



**Web  
Traffic  
Explained**

**Volume II**

**New And Exciting Ways  
To Generate The Visitors  
You Need For Online Success**

# Table Of Contents

Introduction  
Web Traffic Reloaded  
3

Strategy One  
Can You Digg It?  
8

Strategy Two  
Tag And Ping, Baby!  
14

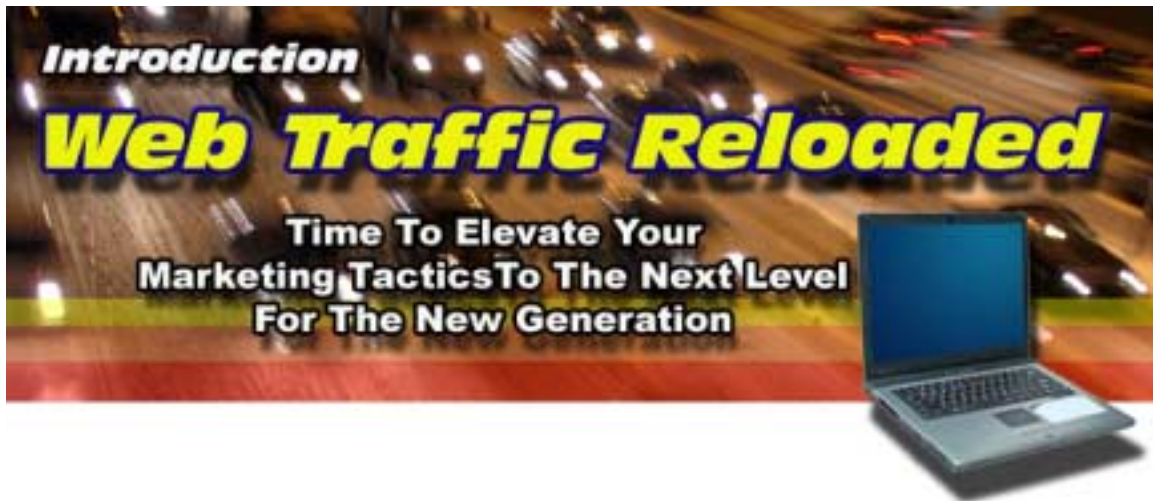
Strategy Three  
Power To The People  
22

Strategy Four  
Use Your Friends  
27

Strategy Five  
Automatic Content  
34

Strategy Six  
Viral Videos To Go!  
42

Conclusion  
Rush Hour, Redux!  
47



Almost a year ago, [Web Traffic Explained](#), an eBook detailing each and every strategy that can efficiently generate thousands of visitors for your website, was released and it has achieved good success since then.

This doesn't come as a surprise.

Web Traffic Explained was, and continues to be, a comprehensive tome of information about tactics that Internet marketers use to garner a countless number of visitors to their web pages at a sustainable and persistent rate that will be able to aid their online businesses for many years to come.

To say that Web Traffic Explained is encyclopedic would be an understatement. It was a complete guidebook for traffic generation schemes, from the commonly practiced to the techniques that were observed by a select few.

Do take note of the word "was."

Times have changed since then. A year in Internet marketing, after all, is equivalent to a decade in real life, so the veteran online businessmen say.

Web Traffic Explained included all the strategies practiced during the time of its release. Among these were:

- Article marketing, or the distribution of articles to the many article directories on the World Wide Web.
- Forum marketing, or the usage of online communities to drive traffic from your posts to your websites.
- PPC programs, or the investing of Pay-Per-Click systems to garner quality and highly targeted visitors for your business setup.
- Blog and ping, or the usage of web logs and pinging methods to attract the attention of search engine spiders for the faster indexing of your web pages.
- Advertising in highly circulated eZines and how to write a single text or full issue ad that would pull in results.
- Advertising in classified ads, online and offline.
- The basics of search engine optimization (SEO.)
- Establishing a follow-up system to ensure repeat visitors.
- JV partnerships to increase the number of your visitors as well as the number of signups for your mailing list.
- Link popularity and page rank, as well as their correlation and why they are important for your online business.
- Writing third party recommendations, more popularly called testimonials, to steal some traffic from a friendly website.
- Using search engine backdoors to gain the traffic you need quickly.
- Creating a forum for your website to ensure fresh content and regular visitors.
- Joining traffic exchange programs.
- Joining co-registration programs.

- Buying traffic from reputable sources only to generate leads and not direct traffic.
- Writing and submitting press releases to secure visitors from the virtual as well as the real world.
- Using URL rotators to evenly distribute traffic among your many websites.
- Unleashing the true power of viral marketing for a rapid and exponential growth of your online business.

Whew!

And to think that at the time it was released, *Web Traffic Explained* had covered every single strategy known to Internet marketers when it came to traffic generation purposes.

But as we've said earlier, a lot can happen in a year. And while some online businessmen still rely on the techniques that *Web Traffic Explained* has presented, more tactics have been discovered, developed, and perfected in recent months that have made a few people reevaluate their Internet marketing perspectives.

Hence, this new volume of *Web Traffic Explained* has become necessary.

Consider it an update. Consider it a sequel. Consider it an extension.

But what you are about to discover in the pages to come is sure to blow your minds away. These are novel and revolutionary ways of pulling in tons of visitors from a variety of sources. Best of all, these tactics have yet to be exploited by most online businessmen.

This is *Web Traffic Explained Volume II: Marketing For The New Generation*.

Within the past months, new ways of generating traffic have been invented and tested. The results are astonishing, to say the least. As you'll see in some of the examples we will be tackling later on, the spike in traffic

experienced by webmasters who have tried these new strategies are simply beyond belief. One webmaster, just to illustrate, was generating an average of 800 unique visitors per day. By employing just one of the strategies we will discuss here, he was able to pull in 25,000 new visitors OVERNIGHT. His AdSense earnings for that day broke the 4-digit barrier.

Let's take a quick look at what you should expect to learn in the coming chapters:

- You will discover a website where you can submit the best article you can write. Once your article is “dug” (there’s a humongous clue for you,) you can expect thousands upon thousands of visitors to flock to your website overnight. And for as long as your article is “dug” by other people, the amount of traffic you will receive will remain at such a competitive and sustainable level.
- You will discover a new way of categorizing topics. The way it works is much like the algorithms of search engines. The difference? This system employs human intervention instead of purely relying on mindless search engine spiders.
- You will discover a new way of promoting your links via a new manner of networking. This kind of networking is user-based, and soon enough, your link will be promoted all over the Internet!
- You will discover a website that generates more than twice the amount of visitors who use Google. Google is the number one search engine in the world, making it a very potent marketing tool via search engine optimization (SEO) tactics. Imagine then the possibilities of being able to play with a venue that is even more powerful than Google.
- You will discover a website that can redirect thousands of hits per day. This website is just begging for some viral marketing fodder that can fuel your marketing campaign for many, many years to come.
- You will discover a lot of tricks you can implement to provide fresh content for your website, each and every day of the week. Best of all,

these tactics won't cost you a single cent once they are integrated into your website!

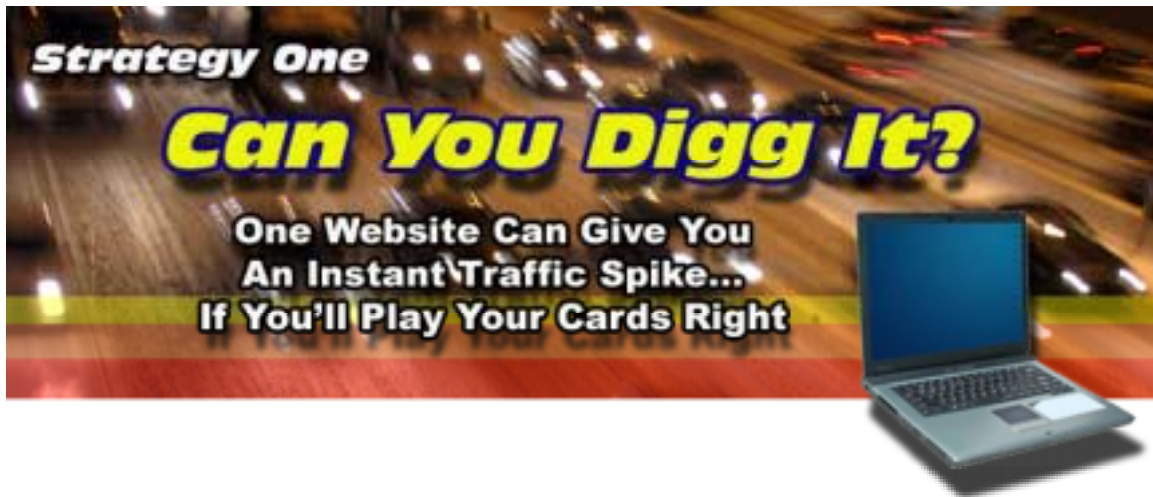
- You will discover how, exactly, you can amass a battalion of virtual sales people who will help you market your goods in every corner of the World Wide Web.

