

Web Traffic Explained

**How To Generate Visitor & Sales
*In Plain English***

Brought to you by **Joel Comm & Eric Holmlund**
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Introduction
**RUSH
HOUR**

Imagine, for one second, that you own a store in downtown L.A.

It doesn't matter what you're selling, whether it be clothes, appliances, gadgets or some other necessities.

Wouldn't it be better for business if many people are coming to your store? Wouldn't it be a sign of a bustling enterprise if your aisles are filled with countless potential customers sifting through your products, contemplating whether they should purchase them? Wouldn't you have a better chance of making a profit if more people passed through your entrance door?

It doesn't matter if all of them eventually decide to buy something from your shop or not. What matters is that the more people who visit your store, the higher the chances you'll have that your products will be bought.

Additionally, the people who visit your store may tell their friends and loved ones about the business you're running, which could result in the influx of more potential customers in the coming days.

Immediately, with this illustration, you come to realize a very basic fact in business. The more people who visit your store, the better your chances are of achieving success.

But what is the importance of this example for an online business, you might ask?

The number one question that my subscribers of the long-running [TurboZine](#) newsletter have asked me is this:

How do we increase our online sales?

Well, there are of course a lot of possible answers for this question. Surely, the primary ingredient for lively business is a sellable product, one that is of

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high quality and tailor-made for a market that is hungry for what that product can offer.

Another, most definitely, is the use of an efficient website which will serve as your online store where you can display your goods, accept orders, and process payments.

Then there is the matter of automation, which will allow you to earn 24 hours a day, 7 days a week. Automation will transform your online business into a passive income machine, capable of earning profit even when you're offline.

I have developed a total solutions package to make things easier for people who wish to engage in Internet marketing. The [TurboMembership](#) program was introduced to give these people the chance to have their own business-out-of-the-box. Everything they need is provided for them, from an unlimited supply of products to sell, to a website that is truly capable of reaping countless profit, to a web hosting service that was chosen for its professional capacity to handle demanding business requirements, to an autoresponder service that will give them the chance to capture leads for a consistent pool of possible customers, to a variety of tools and programs that will aid them in enhancing every aspect of this business they are given.

But one thing that I always tell my members, my affiliates, and my online friends is this...

You need to generate TRAFFIC to be able to generate SALES.

It is a pretty simple formula:

more traffic = more sales

There's no need to complicate things, dear friends. You simply cannot generate sales without traffic.

As with our illustration at the beginning of this piece, your website will serve as your online store. Your website will be used as a place where you can display your products, where you can persuade people to buy them, where you can take in orders, and where you can process payments.

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How will you be able to do all of these if no one visits your website?

You need traffic. It is essential for your business' success... and its survival. There are no ifs and buts about it, my online friend. Without traffic, your business is as good as dead.

This isn't meant to scare you. Rather, it's meant to inspire you. If you manage to generate a substantial volume of traffic for your website, you'd have a business that will be booming with sales left and right. And the buzzword that you will be able to stir up will benefit your online enterprise for a long, long time.

Traffic is the lifeblood of your online business.

How then will you be able to pump a lot of life into your venture?

Alas! Such is the purpose of this eBook you're reading. Consider it as your guide to generating a monstrous volume of traffic for your business, from which you can garner a lot of sales, and consequently, a lot of traffic.

There are many strategies that can be found in the following pages. All of them have been culled from years of experience, both from my own and from other Internet marketers who have experienced many wondrous benefits from the tactics that will be discussed here.

But there is one thing I should tell you.

This eBook will help you increase the volume of traffic that you can garner for your website. But it does not guarantee "instant" traffic.

The truth of the matter is that there is no such thing as instant traffic. You simply cannot employ a strategy with the hopes of generating a boost in the number of website visitors overnight. Not even divine providence can grant you that.

Don't get me wrong. There are fast ways to generate traffic for your website. Some of them have unparalleled expedience. But there simply isn't a strategy in existence that will give you traffic as instantaneously as you employ them.

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You will need some patience and a whole lot of commitment to be able to get the traffic your business needs. Patience and commitment are two things that this eBook does not, and cannot, teach you. These are virtues that you will have to master on your own.

There are no “instant” routes to the Promised Land.

But there are good routes. Great routes. Routes that have been proven effective and worthy of your time. These are what this eBook will show you... the many ways to online prominence so that you'll be able to garner the traffic that will give you good and consistent profit for your online trade.

Do study the things that will be discussed in the following pages. By understanding how they work and by employing them religiously, I am confident that you will be able to generate enough traffic for your website that will provide for you and your family some generous earnings for many, many years.

Who knows, you may even be able to generate a fantastic amount of traffic that will catapult your business into the upper echelons of online success!

Everything is possible, dear friend, for as long as you have the patience, the commitment, and the knowledge on how to proceed with things.

So are you ready to take one step closer to achieving the goals you have set for your business?

Turn the page, and we will start learning the things that need to be done...

Chapter One
INTRODUCTION TO
WEB TRAFFIC

If we were to define the key to online success, we would come up with but one word: traffic.

Whether you're selling your own products, or reselling another person's creations, or promoting the goods offered under an affiliate program, you will need web traffic before you can start raking in some profit.

Think of it this way. Traffic will bring visitors to your website. Each visitor is considered as a point of contact, an opportunity where you can deliver your business message and attempt to make a sale. Without traffic, there will be no visitors. Without visitors, there will be no possibility of a sale. And without a sale to speak of, your online business will surely sink.

A. Traffic Defined And Explained

Suppose you have the finest digital products for sale and you display them on your web pages for the entire world to see. It would be but natural to expect a windfall of earnings, right? After all, blood, sweat, and tears have been invested in the creation or procurement of these products. They should reap some good rewards.

But alas, a few months after launching your website, you have yet to realize the profit that you've always anticipated.

You are left wondering as to what went wrong. You have the most excellent products on the World Wide Web, but no sales accounted for.

If you find yourself in a situation similar to what we have described above, chances are, you have not been generating enough traffic for your website.

An online business offering the best products will still be useless if no one knows about their existence. The products that you believe are full of

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wonderful promises will just become a heap of broken dreams, left to collect virtual dust.

Traffic is defined as the volume of visitors who grace your website.

This is a very simple definition for a rather complex subject. But the fact is, traffic is really that simple. It's a matter of numbers. The more online users who visit your website, the higher your traffic is said to be.

And as much as numbers cannot lie, there's no way around them as well. You cannot find any backdoors to generating traffic while you casually enjoy the afternoon as it passes you by. You have to work for the traffic that you want your website to garner.

There are no secrets involved. There are no magic tricks to conjure. There aren't any easier ways to do things.

You will have to extend some effort for the traffic you want.

But of course, all work without knowing what to do would be futile. You must first be equipped with the proper knowledge on how to proceed.

There are a number of proven strategies that will win the traffic your online business needs. And there are an equal number of tactics that will help you maintain this volume for sustainable profit.

We will discuss all of them in the pages to come.

B. What Is The Importance Of Traffic?

There are three basic ways of earning money online:

1. Selling products or services;
2. Pre-selling products as an affiliate; and
3. Enrollment with Pay Per Click (PPC) programs.

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If your online business is involved in selling products, either those of your own creation or through resale rights you have purchased from others, you will need a website that will serve as your store on the Internet. This website will be the place where your customers can view the items and where you can convince them to make a purchase.

You can consult with [Jimmy D. Brown's Products In The Rough - Volumes I & II](#) and [Yeo Feng's How to Sell just about Anything Online](#) for some fabulous tips on how to do extremely well in this area. Both resources have helped many people attain success beyond their expectations. You can also refer to [Ewen Chia and Dan Lok's Underground Sales Letters](#) for lessons on how to create a sales page for such a business model, one that is sure to have a high conversion rate.

If you're already an affiliate of one or more affiliate programs, then you have already been told that affiliate programs are the fastest ways of making money online. With very handsome commission schemes and an obligation to merely pre-sell the affiliate merchant's products, affiliate programs can bring in the bacon on a regular basis. [Residual Income Streams](#) and [Making Money Online Made Easy](#) are two wonderful resources that will help you with this aspect of Internet marketing.

If you are enrolled with a PPC program like Google AdSense, then you will have to provide high quality content for your website. This is what people will be after and this will be the reason why they visit your website and consequently see and click the displayed ads. The [AdSense Almanac](#) is an encyclopedic resource that will help you get the most out of this business model.

If you want a complete course on the different business models for moneymaking opportunities on the Internet, as well as amazing techniques of making such models flourish for fantastic profit, it is highly recommended that you read [Internet Marketing Cookery: Baking Your Online Success Through Easy-To-Use Recipes](#). This is an eBook that will teach you everything, EVERYTHING, you need to know about making money online.

But one thing is certain. Regardless of what business model you choose, you most definitely need a website to make it profitable. In most instances,

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a website is the primary component of an online business' existence. Without a website, the said business is as good as dead.

And websites are worthless if no one visits them.

This is where traffic becomes important. Good, regular traffic will give you the visitors your website, as well as your online business, need. Consider the following:

- Your business' potential customers will come from the traffic you are able to lead to your website.
- You will have to persuade your potential customers into purchasing your product, and this can only be done through a sales page that is hosted on your website. You need traffic so that people will read such a sales page.
- If you're involved with affiliate programs, you will have to generate a lot of traffic to your website that contains your affiliate links. Coincidentally, with affiliate programs, you can also generate traffic to the affiliate merchant's sales page through your affiliate links. This would ensure maximum profit.
- With websites enrolled with PPC programs, you will need to garner a lot of traffic to increase your Click Through Rate (CTR), which is basically the number of people who click on the ads displayed on your website. With PPC programs, a higher CTR means higher earnings.

