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**THE TOP TRAFFIC TACTICS
OF THE WORLD'S BEST
WEB MARKETERS**

- 1. Trafficology**
- 2. Dr. Ken Evoy**
- 3. Bob Parsons**
- 4. Dr. Joe Vitale**
- 5. Dr. Mani**
- 6. Shawn Collins**
- 7. Kevin Wilke**
- 8. Brian Terry**
- 9. Willie Crawford**
- 10. Alex Mandossian**
- 11. Jakob Nielsen**
- 12. Allan Gardyne**

TRAFFICOLOGY'S TOP TRAFFIC TACTIC

by Dearl Miller, Trafficology.com

It's a time-honored tradition for our staff to scour the globe in search of the absolute best (and worst) traffic creation and conversion tactics of the past 365 days. This year we carefully analyzed all the data and came to some very remarkable conclusions.

Yes, some things were predictable:

- ✓ Google had a banner year, taking a 52% share of all searches;
- ✓ Blogs became even more popular with 27% of all online users regularly contributing to or reading them;
- ✓ Writing and distributing online articles remained the best free or low cost web traffic creation technique.

But the numbers don't lie...and I'm sure this year's final result will surprise more than just a few readers.

Yet, my quest to discover the absolute most powerful web traffic tactic of the year took me beyond the numbers.

It was not easy; to get the exclusive insider information we needed this year, it meant actually sitting down with 21 of the very best online marketers in the world.

During our meeting I asked 3 simple (yet powerful) questions...forcing each expert to reveal the best and worst web traffic tactics they personally used.

In the coming pages and accompanying Audio Lessons we reveal the most effective, most powerful, most profitable web traffic tactics of Mark Joyner, Joe Vitale, Kevin Wilke, Ken Evoy, Yanik Silver, Allan Gardyne, Bob Parsons, Jim Maddox, Dan Janal and many more.

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The secrets disclosed generated millions upon millions of dollars in online sales last year. They are the best of the best; you'll never find anything like this anywhere.

Here are the hidden gems, the real behind-the-scenes tactics used by true online marketing masters this year.

The Top Traffic Tactic of The Year

Would you believe this year's #2 web traffic tactic generated 338% more visitors than all search engines?

In the last lesson we revealed that Google, MSN & Yahoo actually account for less than 8% of all online visits. We also uncovered the true potential of link-building, which accounted for 27% of all web traffic.

But, if those numbers surprised you, then you'll be shocked to learn the origin of 64% of all web visitors.

According to a study monitoring the online activity of over 30 million daily visitors on over 100,000 different websites, the #1 source of all web traffic is direct "type in traffic".

Even more amazing is the undeniable fact that in the "Era of Google", the dominance of direct navigation is increasing...nearly doubling since 2001.

It's true...we are creatures of habit. Most sites we visit are the same, day after day. We know their name, we know their URL and we trust their brand.

I'm no exception. Everyday I visit my favorite blogs, I check the status of my favorite sports team, and I browse a few news sites...I bet you do too.

(Ironically, I predict this will all drastically change next year. See next the next lesson in this series for predictions and recommendations of next year's top traffic tactics from over a dozen online marketers.)

It's a fact; users pick their 1 or 2 favorite sites in every category. We all have our favorite news sites, sports sites, recipe sites, hobby sites...and so on.

Every week we instinctively visit each...almost as if on auto-pilot.

We only deviate from these predetermined paths when our favorite sites don't provide what we want or when we discover another site offering something better.

But, if nearly two-thirds of all web users visit the same 5-10 sites everyday, how can we break their habits and draw them to our site? And more importantly, how can we ensure they come back to *our website* next time.

The answers are branding, content and quality.

You'll have an abundance of direct type in traffic when everyone knows:

- ✓ Who you are and what you do;
- ✓ That you always have the most up-to-date information; and
- ✓ That your service and quality are unsurpassed.

Branding On The Net

Branding has long been the Madison Avenue buzzword used to justify million dollar ad campaigns, destined to produce immeasurable results.

But the truth is, building your brand online does not have to be expensive. There are many free and low cost ways to quickly and easily gain name recognition.

In fact, burning your URL and tagline into the mind of potential customers was the #1 traffic tactic of the year. It increases customer loyalty, drives repeat purchases and feeds the power of "word-of-mouth" traffic.

