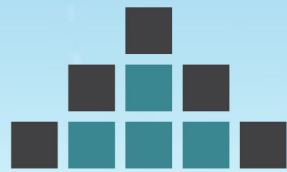


How to Get **10,000** Visitors
a Month from Scratch



DigitalMarketing
FOCUS



How to Get 10,000 Visitors a Month from Scratch

For every new Internet Marketer, getting traffic is the highest priority. A terrible opt in or landing page with lots of targeted traffic will make some sales. On the other hand, an extremely well-designed page, with every conversion technique under the sun, will not work unless people see it.

The strategies I describe in this report are helpful for all different types of online

businesses. They apply whether you're selling physical products, digital products, services or are working as an affiliate.

My advice is to select one traffic method, master this and then start to apply others over time. Do this and I'm confident you'll see the success you seek.



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A Word on Junk Traffic

Wherever you have a group of people suffering from a common problem, you will find predators trying to exploit them. Just as there are quack doctors and fake cures for every serious illness, so there are harmful "quick fixes" in the field of traffic.

There are people out there who want to take advantage of Internet Marketers by selling junk traffic. Junk traffic is traffic that will never convert into sales.

Sometimes it is entirely fake traffic, generated by a machine. Sometimes junk traffic is from real people visiting your site - unwillingly. Either way, you receive no benefit from this traffic and

can even suffer additional hosting expenses to pay for the bandwidth!

Defining Targeted Traffic

There are lots of different ways that junk traffic is generated. It is completely useless, except to serve as an example.

You see, when we speak about web traffic, we tend to think just in terms of visitor numbers. And this creates an understanding that all visitors are equal (from a business point of view). But clearly, in the case of junk traffic, we can see that is not true. There is a huge difference between an interested visitor who may become a customer, and a visitor who has been tricked into visiting your site.



So instead of simply talking about getting traffic, I want to talk about how to get **targeted traffic**. Targeted traffic means people who are hot prospects for your products or services. People who are really interested in what you have to offer.

And since we do not have enough space to cover everything about Internet Marketing in this report, I am not going to tell you what to do with your visitors when they arrive at your site. That can be a subject for another day.

Instead, my focus is how to build targeted traffic to your site fast. I am going to show you how to reach 10,000 a month from a cold start. I am going to show you multiple techniques

which you can use together in order to take advantage of multiple streams of traffic.

Multiple Streams of Traffic

Although it is possible to achieve this goal using a single stream of traffic, that would be building a very shaky foundation for your business. As experience will show you, the one constant in Internet Marketing is change. All too often, the change comes in the form of a horrifying shock, when advertising prices suddenly shoot up or search engine rankings disappear overnight.

Almost any single stream of traffic is likely to experience a downturn at some point or other, whether it is a gentle slump or a sudden



catastrophic disappearance. Building multiple streams of traffic significantly reduces your risk and can make the difference between a lean month and going out of business.

The Question of Paid Traffic vs. Free Traffic

The harsh reality is that **no traffic is truly free.**

You either have to pay with cash to place your advertisement on someone else's real estate or invest your time in developing free traffic streams. Both have a cost.

If you want to grow your traffic fast then paid traffic is really the only viable strategy and I've

laid out some options for you below. If time is on your side, or if you simply do not have the financial resources to invest in traffic, I've also provided a number of free traffic options for you to consider towards the end of this report.

When coming to a decision as to which route you want to take consider two things. Firstly, there is a significant opportunity cost to increasing your traffic at a slower rate. Every month that you spend building your "free" traffic is time that you could be earning money from your traffic. Secondly, if you are smart when building your funnel you'll should be able to recover some if not all of your investment in paid traffic before you have to physically part



with your cash. You can make your traffic generation near cash positive.

Paid Traffic Options

There lots and lots of ways to advertize online. They are not all worth your time and effort. I am going to focus on the main ones here - as you become more experienced you should experiment with other methods.

Here are the methods I will cover:

- 1: Pay Per Click advertising, including Google Adwords
- 2: Solo ads (email advertising)
- 3: Facebook Ads
- 4: Website Sponsorship

5: Affiliate Networks (only applies if you sell your own product or service)

6: Remarketing

Let's look at each one in turn.