These are not the only subjects you will get to learn in the newest volume of *Web Traffic Explained*, however. There are more tips and tricks that can be found in these pages, of course. I'd even say that this volume is more jam-packed than the previous one and its topics are more powerful and efficient than the conventional strategies propounded by its predecessor.

It's going to be a fun, memorable, exciting, and most importantly, illuminating ride.

So turn the page, dear friend, and let us proceed with the lessons.

Let us start driving thousands of visitors to your web page!



In a beauty contest, who gets the most exposure?

If your answer is: the most beautiful girl in the pageant, then you might want to rethink that. After all, the most beautiful girl doesn't always end up the winner in such competitions.

Indeed, in beauty contests, and in any other competitive events for that matter, the winner gets the most attention. She gets the most media coverage. She is the subject of most interviews. Her face graces the highest number of magazine covers.

And who determines the winner in such competitions?

Some beauty contests rely on a panel of judges. Others are more straightforward, realizing that such an event is a popularity contest; hence, they ask the viewers to decide who gets to keep the crown through interactive mediums such as Internet polls, phone-ins, and text messages.

This is a good analogy for the first traffic-generating strategy we are going to discuss.

In the first volume of *Web Traffic Explained*, we focused on search engine-centric tactics that would help you get the visitors you need.



But times have changed. Search engines have been seen as problematic sources of visitors because of the following reasons:

- ⊗ It will take some time before your web page can be indexed in the major search engines; hence, you may not be able to attain the number of visitors you are expecting while your web page is in limbo.
- ⊗ No one has yet to crack the algorithm employed by the major search engines. Every search engine optimization (SEO) strategy in existence is merely based on theories. Some of them are very effective, of course, but these have been discovered through numerous hours of testing more than anything else.
- ⊗ When a theory comes close to cracking the algorithm employed by the major search engines, such an algorithm is changed. Hence, it becomes very difficult to come up with a strategy that will withstand the test of time.
- ⊗ Basically, webmasters are subservient to the whims of the search engines. This becomes a problem when we consider that search engines are not humans. They follow specific programs. Naturally, they will produce inaccurate and improper results from time to time, minus human discernment. Such results can prove to be inequitable for some webmasters.
- ⊗ Even if webmasters manage to position their websites in the first page of the results for relevant queries of a particular keyword or key phrase, there is no guarantee that their websites will remain in such a favorable position. Worse of all, factors beyond their control will play a significant role in determining such a position for their websites.

So it is possible that you have amazing content for your web pages, yet, they fail to pull in the number of visitors expected from the quality of the information they share.

This has led a lot of people to look for other channels in which they can exploit.

The trend nowadays is leaning towards user-driven systems where actual people – yes, the very people who comprise any webmaster’s targeted audience – determine which websites should be viewed by others.

Such systems are very much different from search engines. The latter, as we have mentioned earlier, employs search engine spiders to classify and rank websites according to some unknown set of standards. The former employs people – real people – to rank the same websites according to their own preference and opinions.

If you have a website with content that is exciting and informative, then chances are, user-driven systems will be kind to your web pages and they will generate a lot of traffic for your online business.

The same guarantee, unfortunately, cannot be said about search engines.

Search engines are more mechanical. No matters how hard you try to push your website to the first few pages of the results, the search engine spiders will be the ones who will ultimately decide their fate.

But search engine spiders can’t read.

Search engine spiders can’t distinguish well-written articles from poorly written ones.

Search engine spiders merely rely on keywords and key phrases to determine a page’s relevancy to the query, without considering the true aim of the piece.

But people are capable of all of these.

People can actually read and appreciate the content presented in your pages. If these users are given the power to categorize your content by themselves, just imagine how easier it will be to race to the forefront of the eventual results.

This is the principle behind [www.Digg.com](http://www.Digg.com) .

You may have heard about this website before. That’s because it employs a revolutionary system that people have come to trust.

The way it goes is that members of the website can choose among enrolled articles. They can vote for the articles by “digging” them. Once an article is “dugg,” it will receive corresponding points. If an article receives a lot of points, it will be pushed to the main page of the website.

Digg is visited by millions of people everyday.

Just imagine if your article is displayed on the main page together with your link.

That’s right! You’re bound to receive an amazing amount of traffic!

Webmasters who have had their articles “dugg” claim to have experienced a traffic spike that they have never seen before. One webmaster, for example, was pulling in an average of 50 unique visitors per day. He was quite surprised when his article was “dugg” and his website received close to 70,000 visitors per day during the period of a week.

Another webmaster was offering downloads of some paparazzi shots of a famous celebrity. Basically, he was merely catering to a dedicated base of visitors. His bandwidth limitation was exceeded overnight when his page was “dugg,” and he didn’t even know what hit his website.

There are two ways by which your article can be “dugg.”

1. By submitting your article to [www.digg.com](http://www.digg.com) . It’s free.
2. By having your article submitted by one of your readers.

In both instances, the quality of your article should be a given. After all, it won’t receive enough votes if it is not informative and if it is not well-written. And your readers won’t be encouraged to submit it themselves if it does not pass their standards.

As we have discussed earlier, [www.Digg.com](http://www.Digg.com) has accumulated a loyal readership. People on this website trust each other. They have faith that only quality articles presenting novel and highly educational content will be “dugg.”

For these people, [www.Digg.com](http://www.Digg.com) is a great way to receive the news they need. They won't have to go through several websites, as prescribed by search engine results. They won't have to experience junk sites that are built only for SEO purposes.

If they use [www.Digg.com](http://www.Digg.com), they know they will be getting great articles.

Trying this approach has its pros and cons, of course.

Let's take a look at the advantages first:

- Digg will give you a lot of traffic, more than what you can ever expect.
- Digg is a great way to generate traffic without having to pass through the search engines.
- Digg has a high page rank, and having your link displayed on its pages will work wonders for your website's own page rank.
- Digg will provide the traffic you will initially need to secure a high position in the search engines. The ultimate aim should still be a great position in the SERPs.

Now, the disadvantages...

- The traffic that Digg will send to your website is just temporary. As soon as your article disappears from the main page, your traffic will dwindle significantly. As soon as your article is pushed further into the archives, your traffic will disappear. So do not expect this strategy to generate sustainable traffic for your online business unless you make it a point to submit quality article after quality article on a regular basis.
- Digg users are somewhat a sensitive lot. They desire quality content, not bait for some AdSense clicks or some affiliate sales. If your article has a marketing pitch in its paragraphs, it will be criticized severely. You may get a lot of traffic, but you will likewise lose a certain degree of credibility among the Digg users.

- Digg has high standards. An article may be good enough for you, but if it's not good enough for them, it may just be erased from their server.

Using the Digg approach is a little risky. But if you manage to pull it off, the rewards will be amazing.

