

# The Inspirational Gold Reports

## Report 4 – Generating Traffic



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# Table Of Contents

## **Chapter 1:**

Concepts of Turbo Traffic Generation

## **Chapter 2:**

Affiliate Marketing

## **Chapter 3:**

Blogging

## **Chapter 4:**

Distributing Press Releases

## **Chapter 5:**

Using Facebook and Twitter

## **Chapter 6:**

Using Hubpages and Squidoo

## **Chapter 7:**

Video Marketing

## **Chapter 8:**

Link Exchange Programs

## **Chapter 9:**

RSS Feeds

## **Chapter 10:**

Building Joint Venture Partnerships

# Introduction

*If you are into any kind of online business, the most important thing for you will be to bring a stream of healthy online traffic to your business website. There are many ways to do that, but what can you do to really ensure you have a great flow of traffic constantly coming over to your website?*

*Here are the methods that you can use.*

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# **Chapter 1:**

Concepts of Turbo Traffic Generation

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# Summary

*What does turbo traffic actually mean?*

## **Concepts of Turbo Traffic Generation**

If your website doesn't have steady web traffic then your business or website won't generate any income. If no one visits your website, how would you make sales? Or even get an inquiry? Internet traffic is definitely a very important aspect when we speak about online businesses.

The amount of business that you get online depends directly on the amount of traffic your website gets. Biggies in the online world get a huge stream of traffic and that is what sustains them. The fact of Internet marketing is that there is only 1% conversion rate. So if you want to make one sale you should have at least 100 visitors to your website. These websites spend a lot of money to generate traffic to their website, but you need not do that if you know a few tricks.

Here, we shall briefly mention some of these tricks that you can use. This eBook will deal with these tricks in detail.

1. Exchange Links
2. Traffic Exchange
3. Write and Submit Articles
4. Make a Newsletter
5. Join Online Communities and Forums

The above-listed are some of the methods to generate targeted traffic at low cost.

Link exchange is a simple process where you share links with other business websites. In this way your website gets extra exposure to other users.

Traffic exchange involves more advanced methods where you visit some ones website and they visit your website. There are many traffic exchange networks in the market which you can try for free. They will set everything up for you even.

Writing and submitting articles is one the best methods of Internet marketing and making it viral. You write an informative article and submit it for people to read, when they read and like your thoughts or offers, they visit your website and you generate targeted free traffic. Even many people will contact you to get more advice. In this way, you make your business a brand value.

Provide free newsletter services to your visitors, once they subscribe you can always follow up them and also provide great offers.

Join your business related forums and be active in that. This is a very good method as it gives you instant and long term traffic. You can discuss, answer or even ask question related to your product or service. Provide free advice and you will see how easily you get targeted traffic to your website.

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# **Chapter 2:**

*Affiliate Marketing*

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# Summary

*This is one of the strongest methods for traffic building, and what's best about it is that you can earn on the side as well.*

## **Affiliate Marketing**

When you market products or service of other companies via different types of marketing methods not limited to online marketing, video marketing, article marketing, SEO, joint venture or any other method of promotion and you receive a commission check for every sale, it is known to be affiliate marketing.

Affiliate marketing can be both easy and complicated based on your knowledge. If you go under a professional affiliate marketing training, then it becomes a lot easier to earn online with the help of affiliate marketing. For example, if you are an affiliate of ebay.com and when you place your affiliate banner provided by eBay on your website and someone clicks on the banner which leads them to eBay and if the customer buys something you get paid a handsome commission for it.

With the help of affiliate marketing, you don't have to have your own product or worry about customer service or after sales service. Just send the buyer to the merchant's website and get yourself a commission.

There are many different forms of affiliate marketing:-

1. CPS (Cost Per Sales) – In this method you get paid whenever someone buys something from your affiliate link.
2. CPA (Cost Per Action) – In this method visitors don't have to buy anything, they have to perform some actions like providing email ids, downloading software, etc and you get paid for that action.
3. CPL (Cost Per Lead) – There are many merchants who pay affiliate for leads. In this method you don't have to worry about the sales.