To build a brand you must: grab the attention of a potential customer; clearly explain exactly what value you provide; build trust by delivering a superior product and useful content; and, constantly reinforce your image with exceptional service after the sale.

Grab the attention of your potential customers

The Trafficology Membership Site is packed with countless free and low-cost ways to grab attention for your website (including 208 innovative and unique web traffic tips). You can write and distribute free articles, form joint ventures, build in-bound links, start an affiliate program; invest in pay-per-

click ads or other forms of paid advertising; you can even tap into the potential of powerful offline marketing techniques.

In fact, all of the free and low cost web traffic tactics we've taught over the past 9 years will provide the opportunity to build your brand. Make sure you do good keyword research, focus on targeted traffic, use a proven sales process, and follow up after the sale.

Clearly Explain Exactly What Value You Provide

To build a brand all your marketing materials must quickly communicate the exact benefit of being a customer. Every message they see must continually reinforce the one idea you want them to remember.

One of the best ways to clearly explain the value you provide is developing what online branding expert Dan Janal calls The Fool Proof Positioning Statement.

Dan says The Fool Proof Positioning Statement boils your whole identity down to one or two sentences. Who you are, what category you're in, who your core audience is, and how they benefit from your product.

The classic example would be:

ABC is a toothpaste that helps children fight cavities.

ABC is the name of the company or product.

Toothpaste is the category.

Children is the core audience.

Fight cavities is the benefit.

Try creating your Fool Proof Positioning Statement right now. It is simple, it's short and everyone hearing it will instantly know exactly what you do.

Anything more complicated runs the risk of creating confusion, anything shorter leaves visitors without the information necessary to remember who you are.

Another technique for cutting thru a world filled with cluttered ads and communicating what your brand truly means is what Mark Joyner calls a Touchstone.

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A Touchstone is a brief, memorable phrase that clearly addresses what you are selling, how much it will cost, and why someone should buy it *from you*.

Mark's favorite Touchstone examples are, "Pizza in 30 Minutes or less...or it's free" and "10 CDs for 1¢". These were so memorable, so clear, so strong that I don't even need to tell you what company used them.

But, as demonstrated in his book *The Irresistible Offer*, branding is not just your marketing message. If you want people to recommend your site to their friends and family you'll have to do more than be unique and memorable. You must also provide an exceptional product at a fair and reasonable price.

Build Trust By Delivering a Superior Product

One of the best ways to build trust and brand loyalty is ensuring a positive experience for your customers.

This begins with setting customer expectations in your sales copy, it continues with over-delivering on what you promised, and it is completed by delivering a quality, defect free product in a timely manner.

And don't forget about price. Price has as much to do with your brand as anything else. Some may choose to charge the lowest price and undercut any competition, others will charge a premium price and develop a perception of prestige. No matter what pricing strategy you choose, it's imperative that in the end your customers feel like they "got a good deal".

Charging \$1 for a 10¢ widget is not going to establish a good reputation. But, customers will love you twice as much when they discover they received \$1,000 worth of products and services in your \$500 package.

Exceptional customer experiences have the power to create an instant buzz and quickly build your brand.

Constantly Reinforce Your Brand Image

First, remember this equation: Bonding = Branding.

Some experts claim there is no brand loyalty online. They believe, since you competitor is only 1 click (or search) away, it's too easy for people to switch. They point to popular price comparison sites as evidence of our ever changing allegiances.

They are wrong. The growing dominance of type-in traffic clearly demonstrates that most people choose a site they know and trust before they shop around.

The truth is, online brand loyalty is only a fraction of what traditional businesses experience.

Yes...switching is easy, competitors are just 1-click away, and sites promising the best deal are popular.

But there is a sliver lining that trumps all that...Trust.

From a customer's point of view, a big part of the buying process is trying to decide whether they should trust the website with their credit card info.

Shoppers are very skeptical of eStores. They cannot personally see or touch the actual merchandise and they are very scared cyber-thieves will take all their money...and possibly steal their identity too.

What this really means is online brand loyalty is actually very easy to create, but it's extremely difficult to maintain.

When a visitor joins your list or makes a purchase they are essentially saying...ok, I trust you enough to take the next step.