The basic rule is this: the higher the volume of traffic that passes through your website, the higher your profit will be.

Traffic will spell your success. Lack of traffic will spell your doom. Hence, traffic should be one of the primary focuses of your online business.

C. Targeted And Untargeted Traffic

There are two kinds of traffic you can generate for your online business.

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TARGETED TRAFFIC refers to the volume of people that you have specifically aimed for in your marketing campaigns. These are the people who have the highest likelihood of purchasing your products.

For example, if your online business is catering to dog grooming, you would have to aim for dog owners. If dog owners visit your website, you could say that you're successful in generating targeted traffic.

Being able to garner targeted traffic will require some marketing research. Knowing where your target market can be found is an essential first step. Focusing your marketing strategies on this target market will fetch for you quality visitors who have a greater possibility of being converted into paying customers.

We will discuss the applicable marketing strategies that will win for your online business a good volume of targeted traffic later on in this eBook.

UNTARGETED TRAFFIC, on the other hand, refers to the volume of visitors which you have tried to win en masse, meaning, your marketing strategies focused on generating general traffic regardless of the demographics and projected preferences of your market.

It is easier to garner untargeted traffic, but the percentage of successful sales you will get from them will be substantially smaller. It's still a good approach, however, as like what we've discussed earlier - traffic at its core is still a numbers game.

Before deciding on which marketing strategies to employ, you have to study what kind of traffic would be best for your online business?

D. Determining Traffic

To know the number of users who visit your website, you will have to rely on some third party tools that will fetch such statistics for you. Your web

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hosting service usually gives you such stats, but these won't suffice for a more discriminating businessman.

You could consider a more powerful tool for this purpose. The more comprehensive the statistics you derive from your web traffic, the more specific the tweaks you can make on your website.

Let's take a look at the benefits of an ideal visitor-spying tool:

- you would be able to know the exact number of users who get to visit your site.
- you would be able to distinguish each visitor through his/her logged IP address.
- You would be able to know how much of your traffic is unique visitors and how much is recurring visitors. If you're getting more recurring visitors, it means that your website is perfect but you need to intensify your marketing campaigns. If you're getting more new visitors, it means your marketing strategies are performing according to expectations, but your website leaves a lot to be desired and adjustments are necessary.
- You would be able to know how long each visitor stays on your website. If your visitors stay on your web pages for a relatively substantial amount of time, it means that your content is good enough to merit their attention.
- You would know the referring URLs of your visitors. This would tell you if the focus of your marketing strategies is correct.
- You would know the links that your visitors are clicking. This would inform you if your visitors are going where you want them to go. If your website is enrolled in a PPC program, this stat would be essential in weeding out the non-performing ads so that you can replace them with more profitable ads.

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- You would know the exit URLs of your visitors. Are they going to a competitor's site or somewhere else? This would give you a better idea of the often fickle nature of visitor behavior.

Knowing what your website does right and what it does wrong is a prerequisite for improvement and constantly trying to improve your website is a key to winning, and eventually sustaining, profitable traffic for your web pages.

Traffic, being so crucial to your online business' success, would merit an investment on a powerful visitor-spying tool. It would greatly help you review your website's performance so that you can make corresponding tweaks to garner the traffic that you need.

A good friend of mine, Jonah Klimack, launched his ultra powerful [Adtrackz](#) program to serve your need for a super efficient visitor-spying tool. With this nifty program, you'll be able to get all the information you'll ever need about your visitors. Ask any marketer online or offline and he'll tell you that consumer behavior is the one factor that can never be predicted. Well, that changed when Jonah came up with [Adtrackz](#).

So I highly recommend this breakthrough of a product that only a few know of. It will not only give you the edge, it will give you the power to increase the volume of traffic that is generated for your website, and consequently, will give you a good boost in your online sales.

E. Traffic And Automation

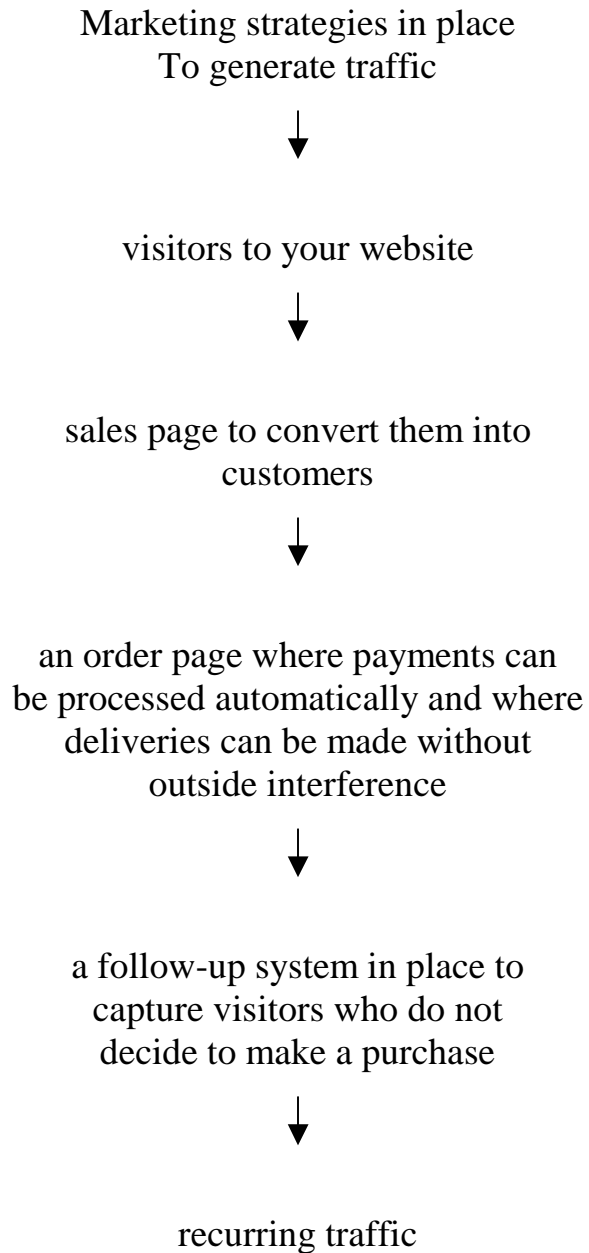
Aside from ensuring sales for your online business, traffic would also allow you to test the salability components of your website. It doesn't automatically mean that if you are able to generate this much traffic for your website, you'll experience wonderful sales. Though this is possible, it is more likely the best scenario that could happen.

One thing you have to keep in mind is that maintaining an online business involves constantly tweaking your website. As mentioned in the preceding section, you have to know where your website is weakest, and make the

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corresponding adjustments to improve its performance. This is most especially true when you're aiming for automation.

Automation is the process of mechanizing the operations of your online business so that it can continue earning 24/7, even when you're offline. How can this be done? Consider the outline below...



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process repeats itself, with
added recurring traffic

The main component of an automated online business system, clear from the diagram, is traffic. You need to have a system in place that will drive traffic to your website nonstop. This will give your automated website the fodder it needs that it can process into sales.

Employing the strategies we will discuss later on will help you plant several systems that will continuously supply you with traffic for your website.

But you should not rest on your laurels once you have the ingredients for an automated website. You don't need mere automation. You need EFFICIENT automation.

To achieve this, as we have mentioned earlier, you will need to test drive your website every so often. And the only way this can be done is if you're able to drive traffic to your website.

Once people start visiting your website, check how many sales you're able to get *vis a vis* the number of visitors you have. You should strive for a 2% conversion rate on a daily basis, at the very least. You could of course, gain a better percentage, which would be very good for your business, but a 2% conversion rate is a realistic goal, which is capable of gaining sustainable profit for you.

Not until you are able to achieve a 2% conversion rate should you rely on everything on your automated website. Try to make tweaks and improvements to assure that your website will be able to reap expected profit even when you're not there to take care of things. This will require a careful study of your website's statistics and your sales chart.

Also, even when you leave your automated website to run your online business for you, you should check on its operations from time to time. Do not allow a long period of unproductiveness. Always make sure that everything is running as smoothly as it should.

Chapter Two
SEARCH ENGINES
AND TRAFFIC

It is a very well known fact that 80% of the traffic that will be generated for your website will come from the search engines. It has become a natural inclination for people to use search engines whenever they are looking for relevant information regarding a particular matter.

If your website appears as one of the first few entries on the very first page of relevant search engine results, then you have a fantastic chance of gaining a very high volume of traffic.

This placing, however, is dependent on how much you have optimized your website to attract the search engine spiders. Search engine spiders are those robotic little creatures that the search engines dispatch to fetch indexed websites for every related query.

The process of preparing your website for a better position in search engine results pages (SERPs) has evolved into a science called search engine optimization (SEO.) We will discuss SEO in this chapter.

A. The Importance Of Search Engines

To say that search engines are important for your online business would be an understatement. The truth of the matter is, search engines can make or break your online enterprise.

If your website can manage to figure prominently in SERPs, you're sure to experience good business for as long as you maintain such a ranking. Traffic would keep coming to your web pages, and you would have little to no problem exposing your products, services, affiliate links, or PPC ads to as many people as possible.

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If your website gets buried in the thousands, and sometimes even millions, of indexed web pages, chances are you will really struggle for web traffic, and this will mean bad news for your online business.

You will need to land your website in the first few pages of search engine results to get ahead of your competition and to be able to garner the traffic that you need.

Search engine optimization will play a very vital role for you to achieve this. There are two kinds of SEO, however, and mastery of both would help you a lot for the purpose at hand. These kinds are:

1. On Page SEO; and
2. Off Page SEO

We will discuss these kinds of SEO in full detail.