There are many good affiliate networks on the Internet like [www.clickbank.com](http://www.clickbank.com), [www.cj.com](http://www.cj.com), [www.hydranetwork.com](http://www.hydranetwork.com) and so on. These networks have their own terms and commission packages based on the advertisers. ClickBank pays anywhere between 40% and 80% as commission, for example.

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# **Chapter 3:**

Blogging

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# Summary

*Blogs are the most important aspects of the Web 2.0 generation. If you are serious about your online business, blogs are where you should be at.*

# **Blogging**

Blogging is one of the most successful, easiest and very profitable options on the Internet to make money online or do a branding. Here, I am going to show you some of the important points on how to launch a successful blog which helps you make a handsome amount of income each month.

There are many options availed nowadays for free blogging as well as paid ones. There are many websites that provide free blogging options like [www.Blogger.com](http://www.Blogger.com), [www.hubpages.com](http://www.hubpages.com), [www.squidoo.com](http://www.squidoo.com), [www.twitter.com](http://www.twitter.com) (microblogging), etc. You can even try [www.WordPress.com](http://www.WordPress.com) which is a premium and much advanced blogging software and is easy to maintain as well.

When you start blogging, you need to see on which niche you would like to start. For example, you can create a blog on health, work from home, entertainment, gaming and more. You can even create blog for your company to provide daily updates and important news and events. Blogging has become one of the ways of life for many people; it helps them keep connected with the world.

Now, if you are using your blog as a promotional tool for your online business, you need to keep these things in mind:-

1. Update your blog daily
2. Allow comments on the blog but monitor them
3. Provide quality content and information on your blog
4. Drive traffic to your blog and
5. Monitor your blog with AdSense, CPA, CPS, banners and more.

Once you start driving traffic to your blog, it's important that you monitor it using your web stats and earnings. In this way, you will know which campaign works the best and giving the highest amount of ROI.

You can start with Blogger.com as it's free and many free themes come in the market which gives a professional look to your blog.

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# **Chapter 4:**

Distributing Press Releases

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# Summary

*Making the market aware of what you have to sell is a great way to gainfully publicize your product.*

## **Distributing Press Releases**

Are you looking for brand awareness in a nice, affordable manner? Press releases are one of the best methods to go for. A press release is a news statement about your company, product or service to inform media and consumers worldwide. You can distribute press releases by yourself to free and paid sites which have different features. The best option is to outsource your press release distribution to professionals who can distribute them to top news websites, journalists, offline press and T.V news.

If your press release is good it will be picked up by editors for free. So you need a professional to design and write your press release so you can get maximum output out of your campaign.

A press release should have all the information about facts like where it took place, what was executed, the reason for the event and so on.

A press release can also be optimized for search engines so that it gets more exposure to customers. A well-optimized press release can easily get more than 50,000 viewers in just a few days and if your news story is selected on Google News, then you can keep on getting targeted traffic.

Try to keep the main keywords of your press release on the top of the page and at the end of the press release. This helps you to get your PR optimized for search engines. You must put your contact information including phone, address, website, email so that users can easily get in touch with you. Try to give hyperlink to your main keywords in PR which links to your website this gives you additional SEO for your website and get targeted traffic.

Press Release Optimization services help companies distribute press releases to the masses and effectively build traffic for their websites. Use these services for maximum benefit.

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# **Chapter 5:**

Using Facebook and Twitter

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# Summary

*Facebook and Twitter are the most important social networking sites today.*

*This is where you can get your turbo traffic.*

## Using Facebook and Twitter

If you are a frequent user of the Internet, you would have surely heard of Facebook ([www.facebook.com](http://www.facebook.com)). Basically Facebook is a social networking website where millions of users log in daily. It's one of the biggest social networking websites on the Internet. People use Facebook for many purposes like for friendship, dating, business, finding job opportunities, promoting their products and much more. Many people also use Facebook as their fulltime income source using affiliate marketing and ads.

Facebook has many applications which you can use to promote your business or service or build network. Most big companies have a profile on Facebook which helps them brand their product or service. They also use this to get connected with their product user which helps them know about the product review and build loyal customer base.

