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Introduction

Traffic is the most crucial element of any business. Without traffic, you don't have customers. Of course, traffic is the one thing that most businesses find challenging.

Fortunately, the internet makes it easy to get traffic. There is practically an unlimited amount of traffic available if you know where to look and how to take advantage of the various sources.

In this report, you will learn about some of the best sources for free traffic. There are thousands of sources available, but these will give you the most traffic for the least amount of effort.

You will discover how best to take advantages of these top sources in order to get more traffic in a faster period of time.

So let's get started.

Search Engines

Search engine traffic is perhaps the highest quality traffic source, but most people find it's also the trickiest. Most people find it very difficult to compete with millions of other pages.

Fortunately, you don't have to compete with millions of other pages. Instead, focus on less competitive keywords and topics. Instead of trying to rank on the first page for "golf", try to rank for "how to improve your golf swing" or "how to buy the right golf clubs".

By focusing on less competitive keywords, you'll be able to get rankings without having to compete against so many other websites. It's better to rank on the first page for 200 different less competitive keyword phrases that still get a decent number of searches than to appear on page twenty for an extremely competitive phrase.

Keyword tool: <http://adwords.google.com/select/KeywordToolExternal>

Keyword research is critical. You need to find keywords that receive a decent number of searches, but have little competition. Look for keywords that receive at least 300 searches each month according to Google's free keyword tool.

Then search for them in quotes on Google to find out how many other websites are using the keyword. If you find more than 30,000 sites using the phrase, it might be difficult to rank. Avoid keyword phrases that have more than 150,000 results, as you probably won't have a chance to rank for those until your site is older and has more authority.

You'll need backlinks to have a good chance to rank. Make sure you spend time creating quality content people will want to link to, and actively seek links on various sites.

Never pay for links. Google regularly bans sites that purchase links for backlink purposes, so you'll want to avoid this practice entirely. However, it's fine to exchange links with other websites and to ask websites for links.

Additionally, you can use article marketing, social marketing, blog commenting, forum marketing, social bookmarking, and other methods to obtain backlinks.

Don't forget to include your keywords in your page title, body text, and in the anchor text used for backlinks.

Facebook

Facebook is one of the largest sources of free traffic anywhere online. They have hundreds of millions of users, and many of them are active almost every day.

It's incredibly easy to get traffic from Facebook, but you'll have to do a little ground work first. You will need to build a list of friends or set up a group before you start getting much traffic.

That can take a few weeks. You can't build your list too quickly, because you could get your account banned. Build it slowly. Add a few people each day, and try to get people to add you instead of you requesting to be their friend. You'll need a ratio of about 10 people asking you to be their friend to you asking 1 person in order to be certain to avoid any flags.

Once you have a few hundred friends, you should build a group or a fan page for your niche. You can market practically any way you want on your own group or fan page, so it's important to start building one as soon as you can.

Twitter

Twitter is another outstanding source for free traffic. Again, you have to spend some time building a list of followers in your niche. Until you have at least 100 followers, promotions will be mostly pointless. Fortunately, getting 100 followers shouldn't be too difficult.

Use Twitter directories to find people who are interested in your niche. Once you find those people, you can count on some of their followers also following you.

You'll need to make sure people follow you more often than you follow people, otherwise you could get banned. So it's a good idea to post on forums with your Twitter address in your signature so you can get people to follow you without you having to follow them.

Some Twitter directories include:

<http://www.twitdir.com>

<http://www.twellow.com>

<http://www.wefollow.com>

YouTube

YouTube is an amazing source of free traffic, because you don't have to build any kind of framework before you get started. You can get traffic from YouTube in a variety of ways. Your videos will often show up in search engines like Google, they'll show up in direct searches on YouTube, they'll be promoted along with other people's videos when they are similar in content.

You'll need to submit videos that are good enough to get a decent number of views, comments, and ratings. If your videos are rated poorly or don't get a lot of comments, the system will assume they are no good and they won't be promoted often. However, if you get good ratings and a lot of comments, your videos will appear on pages with other similar videos.

If possible, make sure you include keywords in your video titles. This will help you show up in search engine results, searches on YouTube, etc. And don't forget to include tags when you submit your videos.

You can outsource video product for \$50 each (or less) depending on quality and whether a voiceover is included. You can also use software like Microsoft PowerPoint or Camtasia to make simple videos.

Article Directories

Article directories like EzineArticles.com and Buzzle.com make it easy to attract search engine traffic. All you have to do is write quality articles and submit them, then place a link to your site in your resource box at the end.

Be sure your articles are well written and grammatically correct. Most article directories won't accept poorly written articles, anyway. And even if they do, readers aren't likely to want to read more of your articles if they are full of grammatical errors and incorrect information.

When you write your resource box, make it as compelling as possible. Be sure you give people a reason to click the link in your resource box. Don't just tell them to click for more information. Offer them something free, or let them know you have something they can't get anywhere else.

The secret to getting traffic with article directories is to do proper keyword research, write a great article title that includes keywords, write great articles, and make sure your resource box gives readers a great reason to click.

Social Content

Social content sites like Squidoo.com and HubPages.com are similar to article directories, but you don't have to wait to get articles approved. You just write the articles, create simple pages on their system, and add links.

They do have a lot of rules in place to prevent spam and keep the quality up to par. When they had fewer rules, they had trouble with search engines. They had to tighten the noose in order to improve quality and regain their search engine standing.

However, if you follow their rules, they can be excellent sources of free traffic. Not only can you get search engine traffic with these sites, but they also have some built in traffic that may find your pages.

I wouldn't use your best articles on these sites. Save the best quality content for your own sites. However, the content should still be good enough to make people want to read more from you.

You can also place ads on these sites, but don't overdo it. You want to get people to your site, and ads will offer people more ways to leave without visiting your site.

Forums

Forums have always been an excellent source of free traffic. You have a captive audience of people who are fanatical about a particular topic. Forum members often spend hours each day reading and posting, and if you post often, you have the chance to build a solid reputation as an expert in your niche.

You can't barge into a forum and start spamming links. It takes time to build a presence on a forum. You'll need to place a link to your site in your signature and start posting like a regular user.

Don't ever ask people to check out your signature, click your link, or visit your site. Don't call ANY unnecessary attention to your signature. In fact, make sure you check the rules to be sure self-serving links are allowed in signatures, because many forums do not allow it.

Read the rules very carefully. If you break the rules and get banned, it will not only cost you all of the work you've done on the site, but it could also hurt your professional reputation. Never get into arguments on forums, and never act unprofessionally in any way.

Social Bookmarking

Social bookmarking sites like Digg.com and Reddit.com are excellent for getting traffic if you have quality content that people will want to share. Be sure to bookmark all of your best content, but don't spam every single article.

There's little point in bookmarking your articles if no one else bookmarks them, because most people won't even see your link until several other people have also bookmarked it. This is because a large number of bookmarks will push an article up the list. Those that get only one will likely never be seen.

You can place a link on your articles to bookmark your pages on the major social bookmarking sites. If you're using WordPress, there are plugins that will automatically insert social bookmarking links into your articles. Ask readers to bookmark the articles if they like them. The more people that do this, the more people will see your links.

This will offer a big burst of traffic when an article is new, but it won't last. Use this to get quick traffic to new articles, and use other methods for regular traffic.