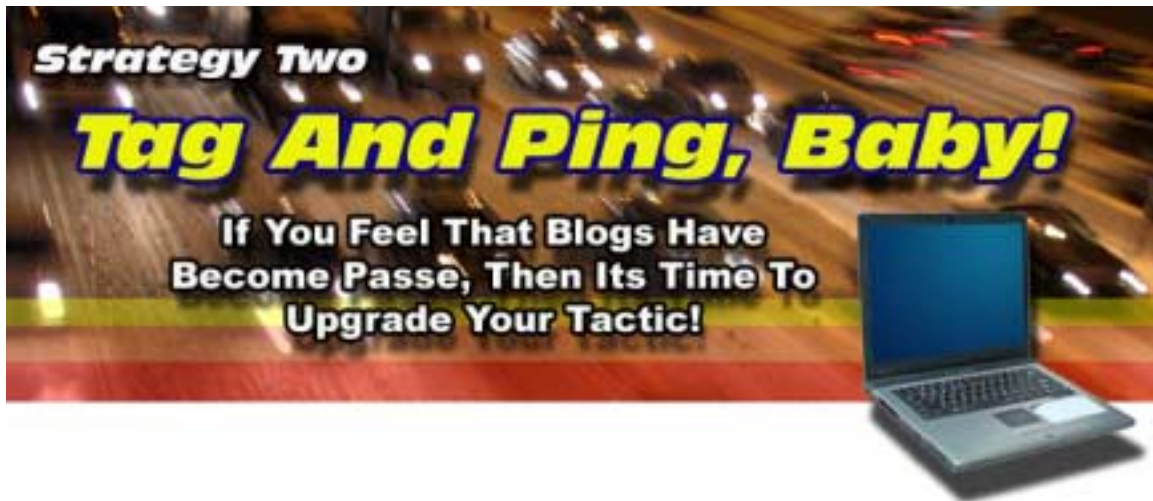
This makes the strategy worth the try.

There are some black hat tactics being employed by online businessmen. These include Digg partnerships, where a pool of members will “digg” each other's submissions; paying for Digg votes; soliciting Digg votes in various channels; and spamming Digg with multiple submissions.

If caught, your account and your website will forever be banned from their system.

So avoid pursuing these tactics. You can capitalize on this novel traffic source through your own efforts anyway. You just need that killer article that will lure in the Digg votes.

Some great article writing tips were mentioned in [David Vallieres Internet Marketing Course](#) . You can even use PLR articles and modify them as your own via the [Turbo Article Customizer](#).



An Internet marketer who conducts regular coaching seminars once asked his students what they feel is the best traffic-generating strategy today.

“Article marketing,” answered one of the participants, confident about the timeless nature of that tactic.

“Yes, article marketing is destined to be a classic,” said the coach. “But everyone else is doing it,” he quickly added.

“Search engine optimization?” answered one student, unsure of his reply.

“There will come a time when all the SEO techniques we know today will be rendered obsolete by an upgrade in the search engine systems,” the coach opined.

“Blog and ping!” screamed another student, definitive in his comment.

“Blog and ping is so 2005!” answered the coach, knowing too well how fast events move in cyberspace and how quickly some tactics lose their potency.

Blog and ping, you see, depends on two systems for the traffic it can potentially drive to your website:

1. Traffic from the search engines, since blogs figure prominently well in search engine results pages (SERPs); and

2. Traffic from other blogs, owing to the interconnectivity that blogs possess. The blogging community is founded on interlinking; hence, it'll be easy to capture visitors of other blogs that are linking to you.

The latter is beyond change. It will always be there. It is something that is part and parcel of what a blog is all about. Other blog owners will seek your blog and invite you for an exchange of links. This is how web logs were originally meant to be. And this is what made web logs such powerful marketing tools to begin with.

That blogs figure prominently well in SERPs is a bonus. Blogs, after all, are simplified, user-friendly content management system. You don't have to learn complicated programming languages just to make them work. Publishing content through blogs is made as easy as type-and-click. And since search engines love regularly updated content (currently, at least,) you're sure to have an online factory of content that is simple to operate, which will provide the search engine spiders fresh fodder to gobble up every time they visit it.

The result?

Constant indexing and prioritization when it comes to relevant queries.

But again, as we have discussed in the previous chapter, the trend these days is towards user-driven indexing and away from the mechanical operations of search engines. Search engines, as we've said, are limited by the algorithms programmed to their systems. These algorithms are not flexible. They do not possess the benefits of human discernment. They are confined to their programming, a fact which can sometimes work to the detriment of webmasters.

User-driven systems of indexing, on the other hand, are more precise and more elaborate. Topics have been categorized through the exercise of human insight. Actual people index these topics based on their own opinions, socio-cultural trends, as well as adaptive perceptions on the changing needs of the times.

User-driven systems of indexing, hence, are more reliable.

And this has led industry experts to predict that within the next 5 years, user-driven indexing systems will replace search engines as the primary search tool on the World Wide Web.

Currently, 4.7% of Internet users have completely abandoned search engines in favor of user-driven systems. This percentage of users cites the following reasons for their choice:

- Search engines often produce erratic results, especially when the search query is a phrase that contains 5 or more words.
- Search engines lead to websites with junk content. Search engine algorithms don't have a definite system of weeding out pages with junk content. User-driven indexing systems employ human perusal and judgment to eliminate spam websites.
- Search engines produce obsolete results. Often, they provide websites that have never been updated for years. User-driven indexing systems are constantly updated, hence ensuring results that contain the newest information.
- Search engines have become passé. User-driven indexing systems employ a cooler, hipper method.

One of the best user-driven systems in existence today is what people have labeled as Tags.

You may have encountered tags on popular websites like [www.technorati.com](http://www.technorati.com) , [www.myspace.com](http://www.myspace.com) and the like.

Tags are basically keywords.

What makes them different, however, is that they are keywords that web publishers can choose.

Now tags play a crucial role in user-driven blog directories. Why? Because bloggers can choose the tags under which their blog entries are classified. If you have a blog about dog care, for example, you can choose the terms "dog," "dogs," or "dog care" as your tags. You won't have to populate your blog entries to satisfy certain keyword density levels. By classifying them



under the tags of your choice, you'll be able to tell the world that your blog entries are all about the tags they pertain to.

Want to know more about keywords in general? Do check out the [Internet Marketing Cookery: Bake Your Online Success With Easy-To-Use Recipes](#), a thorough guide for everything you need to start out with online marketing.

You can also give [Jimmy D. Brown & Ryan Deiss' Niche Factors](#) a try to learn the many techniques you can employ to find highly profitable keywords. You can use some of these techniques to find hot, hot tags.

Now, the usual practice circa 2005 is to regularly publish new posts in your blog, then ping blog directories through services like [www.pingomatic.com](http://www.pingomatic.com) to inform them that you have new content. This will make the URL to your blog appear in a favorable position in those blog directories. Furthermore, since search engine spiders crawl through those blog directories, they will likewise be alerted that you have published new content.

The problem in 2006 is that direct traffic that can be gained from the blog and ping method has terribly diminished. Most Internet users have migrated to a hipper, easier way of finding the content they need: tags.

Hence, the advent of the tag and ping method.

And [www.technorati.com](http://www.technorati.com), the leading website when it comes to directories that employ tags, is a very vital tool you can use to capitalize on this technique.

So how can it be done?

How can you generate traffic for your website using the tag and ping method?

Simply follow the steps below.

1. Create a blog. It would be nice if you can host your blog under your own domain name.

2. Create an account with [www.flickr.com](http://www.flickr.com) . Upload an image relevant to your online business. It can be a picture of your product, or even a picture of yourself if you're branding your online persona.
3. Hyperlink your URL to your images. Use the tag below:  

```
<a href="http://yoururl.com">custom message here</a> .
```
4. Categorize your images under appropriate tags related to your online business.
5. Now, sign up with some social bookmarking websites. We will be discussing these in depth come the next chapter, but for now, simply create an account with [www.furl.net](http://www.furl.net) , then bookmark your website and blogs under their appropriate tags. You can do this for other social bookmarking websites like [www.del.icio.us](http://www.del.icio.us) , [www.moreover.com](http://www.moreover.com) , [www.blinklist.com](http://www.blinklist.com) , and others we will be enumerating in the next chapter.
6. Sign up your blog with [www.technorati.com](http://www.technorati.com) . Choose appropriate tags.
7. Publish a post.
8. Ping [www.technorati.com](http://www.technorati.com) .