Twitter ([www.twitter.com](http://www.twitter.com)) is also known as a micro blogging platform which helps you to get contacts for your business in any kind of niche. It is similar to Facebook but it's easier to use and inform your contacts instantly. Followers are the most important if you are using Twitter for business purposes. The more followers you have, the more exposure you will have about your business. If you tweet something about something related to your business and someone tweets you back, then the followers can see that offer too and in this way thousands of people can get exposed to your offer.

So, the more followers you have the more business you can get. Start tweeting today and get a huge list of followers and see your business growing. The potential of this social media marketing is very high, so take your first step toward it.

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# **Chapter 6:**

Using Hubpages and Squidoo

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# Summary

*What are Hubpages and Squidoo?*

## **Using Hubpages and Squidoo**

Hubpages and Squidoo are one of the easiest ways to promote your business platform. They are free as well. As Hubpages and Squidoo rank very well on the search engines, you can easily make money in any niche and promote your business appreciably.

If you just provide quality contents, unique and useful content on this sites then your site will be guaranteed to make money easily and get top rankings in search engine very fast. Hubpages and Squidoo are known as authority sites, so you can easily get ranking as search engines gives more importance to authority sites then other websites.

We personally prefer Hubpages capsules then Squidoo modules. That is because our Hubpages gets better ranking, traffic and makes us more money and sales than Squidoo, but if you plan to use Squidoo instead Hubpages, it does not make much difference really. You can work with any platform you like and you feel easy to use.

If you have your own website or a blog, it is more difficult to promote as when you just start to promote, your site is not an authority site. But when you use Hubpages or Squidoo, you are using their authority website status.

If you don't know how you can earn online from home with Hubpages and Squidoo, here is some idea about it. The first step is to select a niche which is more profitable and you know something about. You can do some research on the niche if you don't know much about it.

You can use long-tail keywords which can be used to target traffic to your website. You can use the Google External Keyword tool to do some research on

those keywords. The next step is to write an article on your niche of around 300 to 500 words with great information filled in it.

Add some images or even videos from YouTube to make it more user-friendly and interesting for your visitors. Do these steps and see the business rolling in.

Usually your page will rank quite well on its own, but you can always help it out with traffic by sending a few links its way. One of my favorite ways to get traffic to my hubs and lenses is to write articles that point a link back to my page.

And that's really all you need to know about how to promote your site the quick and easy way.

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# **Chapter 7:**

Video Marketing

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# Summary

*Be an Internet celebrity.*

## **Video Marketing**

Frequent Internet users are usually acquainted with how videos operate on the Internet. In any case, here is some information on how to use them to build traffic to your website.

Nowadays, video marketing is very much in demand. If you want to learn how to format a PC, what would be better – a book or a website that gives you the information, or a video that actually shows you how to go about it? That's the reason people prefer videos on the Internet. They are instructional. For business owners, they are a great way to credibly promote their wares.

There are many good video websites where you can go and post your videos. YouTube and Google Videos are dominating this market. There are many videos and more than 100 million people have viewed their videos. Just see the potential of the video marketing – even if only 1 % of the people visit your website, you get free targeted traffic. Here the main benefit is that once you upload videos, you don't have to do anything else but just sit and watch the traffic coming in.

YouTube, Google Videos and many other similar sites are free to use for viewers and advertisers; this makes it a win-win situation for both. We get free marketing and visitors get good informative content.

Most of the companies are turning to this marketing method to increase traffic to their website and create brand awareness. Search engines are also giving more importance to videos. If you search keywords like Internet marketing, etc., you will find that many videos emerge on the top ranking.

So don't wait for long and start your Internet marketing campaign today. Just create a video, upload it to top video websites and see how popular your website turns out to be.

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# **Chapter 8:**

Link Exchange Programs

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# Summary

*The Internet is one big community.*

## **Link Exchange Programs**

If you want to get top rankings in search engines then link building is the most important part of the process. There are many kinds of link building programs such as exchanging one way links, two way links and three way links. The method which gives the best result is one way links but the problem is that it is very difficult to get one way links. However, we can go for two way link exchange programs and three way link exchange programs.

