some time, if you haven't gotten into link exchanges, you might be missing out on a great marketing enhancement. These exchanges are something of a cross between traffic exchanges and affiliate marketing programs. However, the way you get into them and how they work are a bit different.

To begin with, a link exchange offers you the opportunity to share your links with other sites, and in trade you place their links on your site. There are some new opportunities arising that allow you to do this through an exchange site, but most of the time you will have to contact target sites directly and request to the site's webmaster that an exchange be entered into between your site and theirs. With the sites I mentioned, you can avoid most of this e-mail hassle and simply register your site as one willing to enter into a link exchange.

The benefit to being a member of a link exchange is that you are sharing traffic with other sites who are, by your selection, going to give you targeted traffic appropriate to the goals of your business. Furthermore, the more exchange partners you accumulate, the better visibility you have for your site. And, as you know already, more visibility means more traffic, and more traffic means higher earnings.

It is important that you are aware of a couple of things about link exchanges. The first is that these will often require you to do a lot of start-up work, contacting webmasters and setting the whole thing up. Beyond that, you have to be able to monitor the effectiveness of each link you place. You don't want to have a bunch of links out there doing nothing for your business. So getting into link exchanges and maintaining them can be a good thing, but you will have to decide whether the work is worth the reward.

One final note about link exchanges. There are some who have argued that these agreements actually take traffic away from your site by encouraging visitors to click a link before they buy anything from you. While this may be true in some cases, it is not the standard. Many webmasters have found success with link

exchanges and would not do without them. So, here again, it will be up to you to decide whether this system will be a benefit to your business, and it will be up to you as well to decide whether it's working once you've gotten into it.

Participating in Forums

Forums are a very popular form of communication on the Internet. Many sites offer topic-specific forums on just about anything you can imagine. These are more formal places for people to communicate than chat rooms are, so a greater degree of etiquette applies when you participate in the forum. But they do offer you a unique opportunity to establish and build your reputation on the subject matter of your choice. And, with that, comes the opportunity to advertise your online business in a way only a reputable person can.

Forums are easy to get involved with. In most cases it is a simple matter of signing up to get a username and password for the forum. Most often these forums are a free service provided by the hosting site. You can usually post as often as you like, and you can read all of the archived posts made by others. The forum posts are organized into threads.

What you want to do to establish a good reputation on the forum is make logical and informative posts in response to others. If you need to, research the topic before you make your post. Remember that this is about your reputation, so you need to make sure that your posts are informative, accurate, and corrected for spelling and grammar. Also, don't shout (all caps). Most forum participants hate shouting.

To effectively use a forum to market your online business, you may wish to include a link in the signature of your posts. This is an automatic way for you to ensure that every post you make has that link in it. But don't peddle the link. Let your reputation speak for itself. If you do, you will find that people who have come to respect and trust what you say will suddenly start complimenting you on your site. Bingo! You've established the trust, and they've taken the advertisement in. This is how it's done.

I would strongly advise you not to come into a forum as a new member and instantly start running over the ideas of others. This will not build your image positively. Another no-no is to make your first, or even one of your first, posts a blatant attempt to advertise your site. These are places to discuss a topic, and participants don't want to be blasted with ads. Besides, if you participate for

awhile, you'll be surprised what you can learn from others. Forums are one of those opportunities to not only market your online business, but to have some fun and learn new things at the same time.

E-zine Advertising

E-zine advertising is all about the electronic magazines you find online. These e-zines are sent out to subscribers through e-mail, and they are typically also found on the e-zine publisher's website. They are usually very focused on one particular subject matter, as are traditional magazines. That fact makes e-zines a terrific place for you to look if you're interested in advertising to generate highly-targeted traffic to your own online business. And the good thing is that there are several ways for you to get involved.

One way for you to get involved is through affiliate marketing. Just as with so many other ways of advertising, joining an affiliate program puts you in touch with thousands of other businesses online, all of whom are looking either to advertise, or to make money as an affiliate. E-zines are among those who are looking to be an affiliate. Just be careful about this: a brand new e-zine will not have nearly as many subscribers as an established one, so you may not always be getting as much traffic right away as you think.

