

# Ways To Drive Traffic To Your Website

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In general, there are 3 different ways that you can generate traffic:

- 1) You can borrow the traffic
- 2) You can buy the traffic
- 3) You can create the traffic

Generally speaking, when you are borrowing traffic, you are using someone else's traffic at a cost of some kind. Even if the cost is a trade, there is still a cost. An example of this traffic would be when you offer to send your exit traffic to another web site in exchange for them doing the same. Another example of borrowing traffic would be when you exchange mailings with someone else who has a list of a similar demographic.

Purchasing traffic includes just about all forms of direct advertising, including pay-per-click or ezine advertising traffic. In the case of purchasing traffic, you are generally paying a set fee for either a given number of visitors or a specific time frame on a particular web site or advertising spot.

Creating traffic means just that – generating traffic yourself. Creating traffic basically includes optimizing your web site so that you receive some portion of search engine traffic, or writing and submitting articles that direct readers to your web site.

Obviously, the lines of distinction between each of these forms of traffic can become blurry.

In some sense, each of the traffic sources is purchased. If you borrow traffic, you actually purchase that traffic with whatever the exchange traffic is. If you are creating traffic, you are really purchasing that traffic with the time and resources necessary to draw people to your web site.

But the bottom line is, no matter what you call it, you have to send traffic to your web site.

On that note, web site traffic varies in quality and cost across traffic sources.

High quality traffic might convert at 50%, whereas lower quality traffic might only convert at .5%. Of course, if the cost difference is relative, meaning that you pay less for the lower quality traffic, and in the same ratio of cost to quality, then the lower quality traffic can still achieve the same results per dollar spent as high quality traffic.

It is important to remember that different sources of traffic not only will convert differently, but may need different types of squeeze pages or squeeze page copy to convert best. This again is why testing is critical.

You literally have to test each source of traffic and come up with not only a cost per subscriber, but also a cost per sale for each source of traffic.

For example, one source of traffic may convert into subscribers at a low cost, but those subscribers rarely make purchases. Another source of traffic might not convert into subscribers well, but once they are on your list, they become very profitable. So in the long run, you need to know your cost per sale for each individual traffic source, not just your cost per subscriber.

At this point, I am going to individually address the merits and pitfalls of a wide range of traffic sources, and give you some hints on how to maximize your use of each of the sources of traffic.

However, none of my advice can replace testing. Only you can create a cost per subscriber or cost per sale of each source of traffic.

Even within each source of traffic, you will find variations in the quality of traffic. For example, if you are using article marketing as a source of traffic, you will find that some article directories or article submission services create a higher quality of traffic than others. And the same goes for every source. If you are purchasing traffic, the quality of traffic from one source to another can change dramatically, and even the traffic you receive from a single source can vary over time, or even from purchase to purchase. Again, the only way to know the effectiveness of your traffic is to test it on a continual basis.

### **Classified Ads / Ezine Ads**

I am going to include these two together here, because the instructions for creating an ezine classified ad are basically the same as for creating any other kind of classified ad.

Ezine advertising is basically advertising that is sent out to other opt in email lists, or ezines.

Ezine advertising can be effective when three elements are carefully controlled: 1) the audience and niche of the ezine subscribers, 2) the nature of the email you send and 3) the responsiveness of the list itself.

Ezine advertising is generally more expensive the more responsive a list is, in general, but if you are mailing offers for dog houses to people who are on a weight loss ezine list, your response rate is probably going to be nil. So it is extremely important that you carefully match your offer with the demographics of the list.

It is also important (you should be sensing a theme here) that you test each and every ezine source. I have advertised in ezines where I only received one or two subscribers, and have advertised in other ezines where I have received 100's of subscribers.

Unfortunately, the only way to know for sure is to purchase a mailing, and see what happens. I generally recommend setting a specific budget for your ezine advertising, and then splitting that budget between several ezines. That way, you might have a few flops, and you might have a few that produce for you, but you will get some average response, and something to compare each ezine to themselves. Of course, you have to isolate each individual ezine traffic source for this to be effective. Why not just advertise in one ezine at a time? In that case, you would eventually determine which are better than others, but at the cost of time. By advertising in multiple ezines at one time, you can get faster results, so you can begin to regularly advertise in the ezine(s) that produces the best results.