Pay Per Click Advertising

Difficulty Rating: ★ ★ ★

PPC is a new model of advertising. OK, it's been around for over 15 years. But this is new compared to the model employed by traditional media, where you have to pay for everyone who sees your ad. For PPC, you only pay when someone clicks on the link.



PPC is great for the advertiser because it reduces risk. But how does the publisher (the person who owns the website) make this profitable?

There are 2 methods. Firstly, the publisher makes competing advertisers bid against each other in order to get top positions. Top positions on a web page get more clicks than the lower positions, so advertisers will bid as much as they can afford to get this number one spot.

This way market forces drive the click price to maximize the profits of the publisher.

The other method is to penalize adverts that under-perform, either blocking them or forcing advertisers to pay more per click. This approach was developed by Google, with their quality score system. This effectively reverses risk of under-performing adverts. Now the advertisers have to worry about making their ads effective if they want them to show at all.

There are 3 major PPC platforms:

- 1) Google Adwords
- 2) Yahoo Search Marketing
- 3) Bing Ads

There are hundreds of other tiny, niche PPC search engines. They may occasionally result in



a sale, but it isn't really worth bothering with them in the beginning.

Google Adwords completely eclipses all other PPC options by a large margin.

Search Marketing: Keywords

Understanding search marketing starts with PPC. PPC ads and search engine results are shown under the same circumstances - as the result of a search by a search engine user.

PPC tools provided for advertisers allow you to effectively target keywords for your adverts. This same information is very useful for search engine optimization.

A "keyword" is a word or phrase that is used by a person who is searching.

A lot of people will use the same words when they are searching for a certain thing, which makes some keywords very popular.

These keywords are very attractive to advertisers. This drives up the prices for PPC.

When the prices are too high for you to compete, you need to get clever and find less obvious keywords, or find ways to convert traffic for the less popular keywords into visitor to your site.



But targeting less competitive keywords can be very beneficial in some unexpected ways.

Less competitive keywords are typically longer phrases, composed of three words or more. They are more specific, more tightly focused on a certain concept. They also tend to indicate a greater commercial interest - they show the searcher is more interested in buying something.

So sometimes it is better to choose a longer search term, even though it has less traffic, as the traffic is more likely to convert to a sale.

Solo Ads

Difficulty Rating: ★ ★

Solo ads are an overlooked method of advertising that can be extremely effective, especially when you are able to combine them with a lead-capture strategy using a free report or another giveaway.

A solo ad is an email that is sent to the subscribers of an ezine. It is the only ad in the email - this is why it's called a solo ad.

There are thousands of potential solo ad vendors. Some are listed in ezine directories, but essentially any marketer, blog or website in your target market that collects email



addresses and is not a direct competitor is a potential venue for your advert.

Prices for solo ads vary from market to market and depend on the size of the subscriber base.

You should contact several publishers and ask for their rates to get a good idea of the average market price. This will allow you to negotiate a good price.

The ad itself should read as close as possible to an article or editorial. I'm sure you've seen ads in magazines that look like an article? These are very effective as they sidestep around the reader's sales resistance and skepticism.

Facebook Ads

Difficulty Rating: ★ ★

Facebook is a huge platform, with a vast audience who frequently use the service. It also collects a huge amount of information about its users, which makes it easy for advertisers to focus on specific segments that are likely to respond to an ad.

Facebook ads are very highly customizable and offer multiple options from the beginning. There is a lot to learn in order to become an expert on Facebook advertising but to start with, you should keep things simple.



Begin with a campaign to send traffic to your opt-in or landing page. As you become more advanced, you can look at using campaigns to increase website conversions, to get likes on your Facebook page, and many other goals besides.

The ad targeting on Facebook is very sophisticated.

You can choose to target your ad based on broad demographics, such as age and location.

You can target people based on their interests and preferences. This can include people who have liked the pages of your competitors!

You can even upload a list of phone numbers or email addresses in order to target specific people!