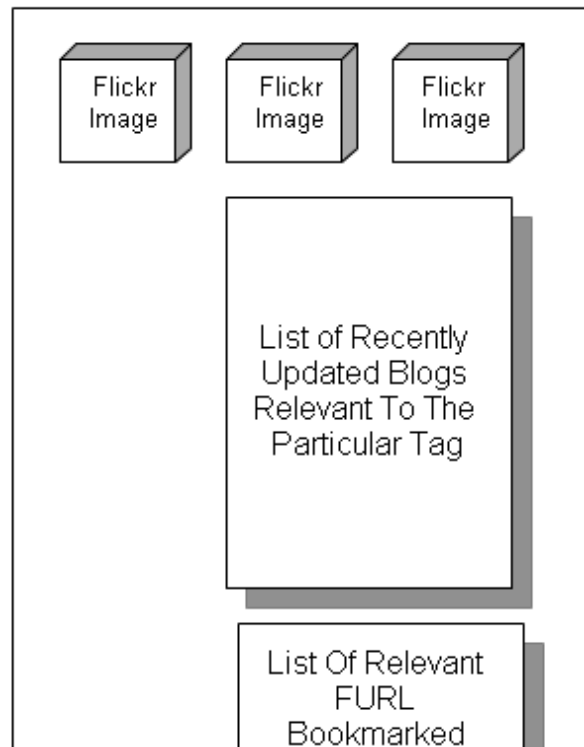
At this point, you will notice that Technorati will categorize your blog entries according to the tags you have chosen.

Every tag has a landing page.

The landing page is arranged in such a way that certain entries will be seen before others; hence the method we have described above. The goal is to populate the landing page with links to your blog as much as possible.

Check out the graph below to see how the landing page will look.

## Layout Of A Technorati Landing Page



Technorati will always display the newest entry at the top of the results. Hence, if your blog is the one with the newest updates, it will be the first blog that people will see when they check out the tag. And since Flickr images appear on top and Furl links appear at the bottom, you will be able to monopolize these landing pages quite easily!

Technorati is a highly visited blog directory. Furthermore, many other websites use Technorati's system to display the hottest tags of the moment. These websites will display links to the hottest tags, and if your URL is under them, clicking on these tags will lead to a display of your URL.

The traffic you can derive from it will be immense. And since you have full control over the position your blog will take, it will be easy to win the visitors your website will need.


Indeed, this tactic requires regular posting to keep the top spot.

But then again, tag and ping is a relatively novel marketing strategy. Not everyone and his mother are capitalizing on this tactic. Hence, it is a channel that is not yet saturated. You can easily find a popular tag that no one is catering to. And you can use that tag to categorize your blog and secure a good position for it while no competition has yet discovered it.

But traffic generation isn't the only marketing purpose that tags can serve.

They can also be used as excellent gauges for market research.

Want to know what people are interested in in this day and age?



**What's happening right now**  
Currently tracking 49.3 million sites and 2.7 billion links.

<b>Top Searches</b> <ul style="list-style-type: none"><li>• Hummer Winblad</li><li>• Lebanon</li><li>• Myspace</li><li>• Yahoo</li><li>• Yahoo Messenger</li><li>• Ubuntu</li><li>• Yahoo Mail</li><li>• The Passion Of The Embryos</li></ul> <a href="#">More in Search »</a>	<b>Hot Tags</b> <ul style="list-style-type: none"><li>• Israel</li><li>• Lebanon</li><li>• War</li><li>• Bush</li><li>• Hezbollah</li><li>• Sex</li><li>• Middle East</li><li>• Microsoft</li></ul> <a href="#">More in Tags »</a>	<b>Featured Blog</b> <a href="#">Add Yours!</a> <b>Paris Breakfasts</b> By carol gilot Tagged Chloé, Douce-Ro..., Chocolate, fauchon, Flickr, french brands, hediard, Paris... <a href="#">More in Blog Finder »</a>
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*Here we have an area on the Technorati main page where the current hot tags are displayed. This area is updated by the minute, hence assuring you of the latest information that millions of people are looking for.*

You can look around [www.technorati.com](http://www.technorati.com) and see for yourself the hottest tags, based on the number of searches and views of the moment. These tags are hot because they command a lot of interests. Hence, they are good barometers to determine what other people are currently searching for.

You can use this knowledge to conceptualize products that have high demand. Use the tag and ping method to promote such a product... and you'll have a blockbuster!

Tag and ping is hailed as the next big thing in Internet marketing.

Best of all, not a lot of people know about it yet.

Now's the time to hop aboard this tactic and guarantee for yourself that you will be some critical steps ahead of your competitors.



In the previous chapter, we have discussed the trend these days is towards user-driven indexing systems and away from conventional search engines.

One of the most popular user-driven indexing systems, and what I can personally consider as the heart of the next generation of marketing strategies, is social bookmarking websites.

Social bookmarking may be a relatively new concept, but it's something that's not really difficult to understand.

Surely, your browser has a "save to favorites" feature, right? Saving a particular URL under your My Favorites folder is called bookmarking. Hence, when a web page asks you to bookmark such a site, it simply means that it's inviting you to save it under you're my Favorites folder.

Social bookmarking websites allow you to, well, bookmark your favorite URLs on the web server instead of your hard drive. What does this mean for the typical Internet user? It's more convenient. He can bookmark any website on the fly via some proprietary systems employed by most social bookmarking websites.

Furthermore, the user can also classify his bookmarks according to tags, which, as we have discussed in the previous chapter, are very similar to keywords.

Want to bookmark [www.turbozine.com](http://www.turbozine.com) under the tag “eZines?” Go right ahead.

Want to bookmark [www.gamespot.com](http://www.gamespot.com) under the tag “video games?” That would be an excellent idea.

Want to bookmark [www.pwtorch.com](http://www.pwtorch.com) under the tag “professional wrestling?” This will help you go back to the website in the future.

So, what do these things mean for the Internet marketer?

We must also remember that social bookmarking websites allow the users to share their bookmarks with other people, along with the tags they have used to categorize the URLs they have chosen.

Hence, if you have gathered links and indexed them according to their appropriate tags, you can share such categorization with other people, either publicly by allowing anyone to access your list of bookmarks or privately by sending your list of bookmarks to the people you know.

Imagine the possibilities then.

It’s like having your very own search engine wherein you have arranged the results beforehand!

Eventually, people will prefer social bookmarking websites over their browser’s built-in function. Social bookmarks remain on the web; hence, people can access them wherever they are on the globe. No need for a laptop or an external hard drive. Simply log into the social bookmarking website of your choice and you’ll be able to review your favorite URLs.

Eventually, people will prefer social bookmarking websites over search engines as well. It is more reliable for all the reasons we have mentioned in the previous chapter.

Let’s have a rundown on the important benefits that social bookmarking can bring to your marketing campaigns:

- Direct traffic. Since social bookmarks can be shared, you'll be able to expose your links to more people.
- Best marketing strategy for webmasters who are operating a lot of websites. Social bookmarking will allow them to categorize each and every website they have under appropriate tags. No website will be left behind.
- Increased link popularity. Link popularity refers to the number of websites linking to yours. Off page SEO techniques are geared towards increasing your link popularity. You can check out your current link popularity by using the free tool that can be found at [www.linkpopularity.com](http://www.linkpopularity.com) . Since other websites can access social bookmarks, they can use the links therein and eventually, you'll find your pages to have more favorable positions in the search engine results.

Even established search engines are realizing the growing significance of social bookmarking websites. Yahoo, for example, has launched such a service despite their reputation as a search engine company. [MyWeb](#) is a Yahoo subsidiary that will allow its users to bookmark websites through its web server.