B. On Page SEO

On page SEO refers to search engine optimization techniques that you can apply to your website. It is widely believed that if you tweak your website the right way, you'd have a very good chance of winning the favor of the many search engines on the World Wide Web.

Here's a very important piece of trivia. Did you know that employing a single tactic of on page SEO can boost your website's search engine rank by as many as 400 positions? This is a pretty verifiable fact, one which you yourself will get to experience once you put into action the things we discuss below.

Here are some simple on page SEO tactics which you could, and should, do for your website.

1. **Before building your website, choose the right keywords.** These keywords should be terms that are related to your business. For example, your business is involved with dog grooming. You would

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need to know all the popular terms related to the subject of “dog grooming.”

There’s a simple reason for choosing the right keywords. Keywords are what the online users will type in to search for websites catering to the subject of your business. Integrating the correct keywords throughout your web pages will alert the search engine spiders whenever there is a relevant query on the matter.

To choose the right keywords, simply use the tools on the following websites:

<http://www.inventory.overture.com>

<http://www.nichebot.com>

<https://adwords.google.com/select/KeywordSandbox>

The tools found therein will give you some suggestions of popular keywords related to the subject of your online business. Simply type in such a subject, click on the submit button, and their respective engines will take care of the rest.

Make a list of the keywords that will appear. Incidentally, you’d also be given statistics that will tell you how many searches have been made for each keyword or keyphrase. This will help you determine which among them are the most popular.

I would like to recommend [Roger Mayne's Traffic For Words](#) , which is an excellent eBook that will greatly help you find those profit-pulling keywords for your business’ website.

2. **Integrate the keywords into your website.** You could do this in two ways.
 - a. First is by using the keywords in the content of your web pages. Usually, a keyword density level of 4 to 7 percent, which would mean a mention of the keyword at least 4 to 7 times per 100 words of content, would be enough to make the search engine

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spiders take note of your web pages. Try to dedicate one page per subtopic of your main subject and include only one keyword or keyphrase per page so that your content will maintain its structural integrity and the search engine spiders won't get confused once they scan the content.

As much as possible, include the keywords in the title of your content. Also, try to divide your content into three parts, with each part introduced by a header tag, which is in the form of <h1>, <h2> and so on. Each header should also contain the keywords. This will give more emphasis to your keywords once the search engine spiders come knocking.

- b. Second is by using the keywords in your meta tags. Meta tags are not as difficult as they seem. Though they are crouched in HTML language, you don't have to learn HTML at all. Meta tags only serve as identifiers for the search engine spiders. They don't have any effect on the visual framework of your website.

Below, you can find the essential meta tags that should be included in your site.

```
<META NAME="Author" CONTENT="your name here">
```

This tag will inform the search engines about the authorship of your website. It is excellent for branding purposes.

```
<META NAME="Subject" CONTENT="the subject of your site">
```

Use one of the keywords that describe your site. As with our running example, if your business is about dog grooming, put "dog grooming" in the field under CONTENT. This will help the search engines categorize your site.

```
<META NAME="Description" CONTENT="description of your site">
```

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This will also help the search engines categorize your site. Do not describe your site in more than 25 words or 255 characters.

```
<META NAME="Keywords" CONTENT="your keywords here">
```

Always use this tag. You may enter multiple keywords separated by a comma. You can enter key phrases too. Basically, the spiders read this tag whenever a search is performed that includes any of the keywords you have provided.

```
<META NAME="Revisit-after" CONTENT="14 days">
```

This tag tells the spiders when to visit your site again. Enter a period when you want your site rechecked by the spiders for updated content.

```
<META NAME="Rating" CONTENT="General">
```

This will tell the spiders if your site is for general viewing or for a limited audience. If your site has adult material, enter "Adult." Otherwise, leave it as "General."

```
<META NAME="Robots" CONTENT="All">
```

Basically, this tag commands those spiders to index your site and the links contained therein. You could set the field to other variables, but I suggest that you keep it as "All" to maximize indexing.

3. **Use your keywords in your ALT tags.** ALT tags refer to the text that appears whenever the mouse cursor passed through an image. It is an often neglected tactic, but it has paid off well for a lot of webmasters.
4. **Use your keywords on the title of the web page.** Notice that whenever your browser opens a website, a title appears on the window. Including your keywords in your web page's title will result in a boost of your search engine ranking.

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5. **Invest on high quality, original content.** Let's face it, content is indeed king on the World Wide Web. With premium quality and unique content, you'd be able to control that throne. People surf the web for information. This is why the Internet has been labeled as the information superhighway. High quality content will provide some of these users the information they need and they will seek you out to get it. Unique content means that such information can only be found on your website, hence, allowing you to corner that part of the market once the existence of your website becomes known to them.
6. **In choosing a domain name, make sure that your primary keywords are included in it.** This will result in a boost of your page rank. It may be a slight boost compared to the other tactics, but a boost nonetheless. Additionally, your domain name will be easier to remember if your main keywords are included in your domain name.

These are tweaks you can do on your website itself. Again, they are designed to make your web pages more attractive for the search engine spiders.

There are other tweaks, of course, but you would have to employ them outside the confines of your website. We will discuss these Off Page SEO strategies in the next section.

C. Off Page SEO

Every adjustment you make to improve your website's search engine ranking that are not made on the website itself would belong to the category of off page SEO.

There are many strategies involved with off page SEO. Each of them are concerned with the following factors that determine its success:

- **What websites link to yours?** You have to make sure that the websites that link to yours do not have subjects that belong to Google's list of prohibited topics. Otherwise, any penalty that is implemented against them would have adverse effects on your website's page rank.

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- **How many websites link to yours?** We have defined this in the previous section as link popularity. The higher your link popularity, the higher the probability your website will rank well in SERPs.
- **What are the page ranks of the websites linking to yours?** If these websites have a higher page rank, then it is almost certain that your website's own page rank will increase. If they have lower page ranks, there is a chance your own page rank will decrease.
- **What are the page titles of the web pages linking to yours?** Search engine spiders read the source code of every site from left to right, top to bottom. The title of a page is usually what registers first in the spiders' search. If the page title of the linking website contains any of the keywords that you have used to optimize your own web pages, then the search engine spiders will be able to pinpoint your website a little faster than usual.
- **Do the linking websites use anchor texts in their links to your web pages?** As we have discussed in the earlier part of this chapter, anchor links are those set of words that, once clicked, will lead the user to the linked page. If the anchor text uses any of your chosen keywords, that would be good for your page rank.
- **Are the websites linking to yours considered as "authority websites?"** Authority websites are those online resources that have gained wide fame for being definitive information hubs serving the categories they are dedicated to. These authority websites are like online experts... their recommendations are highly regarded. Having your link displayed in any of these authority websites will mean that the latter are recommending your web pages. Search engines, particularly Google, recognize this, and have incorporated a determination of being listed on these authority websites in their algorithms.
- **How many links are contained in the website that links to yours?** The more links that can be found in the linking website, the better your site's chances are in figuring prominently in search engine results.

You will notice that all of these factors share one thing in common: links.

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The first step you will need to do is to study your competition. Since our running example is dog grooming, enter this phrase as a search query in any of the leading search engines.

Thereafter, review the top 10 websites that appear in the results page. The point here is that you want to be in their position. To do this, you will need to copy what they're doing right.

Visit one of the top 10 websites and get its URL address. Now go to www.linkpopularity.com and type in the said URL. See how many inbound links that website is receiving. You will need to have just as many, if not more, inbound links to have your website compete with the top ranking site.

Now run a search of the URL address you have acquired in any of the main search engines on the net. Do not forget to place quotation marks in your search. The results will reveal every web page that contains a link to the website we are trying to imitate.

By this time, you should have a clear idea where to get your own links displayed and who to approach whenever you want your links exposed.

Then it reverts to a numbers game again. You have to employ certain strategies to get your links out there and you have to get more links than your competitors. Knowing what they did right will be to your advantage. Knowing what they did wrong will give you the edge because doing them correctly will result in a spike in your website's page rank.

What are these strategies though?

These are the tactics we will discuss in the next two chapters.

Chapter Three
ALL ABOUT
LINKS

Sometimes, riding the coattails of someone who has already made it big could be the fastest way to success.

The same is true for online businesses. Your website can achieve higher prominence at a faster rate if it manages to secure a link on the pages of a website that ranks very well in search engine results.

Additionally, having your links displayed in every nook and cranny of cyberspace will only serve your business well. The more exposure your links can get, the higher the chances that people will visit your website. This, of course, will result in a greater volume of traffic.

But what exactly are links and how do they work?

This will be our topic for this chapter.

A. What Are Links And Why Are They Important?

Links are texts or images on the web that serve as routes to a website or a particular web page. You have encountered links numerous times in your online adventures.

The text www.turbomembership.com , for example, is a link.

The text “[click me](#)” is a hyperlink, as clicking on it will bring you to another website. The link of this one is hyperlinked on the words “click me,” which are technically known as anchor texts.

A clickable image is also a link as pressing the mouse button once the cursor is over such an image will also bring you to another website.

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Why are links important?

It's because links, ultimately, are what your potential visitor will click on so that they will be brought to your web pages. If your website appears in search engine results, it will appear in the form of a link. If your website is advertised in other online venues, it will also appear in the form of a link.

We must remember that there are only two ways by which a potential visitor can load up our website:

1. By manually typing our URL on the address bars of their browsers; or
2. By clicking on a link to bring them to our site.