With all these options, it is best to start very specific, targeting a combination of interests and demographics which describe your ideal customer.

Then, if you are not receiving enough traffic, you can relax the specifications to the point where you are receiving good traffic whilst still getting good conversions.



Website Sponsorship

Difficulty Rating: ★ ★ ★

Website sponsorship describes a situation where you pay a monthly fee to the owner of a site in exchange for placing adverts on their site.

In most niches and marketplaces, there are websites that enjoy good traffic but are not set up to earn any money for their owners. This is usually because the owner is unaware of their options.

These are a golden opportunity for you to buy some cheap advertising!

Take a look through the top sites in your market, looking for the ones with little or no advertising.

A variation on sponsorship which can sometimes work is to simply buy the website from its owner, complete with domain name and content. If the website is getting good traffic, but it has not been updated in a long time, the owner has probably lost interest in it and may be willing to sell it at a low price.



Affiliate Networks

Difficulty Rating: ★ ★

If your business model supports selling through affiliates, then this can be the single biggest source of traffic that you will ever have.

Even though it is a paid method of advertising, marketing through affiliates is also the most risk-free method of marketing online. This is because you do not need to pay anything until you sell a product. So you are not paying for traffic (which may or may not buy). You are paying for sales!

There are 2 options, to manage the program yourself, or use a third party such as

Commission Junction or one of its smaller rivals. These third parties will require a fairly large deposit in order to pay commissions as soon as they start selling (there are some exceptions, such as ClickBank, who process the payments and pay the affiliates directly).

If you can afford the deposit, using a third party is the best idea. Not just because it reduces the overhead of managing the program (which is a big benefit) but also because the third party sites will also have a large number of established affiliates who will be able to start selling your services or products immediately.



Remarketing

Difficulty Rating: ★ ★

In the past, when you got visitors to your site, you had one shot to make the sale. Most customers will not make a purchase on the first visit. This is the main reason why email list building was developed as a strategy - to get a higher percentage of sales from the same traffic.

Remarketing gives you another option. It magnifies the profits that you make from the advertising and free traffic methods you are already using.

With remarketing, you can choose to show ads to people who have visited your website already. These are potential customers who may need a little nudge in order to turn them into customers.

Remarketing usually operates on a PPC pricing model, but it is very different from other PPC tactics. The targeting is 100% focused - these are people who have already visited your site once, so they are very likely to convert to customers.

Thanks to the large advertising networks that are offering remarketing services, you can place your ad all over the internet - your ads



follow your prospects around until they respond.

Remarketing options exist for Google (which covers many sites through AdSense), Facebook, Twitter, and other platforms, too.

On Facebook, you can use remarketing through the use of Custom Audiences for your ad campaigns.

All of these methods require custom code to be inserted into your site, and they will usually require cookies to be set on your visitors' computers. If you are targeting people in the EU, you will need to include this information on

your privacy policy page (even if your business is not based in that region).

If you want to micromanage everything, you can set up remarketing ads on each network. If you are looking for a simpler and more streamlined process, you can use a third party service to manage the ads on all networks for you (this will add an additional cost, of course).



Free Traffic

As I mentioned previously, these techniques take more work and take time (months to years) to yield a significant benefit.

- 1: Email List Building
- 2: SEO
- 3: Guest Posting
- 4: Forum Posting

Email List Building

Difficulty Rating: ★

Building your own email list is the best way to safeguard your site from the random changes and shifts in traffic which can threaten your site's long term stability. When you have a list

of subscribers, you can get them back to your sales pages with offers and fresh content written to appeal to their interests. You can do this all year round.

To build an email list effectively, you need to have an "ethical bribe", something that you can give away in exchange for an email address. This should be something of real value, not just a cheap freebie. If it's something your visitor would gladly pay for, then you will get a lot of subscribers.

A lot of people use a free report or eBook.

Keep sending valuable information to your list from time to time. By providing lots of high-



value content, you can build a strong relationship with your subscribers and drive traffic to your sales pages.

