

# The Traffic Advantage Traffic Guide



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## **Welcome to the Traffic Advantage Traffic Guide!**

I'm Al McGourlay, owner of Traffic Advantage Safelist and Grow Your Own Assets.com. This short, free guide has been put together to help cut through all the hype and jargon you may have across on the internet as you struggle to get your Internet Marketing career up and running.

I have tried to keep the fluff to a minimum and remove the “mystery” you may have read about with regard to traffic generation. Amongst the things I detest are those hyped up 25 page “Secrets Revealed” ebooks that just do not deliver after you make your purchase and detach yourself from your hard earned cash.

What you get for no cost in this book is a series of tips based on my own personal experience on the internet and techniques that don't cost a red cent.

Yes, they take time and effort, but if you can't commit yourself to yourself and your online business (that's what it is you know, a bona fide business) at the outset then you will very surely never progress further than that stage. Take the time, while you are reading to think about how much time you will allocate Every Day to generating traffic to your chosen website.

Write it down and most importantly..Stick With It!

At the end of this guide I have placed a resource box with recommended resources and links. You don't need to click on them but if you're serious about getting traffic to your site you really should ;)

After the resource box is a series of traffic tips on social marketing sites for your perusal, again, you don't have to follow them but... it's best you do ;)

Hope you get something from this free guide :)

Regards, Al

Important Note: I have not gone into the world of pay per click, adsense and leads marketing. This is for people on a low budget!

## **So Why Do You Need Traffic?**

Not such a daft question as you might think. Most people answer straight away with “customers” or “sales”. Both of which are perfectly true, but, the more traffic you get the more your site climbs the rankings in the likes of Google, Alexa and Yahoo. The higher the ranking the more likely your site will be seen by browsers who type in keywords matching those on your website.

The more people who see it and click, the more who may bookmark or send to friends etc etc. You see what I mean? Traffic actually has a habit of building more traffic and so on.

What actually happens when your visitors get there is a matter for another day, right now we just want the traffic!

## **Traffic Exchanges**

By far, the easiest way to get initial traffic is via Traffic Exchanges! Some people hate them with a vengeance, I love them to bits!

A traffic exchange is where you surf other sites in order to earn credits that get your site viewed by others on the exchange. For instance, I sign up to an exchange, validate my account, submit my url and then surf within the exchange. The more sites I view, the more times my site is viewed by others. It can be time consuming but you can do it whilst doing other things.

Personally, I find there is always a time of day when I am too tired to concentrate on tasks like site building, article writing etc and just want to surf and see what others are saying in their sales copy etc.

A good idea here is to open a notepad doc, call it a swipe file, and type in any headers or phrases you find particularly effective. You never know when they'll come in handy and you can justify your surf time further by calling it research, which of course it is!

## Tips for Traffic Exchanges

Most Traffic exchanges only allow you to post a single url once which can be a bind but there are ways to “fool” them.

If you have your own domain and C-Panel you can set up several “redirect” pages to the same url which will be accepted because it's the redirect url that is submitted to them, the final destination is irrelevant.

If you don't have a domain etc, then use the many link cloakers like TinyUrl and the link cloakers you get from the safelists and text ad exchanges you join.

Details of the recommended ones are in the resource box at the end ;)

## Safelists

You can grab my free Safelist Guide at [Traffic Advantage](#) if you haven't already got it!

Safelists can get you one whole load of traffic!

I won't go into what a Safelist is here, all the info is in the above guide but suffice to say, people clamour to click the links in your mailings to get credits in order to send mailings themselves.

That means they visit your site and the traffic gets logged on the search engines and increases your “reach” to use a term from Alexa.com. This refers to the range and regions your traffic comes from. Don't ask me any more than that lmao!

I use a lot of safelists to get traffic but generally set up, where possible, an auto-campaign where my mails get sent automatically once per day provided I have enough credits.

## **Text Ad Exchanges**

These are similar to safelists with the exception of receiving mails to your inbox.

A text ad exchange gives you the opportunity to promote your site by posting text ads depending upon the level of your membership. Most of them also give you the opportunity to earn lucrative Solo Ads in return for the credits you've earned by clicking on the text ads posted by others.

Solo Ads are very valuable as they offer high credits to the people who click them as they are sent to the contact email address of the member.

Generally speaking, you should only receive about five solos per day to your email acct so not too invasive!

## **Blogs**

Blogs are fab!!!! Blogs are part of what is called Web 2.0. That just means the web went from static webpages to interactive and social marketing through the likes of blogs.

Much has been made of the impact the likes of MySpace and FaceBook can have on the success of individuals when marketing.

The main reason blogs have been so successful in this way is the customer interaction and social relationship that can be built up.

With most commercial set ups, the only way you can vent your anger etc is through a Help Desk which can be incredibly frustrating. With a blog at your disposal you are saying to people I love this product so much and trust it so much I am prepared to put my neck on the line by allowing you to make free comment here, live, for others to see. A slight digression, but an important one.