If you successfully fulfill their expectations (by providing content or delivering a product they want) you'll maintain their trust and build their loyalty.

But, it is a double edge sword. The moment you make a mistake (no matter how you correct it) 9 times out of 10 that customer is lost permanently.

It does not matter who's fault it was and it does not matter how much extra value you provided to make up for the mistake. One chance is all you get. Blow your opportunity and visitors will forever perceive you as either the cyber-criminal mastermind who tricked them...or just a bumbling fool, who

does not know how to run a real business. In either case, they will not be typing your URL anytime soon.

If trust is a sword, then our equation is your shield.

Remember...Bonding = Branding.

It's unfortunate so few online marketers realize the vast power of bonding. If they understood how simply building a relationship and keeping in contact with prospects and customers will multiply sales, they'd have the most loyal customers on the Internet.

Here are 3 quick and easy things you can do to build a strong bond with your list and create loyal customers:

1. Keep your visitors happy by frequently giving them fresh, new content. Send email updates at regular intervals, post new articles on your site, and use your blog as an easy bonding tool.
2. Use email and other relationship builders to keep driving visitors back to your site. Train prospects and customers to return to your site on a regular basis. Instead of providing the content in the email or blog, post a short summary and a link back to your site. Over time this will teach them to remember your URL. They'll be accustomed to seeing your pages and will instinctively get into the habit of checking your website everyday.
3. Add personality to your marketing. So much of selling online is getting your visitors to trust you. In this month's "Nitro Corner" Kevin Wilke explains how "Mr. Personality" made him \$170,000 in less than 2 weeks with very little effort. By letting prospects and customers get to know you, they will begin to like you and will become extremely loyal...even if you really don't know anything about running a business.

Finally, branding does not stop when the sale is made. What happens after the sale can actually be the most important marketing you ever do. Leaving visitors and customers with a good feeling about you and your site is the best way to ensure they come back again.

But, don't just assume they will remember you...keep in contact and keep reinforcing your brand identity; especially with people who've already purchased.

Other Branding Opportunities

One of the biggest group of prospects that websites miss are local visitors. The "Online Dream" is tapping into "the global marketplace". But, we've become so focused on driving traffic from all across the country that we miss the opportunities just across the street.

The absolute easiest way to build your online brand is connecting your website to your offline business. I know you put your URL on your business card and include it in your company letterhead (don't you?!). But, one of the biggest mistakes most people make is not mention their website in print, radio and TV ads. And, when people do remember to include their URL, they don't provide a compelling reason to visit.

I guess they think we're just sitting at a computer, with our web browsers open, just waiting to type in a URL.

Well...we're not.

No matter how you promote your website, you must give people a strong enough reason to stop what they're doing and check out your offer.

Another quick, easy, inexpensive way to build your online brand and drive local traffic is with in-store promotions. Tape a poster on the door, hang a banner near the checkout, put a sign in the window. People already know your name. Just mention your website and give a good reason to check it out...and they will.

Don't waste this opportunity. People visit the sites of the business they already visit offline everyday...but most of them never come back. If you don't capture their email address, if you don't provide fresh content, if you don't give them a reason to return...they won't.

Yes, they can get your phone number, your hours and mailing address, but it must be more. A local grocery store should publish coupons and their weekly flyer. Customers will return to make their grocery lists. Movie rental stores should post their selection online.

The one thing I hate more than grocery shopping is going into the video store. I always visit my local video store's website and select a movie before I go. When I want to buy a book I don't go to Google, I go directly to Amazon.com because I know the "Worlds Largest Bookstore" will have what I'm looking for.

Actually, I usually don't want to wait 5-7 days or pay extra for overnight shipping. So, the very next thing I do is visit the site of my local bookstore to see if they have it in stock. If they do, I'll pick it up today!

In the beginning people did not know where to find various products and services online, so they used search engines. As visitors become more experienced they remember exactly where to find what they want.

That's why, statistically, building a trusted brand that you're known for was the #1 traffic tactic of the year.

Enjoy!



Dearl Miller
Trafficology.com

DR. KEN EVOY'S TOP TRAFFIC TACTIC

By Ken Evoy of SiteSell.com

Trust The "CTPM" Process... Put On Blinders & Stay Focused

Traffic is the lifeblood of any online business.