Probably more important than that is for you to be able to immediately see the difference between each ezine source. For example, if you only advertise in one at a time, your first two ads might be extremely effective, and you will gain a false sense of confidence in the effectiveness of ezine ads. On the other hand, your first few ezine ads could be complete losses, and you would then get a false sense of aversion to ezine advertising.

The bottom line is, if you select a budget, and then spread out several ezine ads, then you can get a realistic picture of what ezine advertising can and cannot do for you.

So how do you actually do the advertising?

With most ezines, you are going to have several choices of ads. You can run classified ads in the ezine, which is generally a 3-5 line ad, in a list of other ads from other people. You can purchase a 'sponsor' or 'position' ad, which generally gives you a specified number of lines on a specific portion of the email itself. You can also purchase 'solo' ads – which are generally your ad alone in the email.

When you are purchasing an ad, be sure and understand exactly what type of ad you are paying for. Sometimes an ad may be called one thing in one ezine, but another thing in another ezine. So when comparing, be sure you are comparing apples to apples.

A couple of ways that you can try to determine before actually running an ad if the ezine itself is generally credible is to look through back issues of the ezine. If the same advertisers are continuing to run ads, then you can generally assume that the advertising they are doing is effective for them. Of course, there are always going to be people who advertise without tracking, and therefore do not know a specific source is not converting for them, but in general if the same advertisers are continually running ads, that is a good sign that the ads convert. Of course, just because someone else's email is effective, that doesn't guarantee that yours will be – the demographics of each list are often very different and respond to different offers, even across ezines that have similar niches.

Another way (less accurate) of determining the effectiveness of an ezine is the wait time necessary to get your ad out. If the next available ad is tomorrow, odds are the ads do not convert well, or there would be more of a wait. If, on the other hand, the ezine is paid up 3 months in advance, there is a much better chance the ezine ads convert very well, and hence the backlog.

Other than that, there are a few things you should at least look at or be aware of, although they are not always indicative of what they might appear to be.

You can look at the number of subscribers. All things being equal, a larger list should offer a higher response than a smaller list. But all things are rarely equal. Sometimes large lists are large because they have inflated (fictitious) counts, or because the list owner leaves expired or old emails in the list, and continues to report them as subscribers, even though they never open their emails, or consistently bounce.

You can look at the price of the ad, although this should be done in comparison with the wait time and the number of subscribers on the list. In general, an ad that costs \$500 will probably have more of a response than one that is priced at \$50. Again, if the wait list is long for the \$500 ad, then it can possibly be assumed that the advertisers are willing to stand in line and possibly pay in advance to mail to that list. If the ad is less expensive and available immediately, that should be a warning sign.

### **How Do You Write an Effective Ezine Ad?**

When you are first starting to run ezine ads, you should generally start with classified ads. Generally, if the newsletter will not convert readers into your own subscribers with small classifieds at a reasonable rate, compared to the cost, then it will not convert readers well with a full page solo ad. Sure, you might get more subscribers with a solo ad, but not more in comparison to the cost of the ad.

So in all cases, experiment with classified ads first, then do not advertise again in the ones that do not show a reasonable return. The ones that produce are worth trying a solo ad in. If the solo ad does not pull as many more subscribers

than the difference in the cost, then you might consider dropping back to the classified ad.

Of course, you also have to take into account that your full-size solo ad might not be as well-written or targeted as the classified, so it may not all be the fault of the ezine.

Generally, you should use the classified ads to test your headlines and content, and then you can simply expand that in the solo ad.

Another idea for testing is PPC. Although I am by no means suggesting PPC for lead generation at this point (I have written another section on PPC), it can be useful for headline and copy testing. Basically what you do is set up small campaigns, bid on a few of your popular keywords, and rotate several different headlines and body copy in the PPC ads. The ads that perform better there will generally pull better in the ezines.

Please note again, I am not advocating or suggesting PPC for your advertising at this point, simply recommending that you can use it for testing purposes.

If you are writing a classified ezine ad of any kind, you are probably going to be limited to several lines.

Hopefully, you have at least 3 – 4 lines.

Assuming that is the case, your first line should be a headline.