To expect our would-be visitors to manually type our website's URL would be wishful thinking. URL addresses, generally speaking, aren't really easy to remember. And they are prone to common human errors in spelling and in recalling. Additionally, marketing our website by informing people of our URL address alone, though it is the norm for offline advertising, can be quite problematic with online promotional campaigns. Online users won't have the patience to memorize nor to write down our address. They'd just surf to other ads and websites.

Providing a link is the most convenient option you can give them, as all they have to do is to click on it and voila! They'll be transported to our website in a flash!

It goes without saying that you should strive to get your links to appear in as many places as possible. This is essential for two reasons:

1. As we have mentioned above, more places for your links will mean more visibility and more visibility will mean a higher probability of people clicking on your links and visiting your website.
2. Also, the more websites that display your links, the higher your page rank will be with the different search engines on the net.

B. What Is Link Popularity?

In your quest for places where you can display your links, you will encounter the term “link popularity” a lot. Link popularity, basically, is the number of websites linking to your pages.

If you already have a website, you can check out your link popularity by using the free tool below:

<http://www.linkpopularity.com>

All you have to do is type in your website’s URL and submit it.

So, how many websites display your link? If there are only a few websites that link to yours, take it as your cue to intensify your efforts to garner more exposure for your website. If a lot of linking websites appear, pat yourself on the back as you’re doing a great job, though most certainly you can always increase such a number.

The goal should be to increase your link popularity. And to do this, you must be able to convince more websites to link to your pages.

This is easier said than done, of course. For starters, there’s no such thing as a free lunch. Webmasters of more popular websites will want something in exchange. Rarely will you be able to convince webmasters to display your link free of charge.

“But I could always offer my website to link to theirs,” you might say. Don’t. This is a common mistake that can be fatal for both interlinking websites. Reciprocal linking will merit you a negative score with Google, which is the online world’s largest search engine. A good 75% of web users rely on Google for their searches and if your website has a poor page rank because of reciprocal links, you’ll fail to tap such a rich source of visitors.

You have to aim for inbound links, or those links which refer visitors to your website without having to refer people back to the website of origin.

I suggest reading [Jack Humphrey’s Power Linking](#), an eBook that will help you master the craft of having your links displayed in high traffic websites.

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It is a very good investment at a price that is a bargain compared to the immeasurable knowledge it promises to share.

C. Direct Links

Direct links, of course, refer to your website's links that will appear on other sites. There are quite a number of ways to get direct links, but not all of them are good for your online business. Let's take a look at these ways and study them to know their pros and cons.

1. Link farms. These are websites especially made to collect links of other sites belonging to particular categories. Link farms, however, do not sit well with Google, so try to stay away from them.
2. Requesting for inbound links. This is the traditional approach. It involves having to ask selected webmasters to display your link on their pages. Again, there is no such thing as a free lunch. A great majority of these webmasters will expect to get something in return from you. It may be money, which will make this approach more of an advertisement. Or it may be in the form of some free goods or services you can offer. There are those rare times, however, when you will get inbound links for free.
3. Paying for inbound links. No need for requests with this method. There are a lot of websites out there that are devoting valuable real estate on their pages for paid advertisements. You could rent this space to display a link to your own website. This would be easier, of course, but you will have to spend for it.
4. Triangular linking. This would require a partnership with two or more webmasters. Remember that reciprocal linking is prohibited by Google. That is, if A links to B and B links back to A, both A and B would be penalized by the search engine giant. Triangular linking is a great way around this. This involves A linking to B and B linking to C and C linking back to A. In which case, all parties gain boosts in traffic without having to suffer the scorn of Google. The problem with the approach depends on how easy or difficult it would be for you to find linking partners.

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5. Distributing content. This is, by far, the surest, most powerful way to acquire direct links. It involves coming up with premium, unique, and highly informative content and allowing other people to use it on their websites with the condition that they include a link to your own website. We will discuss this in full detail in the next chapter.

Direct links can increase your website's search engine position. One of the criteria that SEO experts have decoded when it comes to search engine placement is the number of websites linking to your web pages.

It is more complex than how it appears, however.

Every website has a corresponding page rank (PR) in the Google system. This PR will tell you how well such a website fares in the search engine results pages (SERPs.) To determine a website's PR, you have to download the Google toolbar from:

<http://www.toolbar.google.com>

Once you install it, you'll notice the said toolbar appear below the address bar of your browser control panel. Every website you visit will fetch a corresponding score which will be displayed in the Google toolbar. A website with a PR of zero (PR0) means that such a site fares poorly in the SERPs. A website with a PR of 5 (PR5) means that such a site fares pretty well in the same SERPs. A website with a PR of 7 (PR7) or higher means a blockbuster!

Now, here is what you should remember. Whenever you try to acquire a direct link from another website, you first have to determine that website's page rank compared to yours.

If you get linked with a website that has a higher PR than yours, then your PR will also increase, resulting in a boost in your search engine position.

If you get linked with a website that has a lower PR than yours, then your PR will decrease, resulting in the loss of a number of valuable position spots in the SERPs.

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Please keep these facts in mind before proceeding on your crusade for direct links.

There is an amazing tool you can use to give you the direct links you need. [Rank Advantage](#) will give you access to a voluminous number of link and banner partners almost instantaneously. It will save you a lot of time and effort, and will provide a concrete boost for your link popularity.

D. Back Links

Let's look at this realistically. Submitting your website to Google will take weeks, and sometimes, even months before the said website gets indexed. That's just the way the system goes, and sadly, if you choose to benefit from the system, it is something you must learn to live with.

While waiting for your website to finally get indexed, you must be able to derive some traffic elsewhere. Business must go on once you have launched it, and for business to boom, you need traffic.

Thankfully, aside from direct links, you can also take advantage of back links.

Back links are clandestine strategies that will allow you use the popularity of well-established websites to your advantage. These well-established websites, after all, are garnering thousands, if not millions, of visitors each day. If you manage to expose your link through their channels, you'll have the chance to win some of their visitors.

Even when your website does gets indexed, the existence of back links, especially from those aforementioned well-established websites, will only increase your own website's page rank. So this makes back links a win-win scenario.

There are some proven ways that will allow you to score those back links and win web traffic quite effectively and expediently.

- The best back linking strategy, as many Internet marketers will attest to, is article marketing. This involves writing an article relevant to the

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subject catered to by your website and submitting it to the many article directories on the World Wide Web. Article marketing, given its amazing benefits, will be discussed in full detail come the next chapter.

- Forum marketing is likewise an excellent strategy to get some back links. This involves the use of your signature box to display your link and the active participation in forums related to the subject of your website. Forum marketing will be discussed in the next chapter as well.
- You could try Google Answers. Google Answers is a service that allows any registered Google member to ask a question for a fee. The Google research team will then study the answers and present them as comprehensively as possible. It is important to note that the pages created by Google Answers queries appear very prominently in relevant search engine inquiries. The best thing about Google Answers is that it provides a forum where anyone can place their comments pertaining to the question that has been asked. This means that you can search for questions that are relevant to the subject of your business, post a useful comment, and include a link to your website. Every time an online user stumbles onto the well-positioned Google Answers page, your link will appear and you'll have a greater chance of winning more visitors. This back linking strategy is fast and amazingly effective! You can visit Google Answers at <http://www.answers.google.com>.
- Blogs. You don't always have to find back links on your website. Sometimes, you can actually make websites that can become the repository of your links. The easiest way to do this is through web logs, or blogs. Search engines love blogs. Blogs always appear in the first few pages of every SERP. Blogs are also very easy to update, as all you have to do is write your entries and click a button to publish them. Most of all, blogs are free. You can open an account at www.blogspot.com or you can download a free movable type blog from www.wordpress.com. With your blog entries, you can strategically insert links into your website by writing reviews and/or recommendations that should be primarily informative in nature. Blogs also have their own network so you will be able to expose your website's links to an entirely new audience.

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- Writing testimonials. Testimonials and other third party recommendations are essential for any online business. Sales pages that contain testimonials generally have a higher conversion rate than sales pages devoid of the same. You can use this need to your advantage by writing testimonials for other Internet marketers. By way of practice, the marketers who receive your testimonials will include your name and a link to your website below the said testimonials they publish. This will benefit both parties. Your name and your website's link will add credence to the testimonials you have written and that are displayed to sell other marketers' products. And the inclusion of your website's link will fetch for you some fresh traffic that will be advantageous for your online business.

I can personally attest to these methods. They can bring in loads of traffic that will only mean good news for your business. A discussion on each of them is not yet finished, however, as in the next chapter, we are going to tackle each one of them thoroughly. It is hoped that you will keep the coming lessons close to your heart as I am sure that they will bring good fortunes for your online enterprise.

Chapter Four
GUERRILLA TACTICS
FOR MAXIMUM TRAFFIC

If you feel that Internet marketing is very much similar to warfare, I cannot blame you. Chances are, you will be running into serious and numerous competitors on a daily basis and you will need all the edge you can muster to get ahead of the pack and attain success for your online business.

Indeed, it's always a competition for the attention of potential customers. Being able to drive them to your website would be a huge, huge advantage. They will be exposed to your products and they will come to realize that your offers are far better than what others can give them.

Additionally, the more people you are able to drive to your website, the higher the chances of converting them into successful sales. Like what we have said in the beginning of this eBook, traffic is a numbers game. You may play the percentages, but the corresponding values always increase with the numbers.

To get that edge, you must develop a mastery of some very potent marketing strategies that are sure to give your website the traffic it needs.

These tactics are designed to give your website's link maximum exposure. They will entail some work, of course. Everything worthwhile always requires effort. But if you execute them well, then it is guaranteed that you will reap some fantastic results that can even boost your business to the next level.

