

## More Traffic Tactics



## Part 1 - Article Marketing Traffic

Article marketing is an extremely effective traffic generation method for three main reasons:

1. You'll get multiple back links to your website/landing, which could help boost your rankings in the search engines.
2. You'll receive targeted traffic.
3. If written and submitted correctly, your articles will be listed on either the first or second page on Google search under some of your most profitable keywords. Obviously this'll avoid some Pay Per Click expenses as well.

### Generating Traffic Using Articles - The Process...

#### ***1. Do Your Research***

In this case, we have obviously done this for you by providing the 'Forex' and 'Fat Loss' landing pages. However, in general, never start selecting topics/keywords to write the articles on UNTIL you have done your research, have chosen a product that is proven to convert and have set up a quality landing page to promote it.

#### ***2. Create The Promotion***

Again, this has already been done for you...

#### ***3. Find keywords and keyword phrases***

You can find targeted keyword phrases relevant to your landing page in exactly the same way as we showed in the video within the main Commission Blueprint course. You can do this by either using 'Market Samurai' or Google's keyword tool.

#### ***4. Determine Which Keyword Phrases Convert***

This step is optional but once you have come up with your list of keyword phrases, to quickly determine which keywords convert for your landing page you could test them with Adwords by setting up a quick campaign.

Keywords are *not* created equal. Some will convert, some won't and obviously you want to write articles that'll rank under keywords/phrases that go on and convert into sales. Adwords is a quick way of finding this information out.

Another advantage of doing this is that you can also evaluate which phrases are actually getting traffic (you can judge this by the number of impressions) so you can narrow down your keyword selections and only go after ones that people are searching for.

If you do go ahead and do this, only bid on 'exact match' variations of the keywords and obviously you can use the php script we provide in the main course to precisely track what converts and what doesn't.

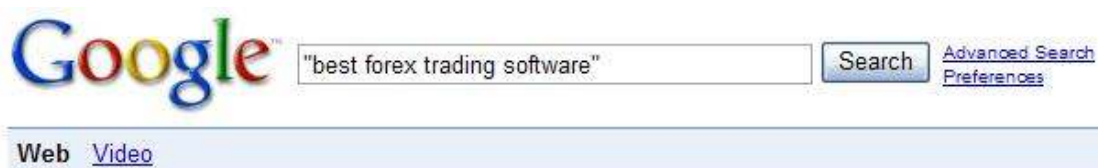
### **5. Evaluate Your Competition**

Once you have a list of phrases (try and get 50 or so), the next thing you need to do next is determine which phrases you can realistically rank for in Google.

The reason I say *realistically* is that there would obviously be no point in targeting a phrase such as 'learn Forex'.

There would be far too much competition and hardly any chance of your article appearing in the top ten results for that phrase. You need to go for longer tail keywords.

The best way of checking whether you can target a certain phrase is to do a 'phrase search' on Google. Type the phrase you want to evaluate into the search bar and then put inverted commas around it as shown below:



In this example, I have done a 'phrase search' for the term, "best forex trading software". Take note of how many results there are for each phrase you type in. In this instance, this term has 28,200 results in total...

Results 1 - 10 of about 28,000 for "**best forex trading software**". (0.21 seconds)

Now although that may seem like a lot it really isn't. As a general rule, you can target almost any phrase that has under 35,000 results using Ezinearticles.

What you then need to do is to write a relevant and original article that includes this phrase five or six times within the text, submit it to the directory and you'll likely turn up in the top 10.

In fact, there is already someone ranking with an Ezinearticles article for this example phrase:

The image shows a Google search results page for the query "best forex trading software". The search bar at the top shows the query and the Google logo. Below the search bar, there are several search results. The first result is a sponsored link for "Online Forex Trading" from igforex.com. The second result is a sponsored link for "Free Forex Trial Account" from dbfx.com. The third result is a sponsored link for "Trade Forex" from ETXCapital.co.uk. The fourth result is "Best Forex Trading Software" from webwire.com. The fifth result is "Best Forex Trading Software - Free Press Release.com" from free-press-release.com. The sixth result is "How to Find the Best Forex Trading Software" from articlesbase.com. The seventh result is "Video results for 'best forex trading software'", which includes two video thumbnails and titles: "Best Forex Trading Software" (1 min 52 sec) and "BEST Forex Trading Software" (1 min 17 sec). The eighth result is "Best Forex Trading Software For Online Forex Trading - Mixx" from mixx.com. The ninth result is "Please help me find the best Forex trading software - Technology" from forums.techarena.in. The tenth result is "Finding the Best Forex Trading Software Online" from ezinearticles.com. A black arrow points to the tenth result. On the right side of the page, there is a vertical list of search suggestions starting with "Make", "Forex", "Can m", "www.", "forex", "100- ir", "Start fr", "www.", "Smar", "Up to 8", "Predict", "www.", "Fore:", "Easy C", "\$50 St", "Forex.I", "Fore:", "Deluxe", "phoont", "www.", "Fore:", "Tight s", "Free D", "www.", "Fore:", "Get fre", "and 3", "www.", "Fore:", "Trade l", "Try Ou", "www.".