Here is a list of the top social bookmarking sites you can choose to use:

[www.del.icio.us](http://www.del.icio.us)  
[www.del.iriio.us](http://www.del.iriio.us)  
[www.blogmarks.net](http://www.blogmarks.net)  
[www.bookmarks.blauerbote.com](http://www.bookmarks.blauerbote.com)  
[www.feedmarker.com](http://www.feedmarker.com)  
[www.frassle.rura.org](http://www.frassle.rura.org)  
[www.linkroll.com](http://www.linkroll.com)  
[www.loom.delymyth.net](http://www.loom.delymyth.net)  
[www.myprogs.net](http://www.myprogs.net)  
[www.newnooze.com](http://www.newnooze.com)  
[www.openbm.de](http://www.openbm.de)  
[www.reader2.com](http://www.reader2.com)  
[www.reddit.com](http://www.reddit.com)  
[www.scuttle.org](http://www.scuttle.org)  
[www.unalog.com](http://www.unalog.com)



[www.aworldofhelp.com](http://www.aworldofhelp.com)  
[www.beanrocket.com](http://www.beanrocket.com)  
[www.blinklist.com](http://www.blinklist.com)  
[www.citeulike.org](http://www.citeulike.org)  
[www.commontimes.org](http://www.commontimes.org)  
[www.connectedy.com](http://www.connectedy.com)  
[www.connotea.org](http://www.connotea.org)  
[www.dinnerbuzz.com](http://www.dinnerbuzz.com)  
[www.erational.org/software/wiklink](http://www.erational.org/software/wiklink)  
[www.feedmelinks.com](http://www.feedmelinks.com)  
[www.flipskipper.com](http://www.flipskipper.com)  
[www.furl.net](http://www.furl.net)  
[www.givealink.org](http://www.givealink.org)  
[www.indiagram.com](http://www.indiagram.com)  
[www.jots.com](http://www.jots.com)  
[www.leze.de](http://www.leze.de)  
[www.librarything.com](http://www.librarything.com)  
[www.linkblog.com.br](http://www.linkblog.com.br)  
[www.linkfilter.net](http://www.linkfilter.net)  
[www.lookmarks.com](http://www.lookmarks.com)  
[www.memestreams.net/topics](http://www.memestreams.net/topics)  
[www.netvouz.com](http://www.netvouz.com)  
[www.networkmenus.co.uk](http://www.networkmenus.co.uk)  
[www.oyax.com](http://www.oyax.com)  
[www.rawsugar.com](http://www.rawsugar.com)  
[www.shadows.com](http://www.shadows.com)  
[www.simpy.com](http://www.simpy.com)  
[www.sitetagger.com](http://www.sitetagger.com)  
[www.spurl.net](http://www.spurl.net)  
[www.stumbleupon.com](http://www.stumbleupon.com)  
[www.syn2it.com](http://www.syn2it.com)  
[www.taghop.com](http://www.taghop.com)  
[www.textnotes.de](http://www.textnotes.de)  
[www.thethingsiwant.com](http://www.thethingsiwant.com)  
[www.urlex.info](http://www.urlex.info)  
[www.wazina.com](http://www.wazina.com)  
[www.web-feeds.com](http://www.web-feeds.com)  
[www.wists.com](http://www.wists.com)  
[www.wurldbook.com](http://www.wurldbook.com)  
[www.yoono.com](http://www.yoono.com)

These are just some of the social bookmarking websites that are popular these days. A lot of them have a page rank of 3. And a number of them have a page rank of 7 and 8. This means that your URL being on their pages will already work a lot of wonders for your own page rank.

The number of social bookmarking websites is sure to increase in the coming months. This is testament to how potent and exciting this strategy is, not only from a marketing perspective, but also from a general utilitarian perspective as well.

And much like the tag and ping method that only a few marketers are using these days, social bookmarking is a tactic that has yet to be fully exploited.

Now is the best time to use this method, well ahead of your competition.



The latest bands advertise on this social networking website.

The latest movies promote their trailers on this social networking website.

The latest “Generation Y” products create profile pages on this social networking website.

All of these are testament to how much this website can ensure guaranteed visitors.

What is this website? Heck! What is a social networking website in the first place? Alas! These are the things we will be discussing in this chapter.

Social networking websites, minus the fluff and euphemisms, can actually be described by referring to them via their old tag: dating sites. You know... those websites that allow you to create profiles where you can post your pictures, write something about yourself, and hope that a member of the opposite sex will get interested and decide to hook up with you.

There have been many dating websites since the dawn of the Internet. Remember [www.singles.com](http://www.singles.com) ? How about [www.americansingles.com](http://www.americansingles.com) ?

The new millennium heralded the advent of a new breed of dating websites. These networks dropped their conventional label, which has also become their restrictive stigma. Nowadays, dating websites aren’t just for finding

dates. They can be venues for finding friends – old and new alike. They can also be venues for expanding your network – social or business.

Hence their new name: social networking websites.

Now... a couple of months ago, the online world was rocked by reports that [MySpace](#), a social networking website that can even be called an online dating community, has started to garner 2 ½ times the traffic that Google generates.

Yes... THAT Google, the number one search engine in the world!

The news report was published on reputable websites such as ABC News, CNN and Technology Today, so there should be a lot of veracity to such a claim.

Here is the pertinent portion of that report from the Associated Press (AP)...

#### **MySpace Rises As New Online Star**

*The Internet has a rising star whose name isn't Google. Just over 2 years old, MySpace now has 2 1/2 times the traffic of Google Inc., and it quickly eclipsed Friendster as the top social-networking site where users build larger and larger circles of friends.*

*Credit luck and acumen: MySpace learned from predecessors and figured out the right tools to package. And when its founders noticed heavy usage among musicians and fans, MySpace embraced that community with custom features.*

This, of course, roused up the interests of veteran online marketers all over the world.

A website that garners more than twice the traffic Google gets... that's a jackpot of a traffic source waiting to be exploited!

It is for this reason that MySpace has become the focus of many marketing campaigns in recent months. Many online businessmen have seen it as a

potential goldmine. And sure enough, for those who tried to “mine” MySpace, they were able to reap a lot of benefits.

However, before you start entertaining grand dreams of getting a share of MySpace’s marvelous traffic, please bear in mind the following things:

- MySpace has a dedicated demographic. If you’re marketing a product or a service that does not cater to this demographic, chances are, your campaign will fail. Do remember that MySpace caters to an audience in the range of 14 to 25 years old. Of course, there are older members, but they are fewer in number than the primary market. Hence, products and services designed for this age group should be established. Music, video games, fashion, movies, TV shows, gadgets, and the like are sure blockbusters for the MySpace audience.
- Considering the above stated fact, marketing in MySpace will require a thorough knowledge of the culture and lifestyle of the members of such a demographic. You need to speak their language. You need to learn the pop-culture references they can relate to. You need to know the best way to approach them. This will ensure that you will be able to reach your target market without a hitch.
- MySpace, as we will be discussing later on, is not just a source of traffic. It can become a profitable niche on its own.
- MySpace has recently implemented anti-spam guidelines. The strategy we will be discussing shortly should be formulated in such a way that will avoid these built-in spam filters as much as possible. Violations can lead to the suspension of your account.
- Marketing in MySpace isn’t as easy as creating your own account. There are a lot of things that have to be done. If you’re not down with that, then this channel may not be the right one for you.

If you’re selling a product or a service that is tailor-made for the demographic we have mentioned above, then you **HAVE TO** use MySpace to your advantage. The traffic you can gain from this place will be immense. It’s too lucrative an opportunity to miss.

How exactly can you use MySpace to your advantage?

Here are some concrete steps you can take:

1. Create an account. Creating an account with MySpace is easy and intuitive. You will not run into any problems when it comes to this step.
2. Choose a hip profile name. Since you'll be catering to a young audience, do choose a profile name that they will find cool. One of your primary objectives is to garner as many friends as you can. Hence, it is important to make your profile page as attractive to them as much as possible.
3. Pimp your profile page. MySpace accords you the liberty of using HTML codes to beautify your profile page. You can even integrate streaming audio and video that will enhance the effects of it. Just choose the components that are appropriate for what you are promoting and components that are interesting and exciting for your audience. Do read [My Early Days On The Net](#) and treat yourself to some healthy servings of HTML tutorials.
4. Invite friends – lots of them. The success of this strategy depends on how many friends you're able to garner. To win friends, you have to invite them. Generally speaking, MySpace members are quite receptive to invitations. They often approve such without hesitation. Veteran Internet marketers will tell you that it's easy to invite 1,000 friends per day. If you feel that this is too daunting a task, you can try outsourcing the job. Consult the [Outsourcing Survival Kit](#) for thorough help on this matter. You can also try the following solutions:
  - MySpace automatic friend inviters. These programs are actually bots that run on autopilot. Just set them up and they will immediately send invites to as many people as they can find.
  - MySpace train submitters. There are already existing MySpace trains, a list of people who are openly accepting friend invites.