A. Article Marketing

There is no denying the marvelous potency of article marketing. It is a relatively easy strategy that is loaded with a lot of advantages for your online business. As we have discussed earlier, article marketing involves the submission of articles to as many article directories as possible. There is

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more to it than just that, of course. You can use the steps outlined below for a truly efficient article marketing campaign.

1. Pick a topic relevant to the subject of your website. As with our running example, if your website is dedicated to dog grooming, dog grooming tips or dog grooming items are good topics to discuss.
2. Research on your chosen topic. Try to discover something novel about it that hasn't been discussed to death in other channels.
3. Write an article that will share the information you have pinpointed. The length should be between 350 to 1,400 words. Anything less will be too short to successfully convey what you want to convey. Anything more will be too long to sustain your readers' attention.
4. If you are not that confident about your writing prowess, or if you simply don't have the time to write an article, you could hire a freelancer to do the job for you. The usual rates range from \$2 to \$30 per article. Price should only be a secondary consideration next to quality, however. Writing is one of those services where you get what you pay for most of the time. Good places to look for freelancers are:

www.rentacoder.com

www.scriptlance.com

www.elance.com

Don't proceed with this option blindly, however. There are many risks to consider. I would suggest [The Outsourcing Survival Kit](#), a comprehensive tome, which is the first of its kind, dealing with all manners of digital outsourcing as well as the steps you should take to protect the interests of your business.

5. Include a resource box at the end of your article. Your resource box should contain a concise introduction of yourself and your business, as well as a link to your website.
6. Then, it will be time to submit your article to the many, many, many article directories on the World Wide Web.

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You might ask how a process which seems so simple could generate a lot of traffic for your website. That is a very valid question, but do consider the following benefits offered by article marketing.

- Article directories figure prominently well in SERPs. Hence, having your link displayed in the articles you submit will mean that it will be exposed to the millions of visitors who visit the said article directories.
- Article directories have high PR. Having an article published, with an inbound link to your website, will give the latter a boost in its own PR.
- If the article you submit is of excellent quality, it will have a good chance of getting picked up by eZine editors and other webmasters. This means more inbound links for you, and this means more visitors.
- There are so many article directories on the World Wide Web. Supposing you submit the same exact article to a hundred of them, that would mean a hundred inbound links guaranteed. But what if you submit ten or twenty articles? Again, traffic is a numbers game.
- Articles are low cost investments, and for most, they actually require zero cost. This is an excellent option considering that one article submitted to just one article directory will be generating traffic to your website for many years to come.

Sold on article marketing yet?

I always advise my affiliates and online friends to try article marketing as it is, without a doubt, the finest Internet marketing strategy that has been developed in recent years.

They all have the same question after my recommendation, however.

“Where exactly do we submit our articles?”

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Well, you could take advantage of the several article directory submission services plying their trade on the Internet. These services range from \$15 to \$30 and they guarantee that they will submit your articles to at least 100 article directories. This is not a bad deal at all, as it will save you a lot of time.

But if you wish to do things manually, here's a list of article directories where you can submit your articles.

<http://www.1st-in-articles.com>
<http://www.ArticleHub.com>
<http://www.SubmitYourArticle.com>
<http://www.thePhantomWriters.com>
<http://www.ezinearticles.com>
<http://www.PhantomWriter.com>
http://groups.yahoo.com/group/article_announce
<http://groups.yahoo.com/group/aabusiness>
<http://groups.yahoo.com/group/Free-Content>
<http://www.marketingseek.com>
<http://businessknowhow.com>
<http://cerebuswebmaster.com>
<http://freezinesite.com/articles.cgi?action=add>
<http://goarticles.com/ulogin.html>
<http://groups.yahoo.com/group/aageneral>
<http://groups.yahoo.com/group/aainet>
<http://groups.yahoo.com/group/ArticlePublish>
<http://groups.yahoo.com/group/ArticlePublisher>
<http://groups.yahoo.com/group/articl...use4promotion>
<http://groups.yahoo.com/group/articlesubmission>
http://groups.yahoo.com/group/articles_archives
http://groups.yahoo.com/group/article_announce_list
<http://groups.yahoo.com/group/epub>
<http://groups.yahoo.com/group/ezinezone>
<http://groups.yahoo.com/group/Free-Reprint-Articles>
<http://groups.yahoo.com/group/freeezinearticles>
http://groups.yahoo.com/group/freelance_promotion
<http://groups.yahoo.com/group/FreeWrites>
<http://groups.yahoo.com/group/freezinecontent>
http://groups.yahoo.com/group/Free_eContent
<http://groups.yahoo.com/group/hersmallbusiness>

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http://groups.yahoo.com/group/I_Need_Content
<http://groups.yahoo.com/group/netwrite-publish-announce>
<http://groups.yahoo.com/group/PromoteYourArticle>
http://groups.yahoo.com/group/publisher_network
http://groups.yahoo.com/group/qc_reprint_articles
<http://groups.yahoo.com/group/ReprintArticles-Paradise>
<http://opportunityupdate.com/articles>
<http://www.theallined.com/submit-articles.htm>
<http://www.thewhir.com/find/articlecentral/suggest.asp>
<http://www.top7business.com/submit>
<http://www.addme.com/nlsubmit.htm>
<http://www.advertisingknowhow.com>
<http://www.allnetarticles.com>
<http://www.amazines.com>
<http://www.aracontent.com>
<http://www.articlecentral.com>
<http://www.articlecity.com>
http://www.articlecity.com/article_submission.shtml
<http://www.articles911.com>
<http://www.articletrades.com>
<http://www.articlewarehouse.com>
<http://www.authorconnection.com>
<http://www.boconline.com/sub-art.htm>
<http://www.business-dynamics.com>
<http://www.businesstoolchest.com/articles/submit.shtml>
<http://www.bytesworth.com/articles>
<http://www.cerebuswebmaster.com/onsite/articles.html>
<http://www.certificate.net/wwio/ideas.shtml>
<http://www.clickforcontent.com>
<http://www.clickforcontent.com/cgi-bin/epro/print.pl>
<http://www.clickz.com>
<http://www.connectionteam.com>
<http://www.connectionteam.com/submit.html>
<http://www.digital-women.com/submitarticle.htm>
<http://www.dime-co.com/articlesub.html>
<http://www.ebooksnbytes.com/articles/submit.shtml>
<http://www.expertarticles.com>
<http://www.ezine-writer.com.au>
<http://www.EzineTrendz.com>
<http://www.family-content.com/articles/submit.shtml>

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<http://www.freesticky.com/stickyweb/submit.asp>
<http://www.freesticky.com/stickyweb/submitarticle.asp>
<http://www.goarticles.com>
<http://www.hitsnclicks.com/contributors>
<http://www.holisticjunction.com>
<http://www.home-business-directory.com/addarticle.htm>
<http://www.howtoadvice.com/Submit>
<http://www.ideamarketers.com>
<http://www.ideamarketers.com/writers.cfm>
<http://www.learningfolder.com/submitarticle.aspx>
<http://www.Linksnop.com>
<http://www.mailbiz.com>
<http://www.makingprofit.com>
<http://www.marcommwise.com>
<http://www.marketing-seek.com>
<http://www.marketing-seek.com/articles/submit.shtml>
<http://www.mastersyndicator.com>
<http://www.maxebook.com>
<http://www.netterweb.com/articles>
<http://www.netterweb.com/articles/articlesubmit.htm>
<http://www.opportunityupdate.com/doorwaytosubmit.html>
<http://www.parentclicks.com>
<http://www.powerhomebiz.com>
<http://www.profitpage.com/articles.htm>
<http://www.readycontent.com>
<http://www.selfgrowth.com>
<http://www.simplysearch4it.com/article/articledir.php>
<http://www.theallined.com/submit-articles.htm>
<http://www.top7business.com>
<http://www.topica.com/lists/freeezinecontent>
<http://www.upromote.com/newsletter/submit.html>
<http://www.vectorcentral.com>
<http://www.vectorcentral.com/articles-form.html>
<http://www.web-source.net/articlesub.htm>
<http://www.webmasterarticles.net>
<http://www.webmasterslibrary.com/submit.shtml>
<http://www.womans-net.com>
<http://www.work911.com/cgi-bin/links/add.cgi>
<http://www.zinos.com/cool/zinos/submitarticle.html>
<http://www.zongoo.com>

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Would you believe that these are just the more popular article directories? There are more, of course, and new ones are being built every day. This is a testament to how widely embraced article marketing is as a bona fide strategy for boosting your website's traffic.

If you haven't tried article marketing before, give it a shot as soon as possible. It is guaranteed that it will make a world of difference for your online business!

B. Forum Marketing

There are a lot of online communities on the Internet. There are actually forums for every niche of every market.

If you manage to infiltrate these forums, you'd only be reaping more benefits for your business and your website.

- Membership in a forum will afford you a signature box where you can place a link to your website. Your signature box will appear in every post you make. If you make a hundred posts in a hundred different threads, for example, you'd have a hundred different pages providing inbound links to your website!
- Forums are excellent venues where you can build relationships with potential clients. Being dedicated to the subject of your business, you're sure to mingle with people who are most likely very interested in what you have to offer. By befriending these people, you can secure for yourself some faithful customers, or, at the very least, regular visitors for your website.
- Forums provide you with a channel where you can interact with your target market. You can help them out with their concerns, answer any questions that might be bothering them, or make recommendations whenever it's appropriate. In so doing, you'll be branding yourself as an expert in the field. Once your credibility has been established and your worth to the online community has been proven, you can suggest

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the use of your products or the information contained on your website. This can win you some highly targeted visitors.