If you don't attract free, targeted visitors to your site via the Search Engines, if you don't convert them into warm, willing-to-buy customers, if you don't build that into your site from DAY 1, you are going to end up working for your site. You will have to pay for advertising to build traffic, more than you can afford or want to spend. And when you stop paying for advertising, your traffic will stop.

I'm not a big believer in building a wheel that already exists, especially when that wheel does not turn. There are tons and tons of "site-builders" on the Internet. Every Web host offers one. But business on the Net is no longer about putting up a Web site. We are way past that. It's about building an ever-expanding foundation of presold, targeted visitors. It's about building sustainable success.

You can easily belong to the 3% who succeed on the Net by following this process carefully.... **Content ➡ Traffic ➡ PREsell ➡ Monetize**

Regardless of your niche or type of business (or future plans), the proven **C ➡ T ➡ P ➡ M** process will help you to reach your business goals. It boils down to four main steps...

STEP 1) Create high-value **CONTENT**. Online, people search for information - they are not looking for you. Give them what they want by converting your knowledge into high-quality, in-demand Content.

STEP 2) Your theme-based topical content ranks high at the Search Engines, and attracts free, targeted **TRAFFIC**...interested, open-to-your-message visitors.

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STEP 3) Develop trust and credibility (i.e., **PREsell**) by **OVER**delivering relevant, original, high-value information to these motivated pre-customers.

STEP 4) MONETIZE your warm, willing-to-buy visitors in various ways. A blend of monetization options will help you build a thriving, diversified business.

“Content ➔ Traffic ➔ PREsell ➔ Monetize” is effective for generating presold targeted traffic...why?

Let's start with some background details...

In the "good old days," (circa 1996-2001) the Search Engines (SEs) were relatively simple to reverse engineer. Manipulation games and tweaking efforts were generally rewarded with higher rankings, and an accompanying surge of visitors. Today, it's a different story altogether.

Due to the SEs' increasingly complex ranking algorithms, and a heightened focus on off-page criteria (which collectively form an important indicator of human approval of a Web page), trying to outsmart the engines has become a low-yield affair. The key to top rankings lies *off-page* (ex., credible in-pointing links from recognized authorities in your field) and not *onpage* with the manipulation of keyword densities.

So work *with* the Search Engines rather than against them.

Don't waste your time looking for a better "this" or a more complicated "that" or by trying to become a master of Search Engine Optimization. Instead, "keep it real."

More and more, getting the "on-page criteria" correct is just the ante to "get into the game." The off-page criteria are becoming more important, and the only way to affect those, beyond getting some quality, in-pointing links from niche directories and word-of-mouth buzz to "start the traffic snowball rolling," is to build excellent Content. Put your visitors' needs first (rather than your need to make money) and everything else after that will fall smoothly into place.

Trust the C ➔ T ➔ P ➔ M process. It works!

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It takes less time and energy to accomplish success, and you have a much greater chance to achieve it.

Here's why this process generates traffic momentum: Generally speaking, your site's first traffic is generated by unique or one-of-a-kind searches and your least competitive keywords. That trend tends to grow with your site.

As your site matures and expands beyond 30 pages, it will probably be found by 4,000-5,000 different search terms. 80% of these will be one-of-a-kind searches or "one-of's." (And that's not unusual - Google recently stated that half of their 200,000,000 searches per day are unique. So I'd expect greater than half to be unique for a single site.) At the other end of the spectrum, of those 4,000 words, the Top 20 words (i.e., the top 1/2% of all search terms by which the site is found) will likely account for 1/3 of all "Search Engine finds" for that site. That's a staggering result. Those "one-of's" certainly add up... more than half of your visitors found you this way!

How does it make sense?

Well, the more you spend your time building valuable content (instead of worrying about SEO, chasing down all kinds of new ideas and fads of the day, falling for some noisy get-rich-quick pitch or another, and so forth), the more likely you are to meet the needs of those near-infinite number of one-of-a-kind searches. (Keep in mind that all of those searchers are your potential customers or clients!)

Naturally, the cream rises to the top. Traffic builds, as you get found for the one-of's, and two-of's, and your easiest, least competitive keywords. In-pointing links to your site increase perceived credibility. Google (I'll use them to represent all Search Engines) starts noticing all this action. They start seeing more and more human reaction that likes your site.