The headline in this, although probably shorter as a result of space requirements, should follow the same rules as creating a headline for a squeeze page or a sales page.

Basically, your ezine advertisement headline should create excitement, and give people a reason to read the rest of your classified ad. You see, your classified ad is going to be sandwiched among other ads – and people aren't going to click on all the ads.

So why should they click on yours?

Consider these headlines. Which would you click on? Why?

*How to Lose Weight*

*How to Lose Weight Faster*

*Best Way to Lose Weight*

*Lose 20 Pounds This Month, Guaranteed*

*Lose 3 Pounds per Week – Starting Now!*

Which of those headlines do you think would generate the most traffic?

If you guessed the last two, you are probably right. Of course, it is impossible to know without testing. But in general, exciting ads that provide some quantifiable benefit in a quantifiable time period tend to outperform more general ads.

The three things you need to put into your headlines are excitement, an indication of direct action (for example, lose 20 pounds) and a time frame (for example, this month).

Each of these items qualifies the ad for the reader. If something in one or all three of those components measures up to some need or curiosity, the reader might continue to read your classified ad.

Now what should your next few lines include?

Generally speaking, your next line should include benefits – things that the product or gift on the squeeze page or sales page will do for them.

Benefits are things that the product or gift will do for the purchaser – for example, in the weight loss example, a benefit would be the weight loss, or so much weight lost in so much time.

The next line after that should include features – for example, special diets, free weight loss ebook, or special system to lose weight.

For example, if the headline is:

*Lose 20 Pounds in the Next 30 Days!*

The benefit line might read:

Melt the Pounds off Quickly

And the feature line might read:

Special Report Reveals Secrets, or Free Weight Loss Ebook

So that your finished ad looks like this:

Lose 20 Pounds in the Next 30 Days!

Melt the Pounds off Quickly

Free Weight Loss Ebook

Here is another example of an ezine ad, this time using the topic dog training”

**Teach Your Dog to Stay in Just 10 Minutes! (Headline)**

**Your Dog Will Obey Like Never Before (Benefit – what the effect of the product is)**

**Free Dog Training Guide (Feature – What the purchasers can download right now)**

With ezine advertising, list building efforts are often heavily rewarded, compared to the ezine advertisers who try to sell things via their ads. The reason for this is that, because many people try to recover the cost of their ad with immediate sales from the ad, they will often send readers directly to a sales page.

In your case, since you are focusing on the long-term value of the subscriber, not the short-term turnaround, your reader is pleasantly surprised to simply be given a free gift, and so the conversion rate on the actual clicks can tend to be quite high.

Another thing that is imperative is that the ad itself agrees with the squeeze page.

If you have a great ad with a great click through rate, but the squeeze page does not agree with the ad copy, then your conversion rates tend to be much lower.

As an example, take this ad from earlier in this section:

**Lose 20 Pounds in the Next 30 Days!  
Melt the Pounds off Quickly  
Free Weight Loss Ebook**

If the url for that ad redirects to a squeeze page that has a similar headline to the one in the ad (many times I use exactly the same headline on my squeeze page; my feeling is that if the headline worked once it will work again), your conversion rate will be higher than if the headline on the squeeze page is significantly different. For example, in this case, if your squeeze page headline is:

**4 Easy Ways to Lose Weight**

It will not do as well, combined with that classified, as this headline:

**How I Lost 20 Pounds in 30 Days – and How You Can Too!**

The same thing follows for the downloadable free gift. If they are expecting a free ebook and the gift turns out to be a free ecourse, then your conversion rate on the squeeze page will be much lower.

The more tightly you can tie in the classified ad to the squeeze page, the more effective it will become.

So what about Sponsor or Position Ads?

Generally speaking sponsor or position ads will give you a few more lines with which to work.

I like to either add a short paragraph with a short story about someone's problem with the ads' topic and how the problem was solved using my method, or add a list of bullets of some of the benefits (not features) of the product or free download. If you have the room, you can add both.

Here is an example of the short story with a problem and a solution:

Mary was only 30 pounds overweight, and had tried repeatedly to lose weight. She would successfully lose 10 – 20 pounds, and then it would get really difficult. The weight just would not come off. And it seemed to her she was always hungry. So would start eating again – and the weight would come right back.