There are a lot of forums on the World Wide Web. There's sure to be one devoted to the market you're eyeing. You can use the resources below to find the forum catering to the market you have in mind.

www.theforumzone.com

<http://www.directories-directory.info>

<http://www.thelocalforum.co.uk/directory>

C. Integrating Your Own Forum Into Your Website

You can build your own forum, most definitely. You can attach it as a section of your website which your visitors can access on their own accord. Having your own forum will bring a new set of benefits for your online business.

- Forums are a tightly-knit community. Often, members in a forum become friends, as they share the same passion and engage in an exchange of thoughts and helpful advice. As such, having a forum attached to your website will give you a consistent influx of visitors on a daily basis. Forum members make online communities their hangouts in cyberspace. Your website will greatly benefit from the regular flow of traffic that a forum can provide.
- Forums will make your website more attractive to potential visitors. A lot of online users are actually looking for communities to frequent. If you can provide this, then you're sure to have some loyal traffic patronizing your website.
- Forums will add prestige to your website. Being able to offer a venue where people can meet and greet each other is not something that people would expect from ordinary websites. Having your own forum would be an excellent step for branding purposes.

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Building your own online community is not really as difficult as it initially seems. You just need the following components:

- A web hosting service with a high bandwidth limit and storage space to accommodate users who simultaneously use the forum, as well as the posts that will eventually accumulate.
- Software that will manage a forum, preferably a pHPBB program, which is the standard in most online communities these days, and that will provide the layout and interface that most online users are familiar with.
- Commitment to providing a hands-on approach in jumpstarting your forum. The difficulty that you will encounter is the lack of activity that your online community will initially experience. People would rather join a forum that is already bustling with posts and threads. You could employ some services that will help you kick start your forum. For as low as \$20, these services can promise you at least 10 threads and at least 100 posts. You can also ask your family and friends to join and post away to their hearts' content, at least during the first few weeks of your online community.

D. Capturing Leads For Recurring Traffic

Relying on new visitors alone would be disastrous for your online business.

There will come a time when you will have exhausted every means to invite new users to visit your website and you'll be caught in a dead end. You must have a system set up that will compel previous visitors to grace your web pages again. This will give you the surely sustainable traffic that you need.

It is an established fact that only 2 out of 279 visitors, on the average, will decide to make a purchase. What will you do with the other 277?

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If you allow them to walk away, then chances are, you will lose them forever. So the solution is very simple... as much as possible, don't let them walk away!

How are you supposed to do this?

Veteran Internet marketers use a follow-up system to capture the contact details of their visitors so that they can somehow convince them to visit their websites again at a future time. A follow-up system captures the email addresses of visitors and collects them in a subscription for a mailing list.

The heart of every follow-up system is an excellent autoresponder service. An autoresponder service will allow you to prepare your messages beforehand and deliver them according to the schedule you set. Additionally, an autoresponder service will also allow you to personalize your messages, well, automatically. Your recipients will be referred to by their given names, and in certain occasions, the autoresponder will even greet them on their birthdays. These, added to the fact that an autoresponder service will take care of the subscriptions on auto-pilot, makes it an essential investment for every online business.

But not all autoresponders are built alike. Some are simply better than others. I would like to recommend [TurboResponders](#) service, which has been garnering raving reviews since its inception. Simply, they don't come any better than TurboResponders; plus, you'll be able to take advantage of its benefits at a price that won't be a burden to your budget.

Once you have set up your autoresponder to handle your mailing list, you just have to come up with interesting offers to encourage your visitors to sign up for them. This can be done in a variety of exciting ways.

- You can offer free gifts to entice your visitors to subscribe to your list.
- You can offer to deliver a newsletter containing information about the subject they're interested in.
- You can conduct a contest, with their subscriptions as their raffle entries.

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- You can offer access to other meatier portions of your website in exchange for their subscription.
- You can offer them discounts on your products if they join your mailing list.

There are, of course, more ways to bait your visitors into signing up to your mailing list. By employing a little creativity, you're sure to come up with innovative ways to lure visitors into your follow-up system.

Once they have subscribed to your mailing list, you can start sending them emails with offers of your products. You can even inform them of updates to your website so that they may decide to check it out.

Emails aren't the only means to convey your business message to the leads you have captured.

Real Simple Syndication (RSS) is slowly becoming the universal standard for message transmission over the Internet. RSS is an excellent option for the following reasons:

- Your messages will be delivered straight to the recipient's desktop, eliminating the possibility of your messages being filtered out as spam.
- Your messages will be delivered in real time, meaning, your recipient will receive them as soon as you send them out.
- Your messages can be displayed on all the websites you maintain.
- RSS feeds can be generated from your blog entries.
- There are a lot of novel applications being developed for RSS. You can even send your message through audio, with the file size amazingly kept to a minimum, thanks to RSS 2.0 technology.

To start delivering RSS feeds, all you need is an RSS feed generator. These are widely available for free all over the Internet. Your recipients will need

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an RSS feed reader. If they don't have one, they'll be prompted to download a copy, also for free.

RSS is a new technology that has yet to be exploited. Studies show that by 2010, 82% of online correspondence will be delivered via RSS. This is a very encouraging sign, which is why you should act on this as early as today.

E. Traffic Exchange

Suppose you are involved with an offline networking system, in which case, leads are very valuable commodities for you. The best way to increase the number of your leads, of course, is to share your list with another network person's list, and vice versa. This would benefit both of you tremendously, as your lists would most certainly double in size.

The same principle also works for traffic. Webmasters often exchange traffic through two methods:

1. By including a link to each other's website through their "Thank You" pages; that is, the page where their respective visitors are led to after subscribing to their lists or after purchasing their products.
2. By joining a free traffic exchange program. Free traffic exchange programs are membership sites where each member is awarded a number of credits every time he visits another member's website. He could thereafter use his credits to buy traffic from the other members. This will require some effort on your part to collect a substantial number of credits.
3. By joining a paid traffic exchange program. This will involve some financial outlay on your part, the amount of which will be dependent on how much traffic you want. Personally, I cannot totally recommend this option. Most of the Internet marketers I know who use this option usually have multiple servers, so that when their IP address is banned by spam filters, they have another IP address to resort to. You should also use your own mail server, since most autoresponders will cancel your account once a single spam complaint

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is received. Paid traffic exchange programs should be reserved for expert level marketers, as this approach is rather tricky. Again, just to emphasize, this is not a method I would recommend and we're just including it here so that you'd get a general picture of traffic exchange programs. Buying traffic, however, can eventually work only if you consider them as leads and not immediate customers. It's like buying mere contacts, and you will still have to work your way into their hearts, so to speak, before you can win them over to make some purchases. It's a little risky, but it should be worth the effort if taken under this light.

I would rather view traffic exchange programs as auxiliary strategies rather than main tactics. They should be used only to reinforce full-blown campaigns on other fronts.

F. Co-Registration Services

Co-registration services are more desirable options compared to traffic exchange programs. With co-registration services, you won't have to worry about generic traffic that is led to you. People will actually read what you have to share and sign up from their own free will.

Co-registration services work in a simple manner. They will advertise your sign-up page on a high traffic site. This means that your sign-up page will be exposed to a lot of people. This is all you need, and again, this is a better alternative than unverifiable traffic provided by most traffic exchange programs. The fact that your signups are interested in what you have to offer means that there is a higher likelihood that they will purchase the products you eventually share with them.

Since co-registration services provide sign-ups who have chosen to sign up to your mailing list, spam complaints will be reduced and your mail server won't get banned by the free email services on the World Wide Web. One of the primary problems brought about by most paid traffic exchange programs is that they trick online users into signing up for your mailing list, hence increasing the chances that they will complain about not having agreed to receive your messages.

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Co-registration services guarantee quality sign-ups that can only boost your business with visitors who are most likely to be converted into paying customers. Co-registration services may not be free, but they are worthy investments, given the fact that they can result in a healthy sales rate for your business.

The best co-registration service that I know of is [Lead Factory](#). Check them out. They offer competitive packages that will suit any business type, and the features they promise are, by far, the most excellent ones for this kind of a service.

G. The Power Of Press Releases

Press releases work the same way as articles. The difference is that press releases are distributed in entirely different venues and they are crafted for an entirely different purpose.

Press releases are news items. They should be effective, and they should concentrate on the 5 Ws of newsworthy pieces:

- Who?
- What?
- Where?
- When?
- Why?

Press releases should be “short, but sweet.” They shouldn’t be laden with flowery words, nor should they ever try to sell a product. They should be more of announcements worthy of the news. Here are some examples you can capitalize on:

- Are you launching a business? Write a press release detailing the aspects of your new enterprise.
- Are you launching a new product? Write the benefits it could introduce to the world without hyping it up.

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- Are you introducing a beneficial offer, like a fire sale or discounts for a limited period of time? Write a press release about the details of such an offer without inviting your readers to take advantage of it.

Press releases should be 350-700 words on the average, though some press release services allow up to 1,500 words, if the news calls for such a length.

The guidelines in writing for a web audience should likewise be observed. Refer to the earlier portion of this chapter regarding Article Marketing for some tips on how to proceed with this.

It goes without saying, of course, that you should include a link to your website. The goal, after all, is to generate traffic for your site and press releases can do this very effectively.

There are many distribution companies who can carry your press release. Choosing the right one will be beneficial for your ultimate aim. A lot of newsletters, both online and offline, search distribution companies for newsworthy items to fill their pages. If your press release is picked up by several of these entities, you will be able to expose your website to a lot of people.