Search Engine Optimization

Difficulty Rating: ★★ ★

SEO is a complex field, but in essence it is quite simple. The most complex approaches to SEO are usually based on trying to exploit holes in the Google algorithm, which are quickly fixed. This leads to low-quality sites which enjoy high rankings for a few months or weeks, before crashing down to the bottom of the results.

To really demystify SEO, you need to look at what search engines are doing. They are trying

to find the best sites for their users when they perform a search. So if I search for "chili recipes" then Google would attempt to show me the best sites for chili recipes.

But how do you define "best"? Cutting through the jargon, in the eyes of Google, the best sites are the most popular sites. Google has several ways of working out which sites are the best. The most important indicator is the number of links pointing to a site, but these days Google expects to see other signs, such as social media activity.

SEO (especially in its most complex forms) is mostly about gaming the system in order to fake popularity. There is a variety of link



building schemes, tricks, and tactics in order to do this. Of course, Google hates this - it messes up the system!

So this situation is a constant battle between the Search engines and marketers. Marketers win briefly, and then Google smashes them. Look at an SEO forum and count the number of sob stories! Marketers are getting crushed and stomped on all the time because they had brief success by exploiting a loophole and then were caught.

However, there is an approach to SEO that never fails. And that is to make a site genuinely popular.

A lot of people think this goes against the grain of "real SEO," but let's take a look at this for a moment. Such an assumption is telegraphing an attitude of defeatism - the feeling that the site could never be really popular in its own right.

However, it's actually not that hard to make a site popular.

First, you need to make some awesome content for the site.

Then, you need to promote the site - to get people to know about the awesomeness. People who will then link to it, happily and naturally, because it is awesome.



There are ways to do this without huge amounts of effort. I could go into tons of detail explaining it, but it has already been done. Brian Dean, a top SEO expert, has written a huge post explaining the method at <http://backlinko.com/skyscraper-technique>

Guest Posting

Difficulty Rating: ★★

High-quality guest posting is a long running tradition, where an expert or professional writer will write a post on a popular blog. It's a good opportunity for the writer to reach a wider audience, and the blog owner gets a moment's break from their busy writing

schedule while getting some variety on their blog.

Getting a guest post published on a popular blog can result in a surge of traffic to your site. If the post is popular or covers an "evergreen" topic, you can expect to see a regular trickle of traffic from this blog, maybe for months or even years to come.

But how do you get your content published on a top blog in the first place?

According to Derek Halpern of SocialTriggers.com, the key to getting guest posts published is to build a relationship with



the blog owner before contacting them with a guest post request.

Forum Posting

Difficulty Rating: ★

Long before the social media sites existed, the main way people built online communities was through web forums. These sites are still enormously popular, and offer plenty of benefits for marketers who know how to approach them correctly.

Before leaping into any forum, take the time to read the rules and get a feel for what is allowed. Each forum has its own concept of netiquette.

Some forums allow advertising in signature files. Others provide a classified ad section for promoting offers to members.

Some forums offer good sponsorship options which can be a low-effort way of promoting to members.

Most forums frown on direct advertising, and this can be a quick way to ruin your reputation online.

On the other hand, offering good advice (to establish your credibility) and linking to relevant content on your site are generally acceptable.



You should take some time to become an active member of the forum before you try to use it for promotion.

Conclusion

So, I've shown you a lot of different options. The most important thing is to get started!

When launching a online business or boosting the traffic to an existing site, here are the steps you should focus on:

In the beginning, you need to get some traffic to your site quickly! This generates income quickly and also gives you the opportunity to tweak your funnel to increase conversions.

Select one of the following paid advertising options:

- 1: Solo ads
- 2: Facebook Ads
- 3: Pay-Per-Click ads (Google and other search engines)

With these streams of targeted traffic securely in place, you will have the opportunity to start to build a healthy income.

Ensure you capture the email address of your visitors and build your email list from the start. Then start mailing them regularly to drive traffic to your sales pages.



Finally, start using free traffic methods such as SEO, forum posting, and guest posting.

I wish you every success promoting your business online. Now it's time to take action!

If you put these steps into action quickly and keep working to get the best results, you can increase your traffic to 10,000 visitors per month. There is no reason to stop there!

Disclaimer

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