Having your name on several of these trains will ensure thousands of new friends within a short period of time.

As an alternative, you can always try services that offer to invite friends for your account by hand. Some of these services charge as low as \$20 per 1,000 friends. Another alternative is to purchase existing accounts that already have 20,000, 30,000 and even 50,000 friends under their name. Since MySpace allows customization of account settings and profile details, you can instantly adjust the profile page to suit your business.

5. Try to aim for at least 15,000 friends.
6. Now, you may have noticed the “bulletin” feature in your account. This will allow you to post bulletin messages that will be seen by all your friends. So, all you have to do is invite them to check out your main website. Just one send and they’ll all receive what you want them to receive.
7. Additionally, you can also mass-send private messages to your friends. There are some message senders that will help you out with this, all of which are dedicated to MySpace.
8. Of course, the tactics above are limited to the people in your network. You will want to target people who are outside your network as well. On your main website, you can add a “share this link with your friends” feature that will allow your visitors to automatically send an email to all of their listed friends, telling them about your link. Additionally, there are some scripts that you can use that will allow your users to send your link to all their MySpace friends. This will most definitely increase the number of your MySpace friends for later harvesting.

Following these steps are sure to drive thousands of hits for your website on a daily basis. But you have to do them regularly. Your quest to gain more friends should be unrelenting. Remember, MySpace has 80 million members and growing! You’ll want to secure a good portion of that number for your needs.

Also, you must regularly post bulletin messages or send private messages. Make them meaningful. Obvious marketing messages may just be dismissed as spam. To avoid this, try to impart something significant for your recipients. Try to share with them something that will interest them or help them out in some way.

As we've mentioned earlier, MySpace should not be treated as a mere traffic source. MySpace can also become a niche of its own.

A lot of MySpace users – yes, from the 80 million plus subscribers of the website – want to have the best profile page possible for a variety of reasons. You can supply them with layouts, readymade codes, videos, audios, tutorials, and the like. This is a very big market, and the need is incessant. A lot of Internet marketers who have decided to cater to this market have said that MySpace members are willing to spend for solutions to their needs.

Consider this as your cue for big, big things!

You can consult with [The Info Product Creation Manual](#) for some tips and tricks on coming up with a product you can sell to MySpace users.

Also, bear in mind that MySpace is just one of several social networking websites you can capitalize on.

There are others which, though they may not possess the 80 million plus members that MySpace can boast, are enjoying rapid growth in terms of popularity and subscriber base nonetheless. Imagine if you can tap into the resources provided by these websites. How many visitors can you generate for your website then?

[Friendster](#) is one such social networking website. It claims to have 8,100 page views per day. Ad placements on its pages amount to as much as \$317 on a daily basis, yet the website is experiencing brisk profit from willing advertisers.

Friendster may not possess as many members as MySpace. It likewise has a more restrictive policy when it comes to the allowable design of profile pages. Also, Friendster does make the task of finding friends and inviting them to your network a little more difficult.



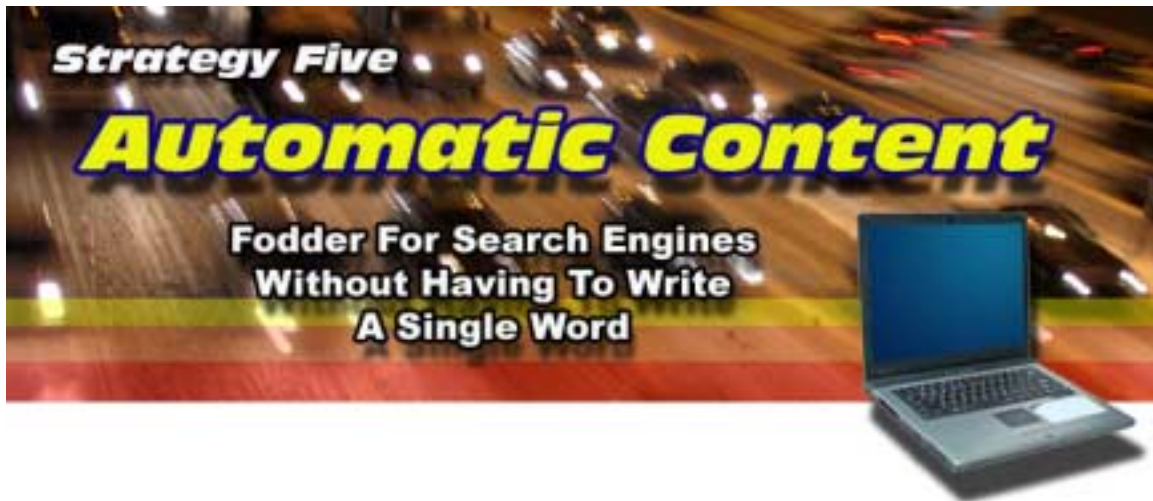
But this social networking website can offer more benefits than MySpace. Let's take a look at them:

- Friendster blogs actually figure better in search engine results, compared to MySpace blogs. This is because Friendster blogs are hosted on a different server.
- community bulletins appear on the pages of your friends. No need to ask them to sign up to a group.
- Friendster does possess a more intuitive control panel. It's easier to navigate its channels compared to other social networking websites.
- only a few marketers, if there are any at all aside from me, are using Friendster as a moneymaking venue. There will be little competition as this is an untapped source for profits.

[Multiply](#) is yet another social networking website that demands some attention. It has a substantially huge subscriber base as well. And its features are designed with the online marketer in mind. In fact, your friends over at Multiply will be referred to as your "business contacts."

Social networking websites are all the rave these days. A lot of people actually log online just to check out their MySpace, Friendster or Multiply accounts.

If you're able to harness the potential of these websites, you'll have an avalanche of traffic coming your way!



We have already discussed quite a number of exciting new strategies which will help you generate the traffic your website needs for the success of your online endeavor. Throughout the previous chapters, it will be easy to dismiss the value of content.

That will be fatal.

Content remains the king of the Internet.

The World Wide Web is fueled by information. Users seek information. Web publishers provide information. Users find the pages put out by publishers who offer the information they need. Such is the way things operate. This is why the Internet has always been called the information superhighway.

And information is contained in the content you display on your website.

If your content is junk, your visitors will just leave as quickly as they arrive.

You have to provide them with good quality, highly informative content. This means content that is well-written and highly educational. That the content is interesting will only serve your business better.

Furthermore, you need original and unique content. There are many reasons for this:

- Search engines love unique content. Some SEO experts believe that search engines penalize duplicate content so it will really help your search engine positioning campaigns if you'd offer nothing but original content for your visitors.
- Unique content will give Internet users a reason to visit your website. Since they won't be able to find such information elsewhere, you'll have better chances of winning their attention and their visit.
- Having your own unique content will save you from the perils of legal actions against your business. Plagiarism is taken seriously by most web publishers, after all.

Not only are you required to publish original, unique content, but if you want to make a big splash in the battle for search engine position, you will have to regularly update your website with fresh content as well.

This can be tricky.

First, because writing isn't for everyone. Even the most experienced print publication writers have a hard time adjusting to the requirements of online writing. Furthermore, writing requires a lot of research and research requires a lot of time. Not everybody can afford this time.

Second, because even if you hire a freelancer to do the writing for you, you have to invest a substantial amount of money over time. The freelancer will have to supply you with good content regularly and this means a running meter for your bills. Additionally, finding a good content writer is not that easy. It's a trial and error process, and more often than not, you'll encounter a lot of failures before you find the right writer for your needs.

Third, because writing is just half of the process of updating your website. You also have to encode the new content you have prepared. Depending on the program you're using as well as your knowledge of programming languages, this may be easy or this may be hard.

Most webmasters do manage to generate a lot of traffic, owing to their websites' great positions in SERPs. Sadly, because they fail to regularly update their websites with fresh content, their positions eventually fall, and the traffic they manage to generate decreases by a substantial margin.

Given the difficulties associated with preparing and uploading fresh content, updating one's website is a chore that not many webmasters look forward to.