## **6. Create Article Titles Based Around Your Chosen Keyword Phrases**

Once you have determined which phrases you can target, the next thing to do would be to create article titles for each of them. The title *must* include the phrase you're targeting and **MUST** draw attention.

In fact, one of the things that baffles me is when people come up with such boring titles for their articles.

As an example off the top of my head, if I were to target the term 'golf tips', I wouldn't make the article title:

**'The Top 10 Best Golf Tips'**

I would make it:

**'10 Sizzling Golf Tips That'll Slash Your Handicap In Record Time'**

Remember, with both the Adwords ads *and* the organic results all on one page, there's a lot of text for a searcher to scan through. That's why you have to stand out from the crowd if you want people to click and view your article.

If you take the time to compose great article titles, you'll get double the traffic. Trust me on that. In fact, I never outsource the writing of the article titles to anyone else - I always do them myself. It's *that* important!

## **7. Writing The Articles**

The next stage is obviously to write the articles. Whether you pay someone to do this or do it yourself is up to you.

### **OPTION 1: Writing Yourself**

Writing the articles yourself can be time consuming and if you approach it in this way, try to write and submit one per day to build up a consistent level of traffic.

How to write them...

The only source I used when I used to write the articles myself was EzineArticles.

I would compile the list of keywords I wanted to target, then search within the Ezine Articles directory for articles that contained relevant information on the specific topics that I wanted to write about.

Because the directory contains hundreds of thousands of articles, 99% of the time you'll find that all the research is done for you and from then on your job will basically be an article rewriter. All you have to do is find a relevant article and put it into your own words.

The other option of course is to rewrite private label rights articles and you can find plenty of those online. Search for 'private label articles' in Google.

### ***OPTION 2: Outsourcing Article Writing.***

Obviously to keep this totally free then you'll have to pass on this option although it is by far the fastest way of producing unique and well written articles without having to do a whole lot of work.

I actually use the service at [www.need-an-article.com](http://www.need-an-article.com) where I can get a high quality 400 - 500 word article written for only \$6.00 or so.

Whatever you decide, there are a couple of important factors you need to take into consideration with the article content...

- Make the content informative and interesting especially as article directories such as ezinearticles are becoming 'picky' about what they accept. Leaving out any hype or 'salesy' text will not only mean that you are more likely to be accepted, it will also mean that the links within the text are far more likely to be clicked on.
- Always include a link within the article content itself - not *solely* in the author's bio box. I often wonder why so many people fail to do this.

Have a look at these recent ezinearticle submissions that I did:

Article Title	Views	EzinePublisher	URLClicks	Emailed
<a href="#">Lower Back Tattoos For Girls</a>	<a href="#">5,748</a>	10	<a href="#">1,722</a>	0
<a href="#">Download Free PSP Games - The Secrets</a>	<a href="#">2,728</a>	28	<a href="#">1,049</a>	0
<a href="#">Downloadable PSP Games</a>	<a href="#">2,625</a>	8	<a href="#">1,036</a>	0
<a href="#">Small Tattoo Designs For Girls - Finding The Perfect Tattoo</a>	<a href="#">2,046</a>	1	<a href="#">489</a>	0
<a href="#">Maori Tattoo Designs</a>	<a href="#">1,585</a>	1	<a href="#">639</a>	0
<a href="#">Tattoo Ideas For Girls - 7 Tips For Finding Your Perfect Tattoo</a>	<a href="#">1,041</a>	1	<a href="#">415</a>	0

There are 6 articles shown here. The first column is the amount of views each article has had and the third column is the amount of times someone has visited my landing page through a link within the article.