People love blogs and you can swap links etc to generate traffic to the blog which should then result in the links in your posts or blogroll links being clicked.

More traffic!

Make posts reviewing your Affiliate products such as MLM or Clickbank, put the relevant tags in the posts and they should show up in the search engines.

There are many free blogs out there like Blogger, Bravenet, Blogspot etc but by far the best is Wordpress. Google loves Wordpress! So, if you happen to have your own domain and webhost then be sure to install a Wordpress blog from your C-Panel and keep it up to date!

## **Forums**

The majority of people underestimate the traffic that can be got from forums.

Curiosity is a wonderful thing you know! Forums are about interaction between a group of people with similar views/interests/tastes.

If you are clever, you will find a forum that meets your needs, identify posts that are similar to the product you are selling, make a very relevant and perhaps complimentary reply.

When the original poster and subsequent viewers/posters visit, natural curiosity makes them click your signature and bingo, you got traffic!

Once you have made a few complimentary posts and gained some level of respect and maybe even friendship and trust.....you then start to plug your various products via realistic and honest reviews. Again, more traffic because all those who have got replies from you will come over and reply to you and others will also view as the thread is long and active.

Over simplified perhaps, but the gist is there?

## Article Writing

Writing articles and submitting to your blogs, forums and maybe even submitting to article submission sites is another excellent way to drive traffic to your website provided they are well written and the grammar and spelling are at an acceptable level.

There are ways around this of course. Do you know someone who would edit for you in exchange for links from all your sites for example?

You see, if you write an article that is full of typos and grammatical/spelling mistakes your reputation will go down the plug hole in milliseconds. If your first language is not English or American (there is a big difference in the written word hence the distinction) you really should think about having your articles checked and edited first.

Personally, if someone came to me and offered several links from rated sites ie Google PR 4 or more and Alexa less than 100,000 I would be delighted to edit an article of say 750 words. That's a good deal!

Keep your articles to about 500-750 words. It's been proved that most people do not read more than 750 words on a single webpage before clicking away unless the article is absolutely riveting!

Please...keep your articles relevant to the product you are plugging ;) ;)

## Search Engine Submission

Your website will be found by the search engines automatically.....  
eventually!

Millions of webpages are uploaded every day and the search engines like Google and Alexa etc etc do their best to trawl the net and list each and every one.

However, if you submit your site regularly, every month is the recommended, your site will most likely be listed more quickly.

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Ensure your site has relevant keywords in place. Identify about 10 keywords and include them in the first ten lines of text of your website. Believe it or not, those guys who tell you to have loads, are wrong! The most important keywords are in your header.

On your website, make sure you have a header like “Your Product Name” at the top and make sure in your HTML editor that the formatting for that text is “header”. Google loves header text!!

Your meta description should be the first 10-15 words below the header.

Search Engine Submission is easy if you have the right tools to do it automatically from your desktop. Hey, what am I saying \*if\* you have the right tools? If you sign up even as a free member at Traffic Advantage you get a nifty search engine submission tool that sits on your desktop and is really easy to use! Type in your web url, email address and click submit and you're done!

Is that not waaay simpler than all those books you paid mega bucks for??

OK I admit it, there's probably a lot more to it than that, but, I've read all the books and that's the recurring theme and to be honest, unless you're using a pay per click advertising scheme like Google AdSense, that's about all you need to know.

Another thing you should do is change the site's content frequently, this helps with the Google ranking. At least at the moment it helps with Google rankings, they change the rules every so often just to keep us all on our toes, but as I said before, they love Wordpress blogs because they are on own domains and therefore the user is updating the content on a regular basis as it's not a “free” site and therefore, more valuable in the search engine sense.

Changing the content can actually be as simple as re-wording paragraphs, adding a new banner, placing a new link etc etc. You don't have to re-do the whole site!

## Viral Traffic

You can get viral traffic easily! Yeah I know what you're thinking... no way!

But you can! Seriously!! This free guide is a perfect example!!

You downloaded this ebook right? You're reading it and hopefully you'll have clicked on links already!

I've packed this guide full of info that will, I hope be of benefit to you and if you find it valuable you may send it to your friends or offer it as an incentive to people to join your list.

You as the distributor, without even changing any links can benefit. If you referred someone to Traffic Advantage and they downloaded this book before signing up...your efforts will not be lost!

The cookies at [Traffic Advantage](#) and the fact this book does not have My links to TA in it means your referrals will remain yours!

If you would like this book branded with your [Traffic Advantage](#) Affiliate link, log into your members accounts and send me an email from there with your affiliate link enclosed and I'll try to have it sent to you within 24 hours. I'll even host the download link on my server so if you don't have a webhost of your own, you can still give it away and get those important referrals!

So why not do a simple guide of your own on a subject relevant to your product site and give it away? If you're not confident in your own writing you can simply use Private Label Rights Articles, put them together in a sensible sequence and put "This Free Report Brought To You By Your Name" along with your relevant links.

Please don't claim to be the author unless you edit at least 50% though, there be others out there with the same idea. ;)

Upload it as a free digital download on Lulu too, that's a great place for free viral ebooks!

