

Welcome to the Website Traffic workshop. It's going to be an information packed hour and we recommend a few things before getting started. Make sure you have something to drink and are comfortable.

Also grab a pen and paper so you can take notes as we go. As always happens, great ideas pop up during these sessions. If you have a pen and paper with you, you can record your inspiration without losing track of where you are in the webinar and without risking losing your great idea.

So today's workshop is going to cover the 7 most effective free and low cost website traffic tactics. Website traffic, as you may know, is essential to internet marketing success. Without people visiting your website, nothing is going to happen. And as a business owner, we want you to succeed.

Ideally, whether you're just getting started or have been in business for a while, the goal is to generate a great return on investment. That's why we're focusing on free or low cost, because certainly in the beginning of a new business you don't often have a ton of money to spend on advertising and other more expensive traffic generation tactics.

Remember To Plan Your Traffic Strategy.

One of the biggest mistakes entrepreneurs make when trying to drive traffic to their website is a failure to plan.

As a business owner your number one task and responsibility is to plan your business. Experts recommend spending at least 25% of your time planning. Everything from your finances to your traffic generation strategy should be planned. Here's what to consider when planning your traffic generation strategy:

- What are your traffic goals?
- What tactics are you going to use to achieve those goals? This is of course what we're talking about today.
- What is your budget?
- What goals do you have for each traffic tactic and how are you going to achieve them?
- How are your testing and tracking results?
- How will your tactics work together for maximum results?
- How often will you reassess, analyze, and plan your strategy?

There isn't a right or wrong way to plan, what is important is that you do it. Having a plan will make sure you don't miss a step, make mistakes, or skip over a potentially effective traffic generation tactic.

On that note, if you are ready to get started, let's dive right in.

Traffic Tactic #1 Article Marketing

What is Article Marketing?

Article marketing is a simple and quite effective traffic generation strategy. The idea is to write articles and publish them on online article directories like ezines.com. The articles you publish will be on topics relevant to your niche business.

For example, if you have an internet business focused on natural treatments for diabetes then the articles you publish will all have something to do with natural treatments for diabetes.

This is important because the people who are reading your articles are prospects. You want to provide them with information relevant to your website topic because they're going to visit your website after they read your article. If your website is on a different topic then you have traffic coming to your site but it is traffic that is going to likely click away almost immediately. That doesn't do you any good.

How Article Marketing Works.

When you write and publish an article on an article marketing directory you're actually accomplishing several things at once. You're first and foremost, driving traffic to your website. This is because not only will your article be available on the article directory for search engines to find and people to read, other website owners with similar topics can and will publish your article on their website.

When this happens you're now reaching a new group of people who will read your article and click through to your website. Now, we've mentioned clicking through to your website a few times and you may be wondering how this happens. Each article you publish will have at a minimum, an author's bio box at the bottom.

This is where you include a little bit about yourself, a call to action and a link to your website. Some article directories also allow you to include embedded links within the body of your article.

So article marketing enables you to build traffic in two very important ways. It creates links to your website, which in turn improves your SEO ranking and thus you receive more traffic from basic search engine searches.

It also improves your traffic because more people are coming across your content and clicking through to your website – you're reaching more people.

Article marketing also helps boost your credibility as an expert in your niche topic. When you provide valuable information to people looking for a solution or answers, you become a trusted resource. Article marketing helps you achieve that goal.

How To Get The Job Done

The key to making the most of this traffic generation tactic is to write great articles. This means they're easy to read, offer a benefit, and entice the reader to visit your site for more information. There are a few key strategies to accomplishing this tactic well:

- Give your article an attention grabbing headline
- Use headings and subheadings to make your article easy to read. (Headings and subheadings are also the ideal place to position your keywords)
- Focus on offering quality information. If you have trouble finding topics to write about, spend some time focusing on your prospect's problems. What would they want/need to know to solve those problems?
- Make sure to include a link to your website.
- Make sure to include a call to action
- Focus on article directories that meet your needs. There are many large scale article directories and these are great to use. However, you may want to also look for article directories that cater to your industry.
- Always choose the appropriate category(s) when publishing your article.

What Does Article Marketing Cost?

For the most part, article marketing sites are free to publish your content on. This means the only real expense is the cost of creating the articles themselves.

If you write the content yourself, then this is a completely free tactic that typically generates great results. If you choose to hire a writer to create the content for you, then you have the cost of the writer to consider. However, the return on investment is still quite wonderful.

Taking Article Marketing To The Next Level

An easy way to take your article marketing efforts to the next level is to publish your articles in newsletters, print publications and on other websites. This requires an additional step of finding relevant people/businesses interested in publishing your content. However; it can really give your efforts a boost and generate the credibility and traffic you're looking for.

Suggestions for Teaching Article Marketing

By and large article marketing is a pretty straight forward tactic however there are some skills that can make it more or less successful. When teaching this topic consider:

- Demonstrating what an attention grabbing headline is by comparing headline examples.
- Demonstrating how to write a bio box with a call to action.
- Demonstrating, through screen shots or a video, how to upload your article to a directory site. Include how to choose your article's category in the demonstration.
- You can also demonstrate the difference between an article that is easy to read online and one that is not.
- Demonstrate how to use the analytics that some sites offer so they can see how many times their article has been read, published, and their links clicked on.