Two ways link exchange programs are also known as reciprocal links. In this method two websites share links with each other. Let's say there is a website A and B. Site A places a web link on its website of site B and site B places a link of site A in return. In this way, both the websites get equally benefited through these link exchange programs.

In three way link exchange programs, there are three websites A, B and C. Here, website A gives links to B and B gives link to C and C in return gives links to A. This makes a triangular way of link exchange programs.

In link exchange programs, you need to take care of C-class IP. If you are getting a back link from websites having the same C-class IP, then there is no use. Google will consider it as just one link. So always take care that C-class IPs are different on the websites.

You must also take care of the no-follow tag. If a link is given to your website with a no-follow tag then you don't get any benefits, basically these tags inform Google not to pass page rank benefits to that website.

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# **Chapter 9:**

RSS Feeds

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# Summary

*Let your audience know what you are giving them.*

## **RSS Feeds**

Very few people know about RSS feeds and from those very few people actually know how to use RSS feeds properly. RSS means Really Simple Syndication. These are nothing but files which contains links with website content giving a back link to the original source. It also has a title and description of the website to make it simpler for users. This RSS gets updated every time a webpage or a post or an article is added to the website and this process is totally automated. This helps to keep RSS most updated on daily basis.

These files are written in XML, so is not easy to read for users, basically people don't need to really know or read this XML code by themselves. This is taken care of by RSS readers.

### ***How do RSS Feeds Help Us?***

These feeds work as a content syndication process. They provide many advantages to the content owner as well as the site that is using this content. This is how most of the news websites work, they share the data with RSS which helps them keep everything updated and automated.

In this way the website which is using RSS gets free and fresh content for their visitors, and in turn the content provider gets quality back links from that site to his website which helps them in SEO. Many webmasters know the power of quality back links which helps them to get top rankings in search engine as well as the direct users come by clicking on the link. Visitors can subscribe to these feeds with email or they can use direct feeds, also by using feed reader.

### ***How to Get More Advantage from Your RSS Feeds?***

There are many free feed directories which are known as aggregators. They basically collect all the files as a source, you can submit this manually or you can even use software applications which make your work automated.

### ***How to Distribute Website Feeds?***

A clever site owner may find many ways to distribute their feeds, but here are some suggestions for you. Feed directories, also called aggregators, collect these files as a central source. You can submit to these. You can do it manually or find automated software to help you. This gains the content producer many free back links through their feeds, and it also gives them a chance to promote their content in multiple places!

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# **Chapter 10:**

Building Joint Venture Partnerships

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# Summary

*Partnering with people can be a great way to bring your product out in the great white Internet open.*

## **Building Joint Venture Partnerships**

If you really want to succeed in building turbo traffic fast, then building joint venture partnerships is the only method to go for. With the help of JVs, you can easily reach your target. What you are doing in this process is you are indirectly using their resources for giving them and profit.

Let's say you have an email with a price tag of \$27. Now, for you, developing the digital product is a onetime cost, so you can provide any amount of commission to your JV partners. If you have around 10 JVs which are having a targeted buyer list of around 10k each and consider only 10% response then also you get an instant high profit.

Before a few years, it was difficult to find joint venture partners but this situation doesn't exist now, and that is mainly because of the Internet and its social networking websites like Facebook, MySpace and many others. If you have a profile on Facebook, which is free, and put your proper efforts you can easily build a team of JVs very soon.

If you get the right JVs with the right connections, then your sales can boost up quite appreciably. There are many private JV clubs which helps you to find JV's for you in different niche. This kind of clubs that can give you an instant access to large JV's which is not possible even to go and approach them directly.

There are many free and paid JV clubs too which provide different kind of offers to help you build your joint venture partnerships. Many of these clubs also provide training on how to do proper joint ventures and how to handle them professionally.

# Conclusion

*You now have with you the methods to generate turbo traffic for your online ventures. These are what will take your business to a new level.*

***All the best to you!!!***