Mary had gone through this cycle repeatedly – and was becoming increasingly frustrated.

Then she found my special system for melting away up to 30 pounds or more quickly and easily – and this time she lost the weight, and has kept it off for over 2 years now. Mary couldn't be happier.

Want to know how Mary finally broke the weight loss cycle and lost 30 pounds and kept it off for the last 2 years?

Download my free ebook, 'How to Lose 20 Pounds in 30 Days – and Keep It Off for Good!

If I were to add the element of bullets, they might look like this:

- Discover the secrets to losing 20 pounds in 30 days, quickly and easily
- Revealed – Over 10 tasty foods that literally melt away the fat
- How you can eat all you want and still lose weight
- Eliminate all hunger from your life – immediately with this secret method

Your completed ad might look like this:



Lose 20 Pounds in 30 Days Quickly and Easily –

And Keep it Off Forever – Lifetime Guaranteed!

Mary was only 30 pounds overweight, and had tried repeatedly to lose weight. She would successfully lose 10 – 20 pounds, and then it would get really difficult. The weight just would not come off. And it seemed to her she was always hungry. So would start eating again – and the weight would come right back.

Mary had gone through this cycle repeatedly – and was becoming increasingly frustrated.

Then she found my special system for melting away up to 30 pounds or more quickly and easily – and this time she lost the weight, and has kept it off for over 2 years now. Mary couldn't be happier.

I have recently completed a free ebook detailing the steps Mary took to finally lose her weight and keep it off.

In my free ebook download:

- Discover the secrets to losing 20 pounds in 30 days, quickly and easily
- Revealed – Over 10 tasty foods that literally melt away the fat
- How you can eat all you want and still lose weight
- Eliminate all hunger from your life – immediately with this secret method

To immediately receive my free ebook, “Lose 20 Pounds in Just 30 Days and Keep it Off Forever”, click here: ([url here](#))

At this point, I simply want to remind you that I am in no sense an accomplished copywriter. I am a list builder and an article marketer – those are my specialties. But it is my sincere belief that if I am going to succeed online (and as you know, I make well over the national income average, 100% online), I have to be able to write decent ad copy. So I have studied ad copy – and you should too.

What I have just shown you are some of the very rawest basics to writing effective ad copy. However, although the focus of this book is list building and not ad copy, the effectiveness of your ad copy will significantly alter your list building results.

With bad ad copy, your conversion rates on ads or squeeze pages might be really low – and with good ad copy, they can be really high. In fact, the spread can be so great that with bad ad copy, you will operate only losing campaigns, but with good ad copy, you might be in profit.

If I am writing a full page solo ad, I am probably going to use a formula similar to what I just used for the sponsor or position example. It might be a little longer, since I have more room to work, but that is not a necessity.

Do not be fooled into thinking that the longer the ad copy, the better it performs. You simply have to test each traffic source with different ad copy lengths and determine which works best for you, your website, and your products.

## **Banner Ads**

Basically a banner ad is an advertisement that shows up on someone else's web site, and basically resembles a banner in shape, although the term is used to include just about any non-text ad you might run on other websites.

The key with banner ads is intensive testing and tracking. Banner ads from some companies in some categories might pull well for you, but others may not. And the very ones that pull for your particular squeeze page might not pull well for someone else – so really the only way to know what is going to work for you is to test every ad you run.

## **Forums**

Forum advertising can be an effective form of driving traffic, although it does require some time – intensive work when you first get started with it.

So what is a forum?

A forum is an online interactive community where members can ask questions of each other, answer questions of each other, and provide help and resources to each other.

The list building/traffic element stems from the idea that generally if someone is using a forum, or even reading posts in the forum actively, they are somewhat interested in the topic, more so perhaps than a casual surfer or more general traffic. The forum user is specifically interested in the topic, and has enough interest to spend time setting up their forum account, and searching through the posts. This generally creates a more highly qualified visitor.

So how do you generate traffic via the forums?

Well, the basic premise is that in each of your forum posts you can generally include a link to your web site (or in your case, your squeeze page), or in some forums you can include a link to your web site or squeeze page in your forum signature.