## Resource Box!!

**Below you will find links to many resources that are No Cost and I use myself!**

**[Traffic Advantage](#) (Free Pro Upgrade until 750 members)**

**[Grow Your Own Assets](#)**

**[Virtual Metal Detector](#)**

**[TinyUrl](#)**

**[Traffic Advantage Forum](#)**

**[InstaBuilder](#)**

**[Cashspeeder](#)**

**[Zenzuu](#)**

**[Lulu Online Publisher](#)**

You know I talked about blogs and social networking? Here are some tips I came across to get you going!!

## Social Networking Tips

### Go where the people are

Use a social network that is busy. You want to go where other people are going to get the most effect from your efforts.

### Optimize for best results

Do everything you can on your page to make it stand out and be memorable. You want to optimize it to the max so you will get the most benefit.

### Add friends carefully

On most networks you can choose to screen any friends before they are added. You should choose this option and make sure that you are friends with people who represent your values and support your overall message. Take the time to check out each request and just don't approve everyone who asks.

### Add content with care

Make sure that anything you put on your page represents you. Make sure it is professional and will not tarnish your image in any way.

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### **Use multi-media**

Make use of the video and audio features most of these sites give you. Add your own video and audio for a truly unique experience that represents you.

### **Be aware of your audience**

Make sure you understand that you are dealing with the general public. That may include children. You should always take the high road and never put anything questionable on your page.

### **State your purpose**

Make it clear why you are on the site. You need to make sure people know you are there for business and not for finding a relationship. This is important or else you will be bombarded with offers from the opposite sex to chat and get to know each other which can be a he time waster.

### **Follow the rules**

Make sure you know and follow all the rules. These sites can be strict and if you break the rules you can get banned.

### **Keep it updated**

Visit your page often. Everyday would be ideal so that you can keep everything up to date. Plus it shows up that you are visiting the site and so people will know you are an active member.

### **Use photos**

Have your photo on there. It has been shown that pages with photos get more traffic and interest than those without photos.

### **Try social media sharing sites**

Try out sights where you can share your stuff. These sights are like the social networking sites, but they actually let you submit things like photos and writing to them that remain on their network and are shown off to visitors.

### **Customize**

Customize your page to fit you. Add in backgrounds and other fun stuff to show off your

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personality. Remember these sites are for networking and getting to know others. People want to meet a friendly and fun person so be that.

### **Watch for hackers!**

Hackers are common on these sites and you have to be alert. If you get hacked chances are they will spam through your account. This could cause problems for you. If you see you are hacked notify administration and make sure that you let all your friends know you were hacked.

### **Choose a reliable service**

Make sure you choose a site that is trusted and proven. You do not want to go with a site that is questionable in any way.

### **Understand the network**

Know what the atmosphere is like. Understand the type of person who frequents the site and make sure you are a good fit.

### **Take advantage of groups**

Join groups. It is a great way to reach your target market. It is also a great way to build up your friends list.

### **Fill out your profile**

Make sure you completely fill out your profile. You do not want blank space on your page. Plus filling it in gives people information about you and helps them get to know you.

### **Use all the features**

Take advantage of all the features like HTML and special fonts. Use every option they offer. If they have a blog then use it. Make comments, too.

### **Don't sell**

Avoid outright selling. This is usually not allowed and could get you banned. Instead put up your link and tell about what you do. That is allowed.

### **Be professional but friendly**

Always be professional, but also be a friendly person. If people ever get the vibe that you are there to sell they will likely back off.

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### **Go public**

Most of these sites allow you to make your profile private. That will defeat your purpose so you need to make sure your profile is public for everyone to see.

### **Visit others pages**

Travel around the site. Look at other people's pages. Learn about them and seek out friends.

### **Stay active**

Make sure you participate in groups, make comments and post new information often. Do not let people see you are neglecting your page.

### **Add target content**

Make sure that you still think about your target market. Make sure that you stay targeted. You can still pick up search engine rankings through this page so think smart.

### **Link your site**

Do not forget to put up your link. You can easily get caught up in meeting people and fixing up your page that you forget to add in your link.

### **Choose a theme**

Try not to make your page too flashy or cluttered. Go with some theme and make everything coordinate. It will be more pleasant to view and people will be more likely to stop and read what you have to say.

### **Learn how the site works and how to use it**

Make sure you explore the site. Find out all the features. Visit the FAQ page and make sure you understand everything before getting started.

### **Don't be afraid to share**

Be open. Let people really get to know you. Do not be afraid to share, but at the same time know what is proper to share and what is not.

### **Be honest**

Do not lie about yourself or post a false photo. Be honest because people will find out when you are not and that can hurt your reputation.

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OK there you have it, traffic generation revealed and all for free!

I hope you gained some benefit from this short free guide and will sign up to Traffic Advantage to promote your products/websites!!

Be Well and Prosper,

Al McGourlay

[Traffic Advantage](#)

[Grow Your Own Assets](#)

[Als Video Portal](#)