You can also go around the process of getting into an affiliate program. Instead of joining the program and waiting for an e-zine to make the first move, you can do a search online to find all of the e-zines in a particular market (subject matter) and make a list. Go to the sites and take a look at what the e-zine has to offer its subscribers. See if you can determine how many subscribers the e-zine has. This will be a key factor in knowing whether this is a good place to advertise if you're looking for high traffic. Then you need to contact the e-zine directly and make a proposal. Work out the details of cost and placement, and you're done. Be careful, though. Many of the more popular e-zines will already have advertisers competing for their space, so they can afford to charge higher prices for the ads. Stay away from those who would break your budget.

A final way for you to consider getting into e-zine advertising is to do it all yourself. If you have a website where you sell merchandise, consider developing an e-zine around the products you sell, and the lifestyle that your customers live. This is a surefire way to get targeted traffic as your readership expands. Just be aware of the amount of work it will take for you to create and manage an e-zine. If

you feel it's worth the effort, go for it. The rewards can often be great with these do-it-yourself ventures.

Press Releases

Among all of the ways to get free and instant publicity for your site, product, or project, press releases have to be one of the most effective methods. Press releases have been used for decades by anyone hoping to gain attention for whatever they have done, or are planning to do. This method of advertising, and it really is an advertisement, gets your message out to the entire subscribed readership of whatever publisher decides to print your press release. Let's look at how you can submit a press release to reap the rewards of this great tool.

First, and foremost, you must write the press release. It should be well-written and include the who, what, when, where, why, and how of your sale, opening, or whatever else you'd be announcing. The writing should be clear and to the point, effectively using proper grammar. All words should be checked for spelling. The last thing you want is to put out shoddy work that won't make it past the desk of it's recipient. The publisher has total choice in whether or not to publish your press release, so you're going to have to sell him or her on it. If you don't feel that you have the ability to write an effective press release, consider having someone else write it for you. Sure, you may have to pay a fee for the service, but the rewards of a good press release make it well worth whatever you might have to pay.

Once you have the press release written, you will need to know where to send it. To do this you will have to compile the contact information of all the publishers you will want the release to go to. The most efficient way for you to do this is with an online search. Most everyone these days has a website for their business, and publishers of news and other writing are no exception. So get that list together, and send the release to each of them in the format they require. Bear in mind that you may have to alter the document several times to meet the requirements of individual publishers.

You may be contacted about the press release. If you are, answer their questions politely and thoroughly. They may be looking for a little more than what you put in the release, so it is to your advantage to be available for their questions. Once they have everything they need, they will publish your press release and potentially millions of readers all over the world will know about what your company is doing. What better, more instant way can you think of to do all that?

Using Pay-Per-Click (PPC)

Among all of the means of free and low-cost advertising on the Internet today, Pay-Per-Click, or PPC, advertising is one of the most common in use. You may not think of it as such, but PPC is everywhere and you see it all the time. Chances are that you have recently visited a website and noticed advertisements in the form of banners on the page you were viewing. Or, you may have been reading an article or an e-mail and you noticed a hyperlink included in the text. If you clicked on that banner or hyperlink and went to another site, you probably just made the site owner some money. Let's take a look at how you can use PPC to advertise your business.

PPC advertising is one of those great, low-cost ways for you to market either your products, or your entire site to people on the Internet. When you get into PPC advertising, you create a hyperlink or banner. The more noticeable the banner, the better. You then provide this banner to the sites who are willing to advertise for you. When traffic comes to their site, and notices the banner, they are likely to click on it. When they do, they are redirected to your site where they can see what you have to offer. You pay a fee for this service based on the terms of the PPC plan.

The most effective way for you to get into PPC advertising is to join an affiliate program. These are the programs where all manner of Internet business go to either advertise or be an affiliate for advertisers. This marketplace is the single most effective way for advertisers to get out their message by using PPC advertising. And the greatest thing about it is that you can manage your advertising in such a way that only the most productive and effective affiliates are getting your message out. After all, you want to have the most traffic you can, and you want that traffic to be targeted.

As a word of caution, do some research before you jump in. Know that there are cases where something called click fraud is a problem. It is not always so, but just to be on the safe side, check out the program you are interested in and make sure you won't be paying someone else for fraudulent clicks. The best way to know whether you are in a reputable program is to look online and especially in forums for clues as to the integrity of the program and its participants. As I said, it's not going on everywhere, so just use caution, and you'll find yourself receiving much targeted traffic for a very low price.

**"How To Quickly And Easily
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Traffic To Your Website"**



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