Now, you cannot just simply jump into the forums and start posting your url all over the place – you will get banned from the forums for spamming. Plus, the forums are kind of like communities – or neighborhoods. The people in them tend to get to know each other, and they realize that some people have more expertise than others. If you just start blasting posts all over the place, no one will take you seriously, anyway.

So how do you do it?

You have to do it slowly, recognizing that you are not going to get much traffic at first.

Follow these steps:

1) Create a list of all the forums that are related to your web site's topic. To do this, go into the search engines, searching for your topic + forums. Search related terms + forums. In most cases, you should be able to find 10-20 useful forums to use.

2) Go into each of the forums and create an account. When you create your account, you should be able to create a posting signature – something with your name and web site address on it that will show each time one of your posts shows. Generally, you will have to set up a password and username, and they will send you a confirmation email. Because some of the confirmation emails do not come in right away, rather than jumping back and forth between each forum and your email, just sign up for all of them at one time. Then go back later and click all the confirmation links in all the emails that have come in.

3) Go back into the forums and post an 'introductory post' in the appropriate category. Most of the forums will have a category just for introductory posts, or it will be a general category.

For your introductory post, just give your name, tell a little about yourself, and a little bit of why you are on the site (you are on the site to learn and to share). Do not pitch your product or recommend anyone go to your site – you simply have to do this slow, building a relationship with these people – and you have to remember that they are people – not just electronic emails.

Here is an example of a good introductory post:

Hi! Just wanted to stop in and introduce myself. I have been interested in (your niche) for some time now, and just wanted to see if I could help out some here, and maybe ask a few questions, too.

I live in (your city or country) and I like to (your hobbies).

Hope I can be of some help here – drop me a line if you care.

That's about all.

Then go to the other forums, using similar introductory posts.

4) The next day you should have several 'welcome' response posts. Go into each forum and personally answer each post to you.

5) The next day, you can begin to do some of the hard work. Go into each of the forums, and look for questions that have been recently asked, especially some that have not been answered yet by anyone. Choose 5 questions per forum, and answer the question for them. If you don't know the answer to something – find it out, and then give them the answer. Do not answer more than 5 per day per forum – you do not want to appear to be spamming, just genuinely helpful.

6) Every day, log on and go to each of the forums, looking for new posts to answer questions in. After some period of time, people will begin to feel like you are experienced in your niche (and after researching and answering all those questions, you probably are more experienced than you were when you began!). They will begin to ask you questions specifically. They will begin to check out your web site. They will begin to subscribe to your newsletters and email lists.

The new people that come into the forum will see that you have many of the answers to people's questions; they will see that you have many informative posts and will naturally assume that you know what you are talking about.

The key for you is to be diligent, attempting to post daily. You have to be patient, as the traffic will not come right away. But once the traffic comes, it will be strong traffic – it will tend to be highly responsive traffic. You will have built a relationship with the people in the forums, and they will see you as an 'expert' in your field, and will be much more likely to be responsive on your email list or to your sales pages than colder traffic.

## **Viral Ebook Marketing**

The idea with viral ebook marketing is that you produce an ebook that has so much value that people want to give it to other people. Preferably, other

marketers will choose to give it away also, and if it is a really good book, you can generate a lot of traffic from it.

The key with viral ebook marketing is to create a great ebook, and then make sure it gets around. You have to give it away a lot – and give it to people with email lists of their own – and ask them to give it away.

Ideally, you will include in the ebook, links, either to your own squeeze page, to other products you own, or to affiliate programs that might be of interest to the reader of the ebook.

However, one of the best ways to build a list fast using a viral ebook, is to require registration of the ebook before they can open it or download it. Basically, instead of giving away the pdf ebook itself, you allow others to give it away by giving them a squeeze page of yours that gives it to them free.

Another method of viral ebook marketing is to use a viral pdf generator. What that will do is allow the new recipient of the ebook to brand it with their own links to affiliate products – giving them more incentive to distribute the ebook. However, at the very beginning of the ebook, you can offer a special free gift to anyone who registers the ebook. To register the ebook, they go to one of your squeeze pages and opt in to your email list.

Unfortunately for the beginner, one without name recognition, this is probably not the best route to go to create traffic. Although when an ebook goes viral, there is a massive amount of traffic associated with it, most do not go viral. So in most cases, there is no real return to your efforts.