Look at the ratios here. For instance, 1,049 clicks to my landing page from just 2,728 views is a 38 percent click through rate which is extremely high.

As I was saying, the reason I get high click thru's is because I include a link within the content of the article. I don't just make it any old link either. I make it specifically targeted to the person searching for the information.

***I'll show you what I mean...***

For instance, in the following article entitled '*Make Big Money Writing Ebooks - A Beginners Guide*', I have included a targeted link as high up as I'm allowed within the content of the article - which with ezinearticles is anywhere after the first three paragraphs.

When someone searches for the term 'make money writing ebooks' on Google, clicks on my article then starts to read the text, their eyes are immediately drawn to the highlighted blue link of which the anchor text is the exact same phrase they were looking for in the first place.

The chances are they'll click it.

Take a look at the article on the next page...

In order to make money writing ebooks, you must focus on specific content for which your target market is looking. There are many types of ebooks: Some deal with the promotion of products and services; others deal with a wide range of topics, from how to make money online to caring for specific pets.

If you want to make money writing ebooks, you don't have to be a perfectionist in grammar or the language itself. All you have to do is write compelling, well-researched, readable content that will be appeal to the customers. But, how do you do that? Let's start by going over what you can expect from writing an ebook.

**What are Ebooks?**

Ebooks are simply electronic books. In terms of volume, ebooks can be more than a thousand pages. Publishing an ebook is one of the most convenient methods of sharing information. Unlike traditional books, ebooks are easy to update and to deliver to customers.

Some of the features of ebooks can be listed as follows:

Text search is enabled automatically through hyperlinks and cross-references.

Ebooks are hands free.

In terms of storage, ebooks can be stored on a portable device enables individuals to view the ebook on a laptop or a desktop anywhere in the world.

Writing Ebooks

In order to [make money writing ebooks](#), it is important that you write an outline of the information that is going to be included in the ebook. The content that you are writing should not be presented as an advertisement but should contain relevant information on the topic about which you are writing.

Some of the tips that you should follow when writing an ebook are:

**Conduct significant research on your ebook's topic**

The ebook should contain valuable, detailed information for which your readers are looking. The language of your ebook should be formal or informal depending upon the topic on which you are focusing.

**Target a specific audience**

As a beginner, it is important that you study your target market. For example if you are writing an ebook that covers various Mexican recipes, don't just write it for the Mexican readership but also for those that have never cooked Mexican food.

**Consult friends or experts who have written an ebook**

Writing an ebook is certainly different from writing a blog or an article. It's important that you know this differentiation. If you are not sure how to format the ebook, ask others who have published successful ebooks for advice. You can find such experts on internet marketing forums and message boards.

About the Author:  
Tim Godfrey is the founder of the exclusive [internet marketing tips](#) resource, RocketTheProfit.com. To learn how to one internet marketer generates over \$1 million each year selling information products, check out our [free 6 day ebook profits course](#)

**CONTENT LINK**

**BIO BOX**

Ads by Google  
[Make Free Money](#)  
 Make an easy £300 in 15 minutes. The Crazy Doc reveals all. Join now  
[www.docsmoney.com](#)  
[Make Money On Property](#)  
 Make Fast Fat Property Profits With Less/No Money. Download Free PDF!  
[PropertyInvestmentSecrets.co.uk](#)  
[Writing A Essay](#)  
 Step by step video guide to essay writing with MS Office. 100%free  
[www.VideoJug.com/essays](#)  
[Free Property Workshop](#)  
 Worried About A Property Crash? Find Out How You Can Still Profit  
[www.insidetrack.co.uk](#)  
[How i earn £14,577 a week](#)  
 working from home, this online business guarantees £14k a week  
[www.earncashathome.co.uk](#)  
[Red Hot Downloads](#)  
 Top Selling E-books Instantly Download Ebooks Software  
[www.mycbmailstore.com](#)  
[Need More Cash?](#)  
 Would between an extra £100 to £1000 per month be useful?  
[www.More-Cash.co.uk](#)  
[Don't Pay These Websites](#)  
 Whatever you do! Most biz opps are scams, but some can make \$1000s.  
[www.LegitimateBusinessReviews.com](#)

If the reader doesn't click it, they'll most likely read down to the bottom of the article and click one of the 2 links in the 'bio box'.

**Ok, just one last point on this...**

Some people say that trying getting traffic from articles can be a waste of time. Well, even though it can be time consuming, *it is free* and if you do your research correctly, it can be a very effective traffic tactic.