There should be an easier way, right?

In this chapter, we're going to discuss some tactics that will allow you to generate content automatically. Yes, you won't have to write your own content. Yes, you won't have to upload your own content – well, at least not most of the time. Yes, you won't have to pay anyone to write content for you.

These are systems you can implement in your online business model to ensure a regular supply of fresh content. You can leave these systems be and they will continue to garner the content that you need as fodder for the search engine spiders.

Let's take a look at these methods:

## Method 1: Create Your Own Forum

A forum is an online community where your visitors can sign up. Once they have created their account, they are given an online persona that they can use to interact with other members. They can start discussions by creating their own threads. They can react to existing discussions by posting in existing threads. They can converse with each other in private using a built-in instant messaging system.

The best forum script to install on your website is, without a doubt, pHpBB. Naturally, you'd need a web hosting service that allows pHp scripting. [TurboWWW.com](http://TurboWWW.com) hosting is one such web hosting service with excellent customer support.

You can download the pHPBB script from the link below:

<http://www.phpbb.com/downloads.php>

Once your forum is up and running, you need to give it a push. Your visitors will hesitate to share their thoughts in the forum if it appears to be dead. You need to give them the appearance of a lively and dynamic forum. There are some services offering to give your forum an initial boost. These services are many and can easily be procured. For as low as \$35, you can assure yourself some 100 posts and 10 topics from people who will sign up and appear as legitimate members.

An active forum will provide fresh content for your website. Best of all, this content will be uploaded automatically, with minimal supervision and intervention on your part.

Furthermore, a forum will give your visitors a good reason to come back to your website.

## Method 2: Allowing Visitors To Post Comments

The usual practice is to upload content in the form of informative articles. These articles, however, are often static. Once posted, they can never be changed unless you fiddle with the source code itself, which is quite a laborious task.

So the challenge is: how can you make your articles dynamic enough to allow the addition of fresh content?

Additionally: how can you ensure that fresh content will be supplied by visitors instead of yourself?

Try to study some of the most popular websites today. I'm talking about [www.amazon.com](http://www.amazon.com), [www.tv.com](http://www.tv.com) and [www.gamespot.com](http://www.gamespot.com).

Have you checked them out?

One thing that's common in the aforementioned websites is that they allow their visitors to leave comments on the informative pieces that are published. This way, fresh content is guaranteed, as visitors who wish to express their agreement or disagreement with the articles are given the chance to share their views.

For the readers, it's an interactive avenue that they will surely appreciate.

For the webmasters, it's a way of gaining fresh content with minimal effort on their part.

For the search engine spiders, it's fresh fodder for their indexing tasks.

Everybody wins!

Incorporating a comment system for your website is quite easy. You just need the right tools for the job.

The [Turbo Feedback Manager](#) and the [Turbo Form Generator](#) are two such tools. These scripts will ensure that you'll have a comment system up and running in just three steps. In fact, they are designed with simplicity and convenience in mind. You can have your own comment system implemented in a matter of minutes.

Check them out and automatically gather the fresh content you need today!

## Method 3: Sponsor Contests

Some of your visitors need to be motivated to share their thoughts in writing.

For this purpose, you can opt to sponsor contests to encourage them to provide content for your website. Offer a prize for the best-written piece, for example. Or offer a reward for the visitor who leaves the most number of comments/replies.

There are a lot of things you can implement to give them that extra push.

Your choice of prizes is likewise diverse. You can offer a cash reward, of course. But usually, Internet marketers offer valuable information products capable of digital delivery.

There are many valuable goodies you can offer your visitors, of course. PLR products which come with their master resale rights will give you a fertile pool of possible prizes you can give in exchange for the best submissions.

For a thorough discussion on the different kinds of rights attached to digital products and how to profit from them, do refer to the [All Rights Explained Ebook](#) or the [All Rights Explained Video Tutorials](#).

You can also check out my good friend Ewen Chia's work, [Ewen Chia's Resale Rights Marketing](#).

Want to gain access to the World Wide Web's biggest repositories of PLR products that you can use for this purpose? Check out the resource below...

- [Best Seller Ebook](#). You want more products to choose from? How about close to 800 listed products, each with their own master resale rights? Never will you be able to encounter an offer as grand as this. You can include a product from this bundle in your package per day, and you'll never run out of new items for more than 2 years! That is how encompassing the Best Seller Ebook is!
- Or, you could join the acclaimed [TurboMembership.com](#), and take advantage of new products that you can sell for a profit, each and every month. That's right. The TurboMembership.com is a virtual factory of information and digital products that rewards its members with exclusive and profitable access to never-before-published goods that are sure to be highly valuable.

You can even automate the delivery of your prizes via the [Turbo Bonus Manager](#), a one-of-a-kind script that you can preload with digital items, ready to distribute the download links of the rewards you have lined up.

## Method 4: Allow Your Visitors To Ask Questions

Normally, you'd want your content to be as clear as possible. But sometimes, you can't help but have inquisitive visitors who will formulate a lot of questions in their minds.

You can use this to your advantage.

You can encourage them to leave their questions, much like how they leave their comments.

Should you take time to answer these questions?

That would be ideal. But even if you don't, other readers will definitely have the initiative to answer them for you. The Internet is one big venue for vanity publishing, after all. People need a channel where they can show off what they know and a questions page will most definitely serve such a purpose.

To do this, you need a script similar to the [Turbo Feedback Manager](#) and the [Turbo Form Generator](#) . Or you can add a script with readymade answers that will save you the time it usually takes to respond to the queries. A fine example of such a script is the [Turbo Troubleshooter Generator](#).

## Method 5: Reader Reviews

This tactic is a little more complicated and may not be for everyone.

It is best suited for niches that allow reviews for certain products or services.

Basically, this tactic capitalizes on the innate goodness in people. People generally want to help each other out. By providing reviews of certain offerings in the market, people will be able to tell others about their experiences and views regarding certain things.



This works on two levels. First, people are given a venue where they can express their thoughts. Second, people are given a channel where they can extend aid to others.

The best websites today are employing this method.

Just take a look at [www.amazon.com](http://www.amazon.com) or the aforementioned [www.tv.com](http://www.tv.com) . The latter is a more interesting study. Barely over a year old, it has suddenly become one of the most visited websites on the World Wide Web. Its content pages have drastically increased – and continue to increase – thanks to reader reviews submitted by its visitors.

Another variation of this method can be found in the ever so popular [www.wikipedia.com](http://www.wikipedia.com) . Wikipedia is an online encyclopedia where users can actually provide input to any entry that is in existence. If such an entry does not exist, they are encouraged to make a page for it.

With over 3 million entries to date, we can safely say that the Wikipedia model works flawlessly.

What we have discussed in this chapter are ways by which you can encourage your visitors to supply your website with the fresh content that you need on a regular basis.

I have always been a disciple of automation.

With the methods I have shared, you can easily implement them in the automated online business system you should aim for.

Want to know how a fully automated online business should work? Want to know how to guarantee the success of such a system? Then do check out the [Turbo Money Machine](#) and see for yourself the system that made some big waves when it was first released. This system contains drafts, as well as an 83-page manual, which will guide you in creating a profit-pulling machine on the World Wide Web that will continue to earn even when you're offline.

Do yourself a big favor and try it out today.



We all know how powerful viral marketing can be.

An exponential spread of your business message over a large audience at a very rapid pace is a prospect that is not easily dismissed. It is a prospect that everyone dreams about; hence the many attempts to replicate the viral effect through the years.

In online marketing, the common carriers for the viral message are digital products. They may be in form of information products such as eBooks and special reports, or solutions such as scripts, software programs, screensavers, wallpaper, and the like.

The [Viral Marketing Tutorial](#) and [Jimmy D. Brown's Viral Marketing Brainstorm](#) are two of the leading resources on this powerful type of online marketing strategy. You're sure to discover some essential tactics in the pages of these eBooks that will help you come up with successful campaigns.

But let's face it.

How many eBooks have been distributed with their pages populated by links to the online businessman's website?

How many special reports have been given away with their distribution rights to encourage the recipients to spread them to their respective networks?