## **JV Partners**

Using joint venture partners (JVs) to build your list can be a strong option, especially if you have at least 500 subscribers on your list. This has been my second strongest method of generating leads online, although as my list has grown, I participate in these less frequently.

The basic list building idea with JVs is that you offer to mail your list an offer for another list builder, and he or she mails one for you. Generally you are not trying to sell anything to the list, you are simply gathering subscribers to your own list. These subscribers tend to be very productive – they are the cream of the crop, so to speak. Basically the subscribers who respond to the JV email are the biggest responders, because they are already on an email list, they obviously read their emails, and they have responded to your offer. They tend to be very responsive to future emails from you.

The one thing to be aware of is that in performing the email swap, you are also mailing an offer for the other marketer, so he in turn can get access to some of your best subscribers. Because you are allowing your subscribers' an easy way to get on someone else's list, they are going to be getting more emails. This means that the value of your own email to them now goes down.

All in all, I think that the added leads you get by participating in the swaps are worth the ones you lose – although I have been cutting back on the number of swaps I do because I have found that my response rate on my entire list seems to go down after I do a few swaps. This is very difficult to quantify without extensive testing, and I do not have hard numbers on it.

My best guess to you would be to be careful how you use these swaps. Generally shoot to do these mailings with people who have roughly the same number of subscribers as you do, or more. This way you can almost guarantee that the gain you get is at least as great as what you lose.

So how do you find JV partners like this?

First of all, anyone who emails you regularly, and you approve of his mailings, makes a good candidate for a swap. If you are not on many mailing lists, get on a few. The easiest way to do that is to do a search engine search for your niche, click into the web pages, and sign up for every opt in email list that you can. If you do not like getting a lot of mail, set up a separate email address for these emails. You will get a lot of email over time if you sign up for a lot of newsletters and opt in email lists. But the advantage is that when you are ready to do some swaps, you will have a ready list of people who are active list builders, to ask to do a swap.

This is the email request letter I use when emailing each of the list builders who email me:

Subject line: Interested in doing a mailing swap?

Dear (name):

I won't waste your time here..

I am on your list and have been for some time now, and it looks like you have about the same demographic on your list as I have on mine.

Would you be interested in mailing an offer to my list, in exchange for my doing the same with your list?

If that is of interest to you, just let me know.

That's all I do – nothing pushy, or anything like that. Generally, I get between a 25 and 50% response rate when I send those emails out, one at a time, personalized with their name. I usually get a few bounces, but that is okay too.

So what do I like to mail for the swap? Like I said, I like to use a free offer. Here is the one I use for all my swaps:

Subject: (first name) - a free gift for you...

Email:

Hi (First name),

I've been speaking to my friend Gail Buckley about her brand new report, 'Article Writing - Your Best Friend Online', and trust me, you'll want to check this out.

Gail's report tells you exactly why article marketing is still one of the most effective methods of profitable traffic generation, and step by step how to write articles that create massive traffic and signups. Download it absolutely free here:

<http://www.plrcontentsource.com/articlewriting.html>

All the best,

Jim

P.S. I think this new report has the potential to rock the modern foundations of traffic and list building. Catch it while it is still free:

<http://www.plrcontentsource.com/articlewriting.html>

## **Pay Per Click**

PPC or pay-per-click is the process of paying for high search engine results. Basically you bid a specified amount to be placed at a certain position above or to the side of the natural search engine results, and you pay when someone clicks through to your web site.

Because there are many bidders on most popular words, the bid prices tend to be higher than what would allow you to quickly monetize a PPC campaign.

PPC should only be pursued as a traffic – generating tool when you have a sizable budget to literally lose in your testing phase. My last PPC campaign cost



me over \$3000 in about 5 weeks, and I am barely predicting break-even over the long term on that campaign. PPC is not easy to do right up front, and if you do choose to do it, be sure to purchase one of Perry Marshalls books on Adwords (the biggest PPC provider).

The key with PPC is strict keyword management, which takes time to build up, get good at, and monetize.

Although the disadvantage to using PPC is that it can be a costly learning curve, the advantage is that once you have it performing well, it can pretty much be run on autopilot.

Once again, keep in mind, PPC requires a sizable budget up front, and it is very easy to lose money with it.



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