Take a look at the following article. It has had 5327 view in the past 40 days alone...

<http://ezinearticles.com/?Best-Forex-Software-For-Consistent-Profits&id=1435163>

Then take a look at this...

<http://ezinearticles.com/?type=mv>

'Nuff said!!

## Part 2 - Ezine Articles & Stumble Upon On Steroids...

So we know that Ezinearticles and Stumble are great ways to get people to your website/landing page, and you'll get traffic by simply writing articles to the EA directory *and* by submitting your site and reviewing it on Stumble.

However...there's a way that we can add a little bit of magic to make these two resources have a lot more punch!

### For Ezine Articles...

The trick here is that we want to get our article into the "top 15 most viewed articles" for the category we're submitting to.

Getting the article into that list, will ensure MANY more views, and lots more SEO (link juice) for the article...so, not only will more people read it from Ezine directly, but it will climb the organic search engine listings MUCH faster.

This is a lot easier than it sounds...when you have a little trick up your sleeve.

### Here's how it's done. ..

- Firstly, submit the article and get it published.
- Then view your article on Ezine, and look down to where it says "Most Viewed EzineArticles in XXXX (whatever your category was) Category (90 Days)". Here's an example...

A Market Leader in  
Forex Trading  
Powerful charting  
tools & research  
[www.Forex.com/UK](http://www.Forex.com/UK)  
**Trading software**  
Trade the markets  
profitably Spread  
betting, Futures &  
Forex  
[www.trendsignal.co.uk](http://www.trendsignal.co.uk)  
**Swing Trading  
Strategy**  
See how you could  
have made \$9,500 per  
month over the last  
18 months  
[www.shortswingtrading.c](http://www.shortswingtrading.c)

Most Viewed EzineArticles in the Finance:Currency-Trading Category (90 Days)

1. [Forex Robots - What You Need to Know](#)
2. [Forex Autopilot System - What I Got After Three Months Using It](#)
3. [The Best Forex Training](#)
4. [How to Tell Fools Gold From Real Gold](#)
5. [USD Vs GBP - Which Way Are the US Dollar and the Pound Going?](#)
6. [Forex Robot Software Taking Over the World](#)
7. [Exact Date of the Coming Stock Market Crash](#)
8. [Forex Profit Accelerator Review - How Much Money Can You Make on Forex](#)
9. [Forex Trading System Software - Your Shortcut to Forex Riches](#)
10. [Automated Forex Robots - Automate Your Forex Riches](#)
11. [Automated Forex Systems Review - What's the Main Disadvantage of Using Such Systems?](#)
12. [Bill Poulos's Forex Profit Accelerator - Is it Worth It's Price Tag?](#)
13. [Forex Funnel Scam?](#)
14. [Professional Forex Trading - 4 Steps to Trading Like a Pro and Winning](#)
15. [Automated Forex Trading System - A Free System For Big Consistent Gains!](#)

- Click on the last article in that list (#15) and view it, taking note of how many times it's been viewed. That info is way down at the bottom, and is typically 100-200 views.
- Head on over to your secret weapon ([www.mturk.com](http://www.mturk.com))
- Set up HITS (outside the scope of this document, but WELL explained on this site) for people to view and vote (4-5 stars) on your article.
- Set the number of HITS to be 5-10 more than that article #15 was viewed and pay \$.05 each for them.
- For those of you who don't know what HITS are etc. , essentially...you're paying people \$.05 to just view and rate your article.

Bottom line...for \$5-10, you can DRAMATICALLY increase the effectiveness of just one article by getting a higher listing in Google and consequently getting \$100's , if not \$1000's worth of clicks over time.

**IMPORTANT TIP** – Even if your article is in the top 15, it won't show up whilst actually viewing your own article on the Ezinearticles site. Just go to another article on the list (in the same category), look at the list again and you'll see it.

### **For Stumble Upon...**

The trick is exactly the same here! You want people to bookmark and give a thumbs up to your site. The more bookmarks and good thumbs up...the more traffic stumble will send.

Here's how it's done...

- Bookmark and give a 'thumbs up' to your own site within stumble.
- Set up HITS on [www.mturk.com](http://www.mturk.com) to bookmark and give a 'thumbs up' to your site.
- Set up about 100 HITS at around \$.10 each
- For \$10, you'll get the equivalent of many Adwords clicks!