How many screensavers and wallpaper are being offered for free download, but the typeset of the links is bigger than the images being conveyed?

Don't get me wrong.

Viral marketing does work if it is implemented correctly. I know this for a fact. Every campaign I undertake, I back it up with sound viral marketing tactics.

But I will have to admit that viral marketing isn't as powerful as it was before.

Well... the conventional viral marketing strategies, to be exact.

You see, in recent months, due to the advent of new Internet technology, viral marketing has evolved into something bigger, something better, and something more powerful.

The same principles apply. Viral marketing still consists of the following elements:

1. A business message you wish to send;
2. A carrier by which the business message can be distributed;
3. Desirability of the carrier to allow self-propagation of it with minimal input from the Internet marketer; and
4. Making use of existing networks as the conduits for the initial distribution of the viral product carrying the business message.

Nowadays, with the evolving tastes of Internet users as well as the evolving nature of the World Wide Web, viral marketing has taken on an exciting turn. Ebooks and special reports, software programs, and the like still work. But a new breed of viral marketing has emerged, one that is more powerful than its predecessors.

I'm talking about videos.

Familiar with the [dancing baby](#)?

The spread of its popularity can be attributed to the viral effect at play. An Internet surfer came across what was then a humorous, unorthodox, and amazing animated gif.

He mentioned it to his online friends, who found the said animated gif quite entertaining as well. These online friends mentioned it to their own online friends, and soon enough, every Internet user in the whole wide world was familiar with the dancing baby.

Nowadays, technology has allowed Internet users to publish and access online videos. Instead of a dancing baby, we get an inspirational video about life and the value of time, for example. Or we get a funny video from a home movie or from some inadvertent happenings in a TV show somewhere in the world.

These are the videos that spread quickly. They are viral in nature.

When used as a viral marketing tool, these videos will be able to carry a business message at such a rapid pace that other mediums will be put to shame.

Just imagine... what if that dancing baby animated gif carried a message that promoted your website? You'd be receiving thousands, if not millions, of visitors, to this very day, six years after the dancing baby animated gif was first developed.

Go to [www.youtube.com](http://www.youtube.com) . Check out the hits that the popular videos there have received. They number by the thousands, if not the millions.

Digital video repositories like [www.youtube.com](http://www.youtube.com) and [www.video.google.com](http://www.video.google.com) have become excellent viral marketing channels, owing to the viral nature of these avenues themselves.

The aforementioned websites allow users to link to the uploaded videos. Hence, a video you will submit can be seen in a wide variety of channels

other than where you have uploaded them. I'm talking about blogs, MySpace and Friendster profiles, websites, and the like. It's tantamount to having a battalion of people promoting your viral message.

One great example of the potency of this kind of viral marketing is [www.askaninja.com](http://www.askaninja.com) . In such a short time, the website has attained a cult status of sorts. It has even received the attention of the news media.

The website [www.askaninja.com](http://www.askaninja.com) traces its success to [www.youtube.com](http://www.youtube.com) , where the webmaster uploads weekly episodes of the famous ninja – the mascot of the website – answering a lot of mundane questions in a humorous and witty manner.

Yes, the videos are rather sophomoric, but they are without a doubt, entertaining because of their non-serious approach to answering equally non-serious questions.

And the result? Amazing traffic for the mother website which amounts to 5 digits per day, without letup!

Creating your own viral video is made easy in this day and age. Do refer to the [Online Video Marketing Manual](#) for some tricks and tips you can use to come up with your own video, without spending a fortune. With the techniques that this guide will show, all you need is a Camtasia or CamStudio program and you're all set to go.

Just make sure that your URL will be prominently displayed in the videos you share. Study the existing viral videos today to determine the proper placement for your URL on the screen. The best placement, in my opinion, is on the lower right side of the screen, since this is the area that is most immune to ad blindness when it comes to videos.

Be guided by the following points when preparing your viral video:

- Always remember what your target market wants. A viral effect is dependent on the desires of your audience. If you manage to find what makes them tick, then you'll have a viral marketing campaign that will surely click.

- There are many types of videos that you can create. So far, the videos that have had the most potent viral effects are those that are humorous, frightening, inspirational, or informative.
- The main purpose is to lead users to your website. However, the viral video should be complete in itself, enough to satisfy your audience yet leave them wanting for more. This balance should be attained. Otherwise, if the viral video is deemed lacking, its marketing purpose will be made obvious and people might just get turned off.

Videos are the new face of viral marketing.

There is no denying this fact.

A lot of Internet marketers have even gone to the extent of proclaiming 2006 as the year of videos. This is how important the medium is seen for this new generation of Internet users, given the fast connections finding their way to many households. 20MB, 50MB, 100MB file sizes are nothing these days, especially with video streaming technology capable of compressing data and transmitting them at amazing speeds.

If your viral video clicks, then rest assured that a fantastic amount of traffic will come your way.



Traffic is the lifeblood of your online business.

Seriously, how many times have you heard this line before? It has ascended to the level of a cliché... things that you hear ever so often that you tend to dismiss its real worth.

But it is one of the most valuable statements in Internet marketing.

Without traffic, the digital products you're trying to sell will just rot on your hard drive, bound to collect digital dust.

Without traffic, your PPC campaign will most certainly fail. Who will click on those ads if no one loads up your pages?

Without traffic, your affiliate links will never be able to generate the sales and the resultant commissions you'd expect from them. They'll just stay there on your website and no one will be able to see them.

In the [Turbo Money Machine](#), I have likened traffic to the fuel of a car.

A car will never run without fuel.

An online business will never realize its potential without traffic.

The system of gaining profit from the World Wide Web begins with traffic. How to generate visitors for your website should always be one of the primary concerns of every online businessman. This is a matter that should not be left to chance. As we can see from the discussions in this volume, as well as the discussions in the previous edition of this guide, traffic generation is not about luck.

Traffic generation is a science – and a pretty straightforward one at that.

What we have discussed in this second volume of *Web Traffic Explained* are the most recent traffic generation strategies today. These are hot ones, folks... fresh from the oven, in a manner of speaking.

But should this mean that the old tactics of traffic generation should be abandoned?

No.

Rather, these new tactics should be implemented side-by-side with the old methods.

The old methods are focused on search engine traffic. Search engines, after all, will be responsible for 80% of the traffic that can be driven to your web pages.

Such is a very big percentage... and it shouldn't be taken for granted.

Dominating the search engines game has been thoroughly discussed in the first volume of this work. Aside from search engines, [Web Traffic Explained](#) also discussed the importance of establishing a follow-up system through the maintenance of several mailing lists.

Mailing lists will ensure that no visitor will be lost. Their contact details will be captured and you can always send them a message to ensure for your website some repeat traffic.

The heart of a responsive mailing list is a good autoresponder service and the only one I can recommend is the best one that I know of...

[TurboResponders.com](http://TurboResponders.com) .



You can also refer to [David Vallieres' Advanced Email Marketing System](#) for some fresh insights on how to maintain your follow-up system.

The earlier incarnations of viral marketing should likewise be implemented. Ebooks, special reports, software programs, and the like are still effective vehicles for your business message. They are still excellent ambassadors for your links.

These tactics are the pillars of the old world of Internet marketing. They are timeless. They are classic.

What we have discussed in this volume are the new techniques... the new kids on the block, if you would.

These are the tactics that will be tomorrow's headlines.

Though you don't get to read a lot about Internet marketers raving about them today, you're sure to hear more about these strategies in the coming months... and for good reasons at that!

These are tactics that can only be described as cutting-edge.

They are revolutionary.

They are progressive.

And they are highly effective.

Coupled with the tactics entombed in the first volume, you'll have an armory of amazing tools that will guarantee an avalanche of traffic for your website!

But weapons are useless without courage. Tools are useless without effort.

You now have the knowledge on how to generate a gargantuan amount of traffic for your website.

What remains to be done, of course, is to practice what you have learned here as well as what you have learned from the previous volume.

Remember, knowledge read will remain theories until they are implemented.

Knowledge plus practice, on the other hand... well, that's one of my seven personal secrets to online success.

But that remains a story for another day.

John Delavera & Joel Comm & Eric Holmlund

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