A friend of mine who is a copywriter decided to try out press releases earlier this year. In less than three hours, he was swamped with more orders than he could handle. This is how efficient a strategy a press release can be!

The most popular press release distribution service is www.prweb.com . Many people rave over the efficacy of their system, and considering the fame the said service has acquired throughout the years, it has become the number one online destination for many editors of web and print publications the world over.

H. URL Rotators

URL rotators are perfect traffic generating schemes for businessmen who own and operate multiple business websites.

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With URL rotators, you are allowed to assign one URL address. Every time an online user visits the said URL, he is transported to one of your websites. The next time he visits the same URL, he is redirected to another of your websites.

With URL rotators, you won't have to promote different websites individually with different URLs. You can just promote one URL that will promote all of your websites. You have various products being offered at the same time? You can take the URLs of their sales pages and rotate them under one URL.

The principle behind the use of URL rotators is quite simple. Your visitors will find it easier to acquaint themselves with one URL instead of having to familiarize themselves with several web addresses. URL rotators will allow you to use this to your advantage.

Again, URL rotators are not for everyone. This approach is best only for those who are running several business websites. These websites should also cater to one industry. If you have 5 websites about dog grooming, then URL rotators would most certainly be to your advantage. If you have 4 websites on dog grooming and 1 on horse training, then URL rotators can only serve the 4 related websites, since including a disparate one might just confuse your visitors.

I. Free And Paid Classifieds

Lastly, if you can afford some added expenditures, you could always try paid advertisements. There are many kinds of paid advertisements on the World Wide Web.

- Some websites offer real estate reserved for paying advertisers. If there are websites that attract a great number of visitors on a daily basis, and if such websites are related to the subject of your business, then they may be worth a try. Also, consider the rates they are demanding and how this would fare for your budget.
- Some electronic magazines, or eZines, offer ad spaces in their issues. The eZine should be relevant to the subject of your business as well,

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so that you'll be able to attract targeted traffic. Also, the eZine should have a substantial number of subscribers for obvious reasons. You can ask the editor for these details. The applicable rate should be commensurate to these requirements.

- Pay Per Click (PPC) advertising is the paid option that is resorted to the most by Internet marketers, and especially, Google AdWords. Since Google uses a revolutionary system called contextual advertising, it has become the PPC program of choice by most marketers. Contextual advertising guarantees that the visitors Google AdWords sends are of high quality, since they have shown profound interest in the subject of your business. You see, by taking advantage of Google AdWords, ads for your website will only appear in other websites that are related to the subject of your trade. Your ads will also appear in search engine result pages where the query is about the keywords you have assigned for your ads. The common misconception is that Google AdWords will cost a fortune to use, since you will be paying per click. This is not true. You can actually set a daily cap on the amount you are willing to spend. Once the cap is reached, Google will stop displaying your ads until the next day when the counter is reset. To make Google AdWords a profitable option, try to determine how much you can spend and how big the return of capital is. If you're going to spend \$50 a day for the service, make sure that AdWords will deliver more than \$50 in the form of sales.

There are also free classified ads that you can take advantage of. These are usually sites that are built for the sole purpose of displaying ads per category.

The problem with this option is that, because it's free, you'll be competing against thousands upon thousands of other advertisers vying for the same market. Additionally, people might not have the patience to sift through thousands upon thousands of ads.

For this option to work, your ads will need to stand out from the rest of the pack.

Here are some tips to help you come up with a killer ad for free classifieds.

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- Formulate an attention-grabbing headline. Your headline is your only chance to capture the interests of the readers, especially in a venue as crowded as free classified ad websites. Make sure that you clearly state the main benefit that your readers will derive from what you're advertising.
- Keep your ad short, but sweet. People won't have the patience to read a mini-sales copy. Stick to the basics and present your ad as concisely as possible without compromising its appeal. Here is a sample of this principle in action:

DO YOU WANT TO BE YOUR OWN BOSS AND START EARNING IMMEDIATE PROFIT WITHOUT EVER LEAVING YOUR HOME? Then this is an offer you should dare not miss. No recruiting, no forced selling, and no application fees to join. Simply click on this link to take that first step towards the attainment of your dreams.

- Try to capture leads instead of generating sales. You may not be able to garner immediate customers, but at least, you'd be able to inform them about your website and your business for future considerations.

Free classified ads may not be as powerful a technique as the other tactics we have discussed in this chapter. But they're free, and as with everything else that does not come at a price, you have nothing to lose and everything to gain by trying out this approach.

Perhaps the most potent marketing strategy that can generate traffic for your website for a long, long, loooonnnnggggg time to come, is viral marketing.

Inspired by the exponential growth of a virus' life cycle from which it has garnered its apt title, viral marketing operates on a very similar concept: continuous progenies through self-replication. Just as a virus infects a host, your business venture will penetrate an initial number of individuals. Through clever marketing techniques, these first targets will then distribute your business message to people in their respective networks. The result will be a rapid growth rate of potential clientele that can reach millions.

To illustrate, if you deliver your business message to six people and give them enough encouragement to pass it on to six more people in their respective networks, you'll immediately have garnered the attention of thirty-six potential customers. But it doesn't stop there, because the new tiers can spread the word to even more individuals, and this same cycle will go on and on while you concentrate on other matters of your venture.

A. What Is Viral Marketing

Viral marketing is said to be the online equivalent of word-of-mouth advertising. This is because you make people your vehicles for promotion. By "gifting" them with a product that they can be happy about, you are in fact encouraging them to distribute the product to their existing networks. And this will be true for every member of those networks, and every member of the networks of the members of those networks, and so on and so forth, resulting in an ever-increasing and self-replicating chain of people who will get exposed to your business message.

And if your business message contains a link to your website, then you will expose your link to more and more people with each passing second.

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How's that for powerful?

There are many forms of viral marketing being employed today. Let's take a look at some of them.

- E-mail messages containing special offers
- Free e-books to site visitors
- Free newsletters to members or visitors
- Free web space, screensavers, software, design enhancers, e-mail accounts, and other products or services, with the business message prominently displayed therein
- Free articles for republishing, but each should contain a link to the business of origin
- Free access to devoted databases and directories

Indeed, viral marketing is the weapon of choice for most veteran Internet marketers. The sheer power and promise of this method is beyond compare. It makes good use of six fundamental elements. These are:

1. Viral marketing makes use of existing networks. There is no need to create your own web of contacts.
2. The business message must be easy to seed. It must be made apparent at the earliest stage. A convoluted message will just make the viral marketing campaign useless. If your business message, for example, is the promotion of your website's link, make it appear conveniently and immediately.
3. The business message must circulate naturally. The goal is to reach as many people as possible. The means to achieve that goal is to promote persistent circulation of the business message. Circulation must be facilitated with minimal interference from the business

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owner. The message must replicate on its own. We should keep this in mind as we formulate a viral marketing plan.

4. You must have a value proposition. Let us illustrate this maxim through an often used technique. Suppose your business offers a software package. How do you promote it through viral marketing? You can use the strategies suggested in the preceding sections to offer a free trial of your software for a certain period. This is your value proposition. As more and more people get exposed to your software, they'll come to know of its worth and spread the word to their friends. Soon, after their trial period expires, they will have to order the full version. This is your contingent proposition. From the latter, you will derive the profit to replace what you have spent in your initial investment. Once Return of Investment, or ROI, is achieved, everything else is your net profit, and you'll have lots of that as people will continue flocking to take advantage of your product, thanks to the exponential character of viral marketing.
5. You must have a contingent proposition. Do not lose sight of your bread and butter. The point to viral marketing is to sell your goods and services. Your goods and services are your contingent proposition. Once your value proposition has lured the attention of your prospective clients, it is time to win them over to purchase your contingent proposition.
6. You should provide benefits for the participants. One thing that predominate viral marketing campaigns is the constant use of the word "free." As many marketing resources have stated, the said word is probably the most powerful weapon to attract customers. Offering free goods or services to potential clients is an old and established rule in marketing, both offline and online. It makes good use of basic human inclinations: the golden rule. Do unto others what you want them do unto you. Potential clients who benefit from the freebies you distribute will feel that they have to repay the kindness you have shown them.

Observing these principles of an effective viral marketing campaign will ensure a fruitful experience for your website.

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An excellent resource for viral marketing would be [Jimmy D. Brown's Viral Ebook Brainstorm](#). Jimmy has written an excellent piece of work that will serve as the viral marketing bible for many generations. If you wish to master this powerful form of advertising, you owe it to yourself to give Jimmy's book a shot.

B. Why Some Viral Marketing Campaigns Fail

Sometimes, knowing why things fail is the key to making our own venture succeed. The truth is that, even with all the rewarding things promised by viral marketing, not every campaign harvests success. Here are the reasons why some viral marketing campaigns fail.

- A. Business message isn't presented well. No matter how many free gifts you bestow to attract more and more people in checking out your products and services, they won't equate to sales if what you're offering is not presented in an appealing way. You have to remember that viral marketing is a strategy to promote your business. Your goods should be credible on their own, or at the very least, presented as such, once interest is generated and people start scrutinizing them.
- B. Over-reliance on the perpetuity of viral marketing. With the automated way they were meant to function, viral marketing campaigns often suffer because business owners choose to rest on their laurels. They tend to believe that the campaign, being self-replicating, will constantly bring in the clients. This is hardly true. Everything has a lifespan, viral systems included. Viral marketing campaigns can reach a saturation point when it ceases to attract new people. Also, there is the circular danger to consider, which is the viral marketing campaign getting trapped in certain networks where the business message is distributed to the same people over and over again.
- C. Incompetent medium. Viral marketing is the online equivalent of word-of-mouth advertisement. Both strategies rely on words to carry out the business message. It goes without saying that when words fail, so will the strategy that depends on them. Sometimes, the structure of the business message is flawed. It may be too long for the patience of

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online denizens. Or it may be too technical for their average comprehension.

- D. Incentives aren't enticing enough to encourage distribution to others. Some business owners offer freebies that are highly glorified but are actually useless. In such a case, consumer intelligence was underestimated. Those who receive the business message will study it, and if they see through the hype, the networking potential will end right there and then.
- E. Difficulty in transferring the message. Other viral marketing strategies are erroneously structured to be quite onerous for the recipient to pass the business message to another. Requirements like filling up forms, revealing personal details, and the like will only deter the reader from distributing the message within his network.
- F. Premature launch. There are certain things to consider before a viral marketing strategy can be unleashed. Primary of these is a study of common consumer motivation and practices. What do they want? What do they need? How will they react if presented with my product? How will they react if presented with my offer? What would compel them to act as my indirect agents? How feasible is this plan? These are questions that you should ask yourself as you formulate your viral marketing campaign. Some business owners are guilty of being overeager as they immediately join the bandwagon without considering the soundness of their plan and without customizing the campaign to suit their particular needs. This results in a half-baked approach, which more often than not reaches only a few tiers.
- G. Stigma. Many people associate viral marketing campaigns with other similar approaches that have been widely abused. A lot of enterprises have desecrated the ethics involved in viral marketing so that they may immediately cash in on its potential. They have implemented misleading promotions, given away useless gratuities packaged as valuable commodities, and maligned other people's privacy by spamming their e-mails. These are not the essence of viral marketing in its purest form. But because it was corrupted by people hungry for instant profit, the strategy has been viewed negatively with much scorn in some sectors.

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Avoiding these pitfalls can help you achieve the very best that viral marketing can offer... an exponentially increasing volume of traffic for your website!

C. Ebooks And Special Reports As Viral Marketing Tools

The most popular carriers of a viral business message are eBooks and special reports. These are written works that can be delivered digitally, often sharing informative content that will help people belonging to a businessman's chosen market.

Why are these forms the most popular? Well, it's because they're the most effective. Who wouldn't want free information cleverly placed inside an eBook or special report, right? More so when such information is considered hot and cutting-edge, which will make the said eBooks and special reports doubly irresistible.

And because they are irresistible, they can be distributed more easily.

Imagine if such an eBook or special report contains your website's link? It would get more and more exposure as more and more people get to read the carriers of the viral business message. And because the eBook or special report contains valuable information, the spread will be facilitated automatically, as your recipients will want to share what you have imparted through the eBook or special report.

Preparing your own eBook or special report is not as hard as it seems. Simply follow the steps outlined below:

1. Find a topic relevant to the subject of your website.
2. It would be great if you know the topic by heart. If not, try to find a specific point of interest about the said topic, which would be enticing enough for your readers.
3. Once you have determined what you want to write about, it's time to equip yourself with the necessary knowledge. Research everything you need to know.

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4. Once you have gathered enough details, it's time to write down what you want to share. If you feel you're not blessed with the writing flair for the job, you can hire a freelancer to write for you. Having someone write an eBook for you, however, will cost around \$200 to \$500. Better consult with [The Outsourcing Survival Kit](#) to get yourself the best deal on the World Wide Web if you ever decide to take this route.
5. Bear in mind the intricacies of writing for an online audience. You can refer to the guidelines prescribed in a previous chapter under Article Marketing. The same principles should apply.
6. Once the body of your work is finished, you will want to develop a catchy title to represent your work. Usually, however, most writers come up with a title first, as they believe this will help them set the parameters for their works.
7. It's time to package your work. Prepare an attractive eCover for your eBook or special report. This will require some artistic skills and mastery over photo editing programs. You can also outsource this aspect, of course. Or you can use the pre-made eCovers from [Instant eCover Templates](#).
8. The most important step is to populate your eBook or special report with your website's links. This, after all, is the purpose of your creation - to drive mountain-loads of traffic for your website.

You can choose not to create your own eBook or special report, of course. There are four other alternatives available for you.

1. Purchase the private label rights for existing products which you believe will best promote your website. Private label rights will allow you to alter and brand the products you bought, and you can even put your name as the author.
2. Collect several articles and bundle them together to come up with an eBook. Most articles will require you to keep their resource box and this might not be favorable for your goal of generating traffic for your website, as some of the links might be in conflict with yours. The best

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way to proceed with this is to purchase articles with private label rights.

3. Interview an expert. You can do this through phone patch, through email correspondence, or even personally. You just have to transcribe the interview into one informative eBook or special report and you're all set to go!
4. Get a copy of the [Best Seller Ebook](#). The Best Seller Ebook is a collection of almost 7,000,000 Kb of data, and growing, with a cumulative value of over \$7,000! But if you acquire this offer, you'd have master resale rights of everything that's contained therein. Coming up with an eBook won't ever be a problem for you anymore.

For a more comprehensive discussion on eBooks and their creation and eventual marketing, you can read [eBook Marketing Revealed](#) , which is one of the primary resources on the matter.

Viral marketing can help your business. There is no doubt about that. A persistent, self-replicating system of advertising is a very powerful agent that can make your enterprise achieve more visibility and prominence.

If executed correctly, viral marketing can continuously generate the traffic you need for many, many years. Pursuing a viral marketing campaign is truly a worthwhile investment, one that you will never regret.

Conclusion
REACH YOUR BIG LAND
BY CHALLENGING YOURSELF
...AGAIN
AND AGAIN
AND AGAIN

A year ago, I had written an essay entitled “Reach Your Big Land By Challenging Yourself,” which I had originally distributed to my subscribers of one of the longest running eZines on the World Wide Web, the [TurboZine](#) newsletter. It was eventually picked up by various sources and has appeared in many places throughout cyberspace.

In that essay, I challenged my readers to aim high by constantly striving to do better with every task. Only through self-motivation can one truly excel, for only in challenging one’s self can a person exceed the limitations he has perceived for himself.

I likened the many trials that an Internet marketer has to go through to the deep blue sea. No one wants to traverse that, right? There’s always that fear of drowning, of getting eaten by sharks, of being swept away by gigantic waves. There are many perils out at sea, just as there are as many risks in Internet marketing.

But what if there is a big land out there, a tropical paradise where the sun is always shining, where the winds are fresh, and where you can always forget your worries to savor the pristine minutes of every day?

That would make the perilous swim worth every stroke, right?

And once we reach that big land, we’re in for a treat. We can reward ourselves with all the wonders that were promised. We can look back at what we have accomplished, be proud of our achievements, and reflect on how we have become better persons for reaching our goals.

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But on the horizon, we see bigger lands, better lands, lands with more promises and glory to bestow upon the brave souls who manage to reach their shores.

Should we be content with the tropical paradise we have achieved and completely disregard the new lands that wait?

Or should we strive some more and reach those bigger, better, more promising and glorious lands, and in doing so, help us achieve more than we could ever imagine?

The answer is quite simple, isn't it?

Dream of pennies and a few cents will make you feel rich. But if you dream big, you win big.

The same goes for Internet marketing.

With this eBook, we have discussed how traffic plays a crucial role in determining the success of our online business. Traffic, as we've said, is something that you have to work for. It is something that requires patience and commitment. It is not something that will be handed to you on a silver platter. It is something you have to attain. It is something you have to win.

And with all that has been suggested in this eBook, you are sure to achieve your goals if you follow the strategies herein faithfully and religiously.

You will be able to generate traffic that will give your business some sustainable profit.

But should you stop there? Should you be content with such?

Or should you aim for bigger goals?

There is a world of countless opportunities that await you on the World Wide Web. I, personally, was at a loss when I first started out. Eventually, I am proud to say that with perseverance, I have reached my big land. And from there, I have reached bigger lands, and even bigger lands after that.

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Once you have achieved a high enough volume of traffic to make you realize some profit, do not stop there, dear friend. There are bigger aims to conquer, which will be more rewarding for you once they are attained.

Once you employ the strategies enumerated in this eBook and once they have produced some beneficial results, don't rest on your laurels. There is always room for improvement. You have to challenge yourself constantly... you have to swim some more to reach those bigger lands of untold wealth.

I did this with minimal help during my time. I can attest to how hard it can be. I'm not going to sweet talk you into believing that it's going to be a road littered with roses.

It's going to be a difficult, often exhausting, swim.

But thankfully, you won't have to swim alone like I did before. I have prepared a SHIP for you. This will make your voyage to those promised lands much easier.

I call this ship the [TurboMembership](#). It's your total solutions package that will give you everything you will ever need to succeed online. You read that right, dear friend. You will be given everything. From products that you can sell with new ones being added on a monthly basis, to a fully functioning website loaded with amazing scripts, to the most excellent web hosting service this side of God's green virtual world, to a technical support that is ready to assist you anytime, the TurboMembership is a business that you can pull out of the box to start earning you money immediately.

This isn't a sales pitch. I just sincerely want to make things easier for you.

And I'm not going to lie to you.

You will have to work and you will have to work hard to attain a level of success in the online field that will rival any amount you can earn in the real world.

The good news is that it can be done and it doesn't take an Einstein to do it.

It just requires pure hard work.

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And a commitment and a drive to swim towards your big land, as well as the strength to continually challenge yourself to reach even bigger lands...

Again...

And again...

And again...

This is the way to great success, through a desire to be better people and achieve greater things. Are you up to the challenge?

If you have read this eBook up to this point, I am confident you are.

And I am confident that you'll succeed.

See you in the big land, mate!

Yours truly,

John Delavera & Joel Comm & Eric Holmlund

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