As a result, the snowball builds. Your site starts winning for the harder and harder words (i.e., more competitive keywords), until ultimately it wins for the hardest word of all!

Here's the bottom line...

Think of yourself as building this huge pyramid of keywords. Lesser keywords build "content pressure."

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As you build more and more quality content pages, credibility flows upward from your third tier through to the tip of your site's content pyramid. This pressure will finally push your home page (1st tier) into a Top 10 Search Engine position.

I refer to this strategy as “*getting it right... by accident... on purpose!*”

Content ➡ Traffic ➡ PREsell ➡ Monetize and the "keep it real and simple" approach will become even more powerful as the Web gets more complex.

You simply do not need more Search Engine manipulation, more algorithms, or more complex tools. You need less, in fact.

Keep it real. Build high-value, relevant content. Get a few valuable in-pointing links. And let your web traffic snowball build.

My best and constant advice?...

1) Stay up to date in your business, in your field, in your theme. By doing this, you will know the needs of your visitors and be able to provide the type of information and solutions they are seeking.

2) People waste a lot of time searching for the perfect this and the just-right that. Forget the way you used to work (repeating old way gets the same old results). **Instead, trust the C ➡ T ➡ P ➡ M process**

3) Put on “blinders,” ignore all the white noise, hype and distractions on the Net, and stay focused. By generating targeted PREsold traffic slowly, steadily, organically, you'll do better and convert more visitors into customers/clients, despite the increasing number of competing new sites that go online each day.

Be smart and follow the right process from Day 1 of your business. Your long term success depends on it.

BOB PARSONS'

TOP TRAFFIC TACTIC

By Bob Parsons of GoDaddy.com

The Most Successful Ad Ever

GoDaddy.com acquires customers from a large number of sources -- including online advertising, television, print, and radio. Traditionally, our largest channel is "word of mouth" advertising that we get from our own existing customer base.

Our customers receive a great value and superb service -- needless to say that their experience here leads them to recommend GoDaddy.com to their friends, family and associates.

There is no better advertising than that.

But this year Godaddy's Top Web Traffic Creation Tactic was our Super Bowl commercial and the follow-up marketing and performance execution.

Our Super Bowl commercial was a HUGE success.

It was not only successful, but it's quite possible that it was the most successful ad ever run by a company one time.

This includes Apple's 1984 ad.

That's a tall claim I know. But there's good facts to support it. Our ad received a 51% share. Budweiser who ran 11 ads received only a 15% share.

Also, as a result of the ad our market share in the world wide domain market increased by over 50%.

These facts alone made the ad a success by any measure. But, the ad itself was not the whole tactic.

We knew to be effective, we had to be polarizing. The result was what ad expert Brent Bamberger called, "the perfect storm of publicity...harnessing

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the various controversies surrounding their commercial to drive brand awareness.”

Go Daddy's Super Bowl ad was: shown or described in nearly 700 separate TV broadcasts; mentioned in 1,230 separate newspaper and magazine articles; reached an audience of 262.9 million people; produced an estimated publicity value of \$11.7 million dollars; and TiVo reported it the most replayed commercial of the entire Super Bowl.

And our television ads didn't stop after the big game.

We continue to advertise, mostly on cable stations. Our creative content is quite diverse. We utilize edgy 'GoDaddy-Esque' commercials and straight-forward customer testimonials - using actual customers telling their story.

You can view them now online at:

<http://GoDaddyAds.TrafficologyResources.com>

Beyond advertising, we continually update our site to meet the needs of our customers by listening to what THEY have to say.

My blog at bobparsons.com & RadioGoDaddy.com provide our customers opportunities to give feedback that go beyond the traditional customer service phone calls and emails.

As for our Top Web Conversion Tactic offering domains for \$1.99 with the purchase of any non-domain product was extremely successful.

We manage and optimize the website and the offer constantly -- increasing conversion along the way. For a example, in December we ran a "*12 days of shopping*" promotion. It's fun for the customers because they get extraordinary deals. It keeps them coming back the next day to look for the next "day of shopping."

Another thing that drives sales conversion is our multi-step checkout process. Our checkout process was named "Best on the web" by Performance Internet Strategy & Media - at Affiliate Summit Las Vegas.

It's effective in presenting essential solutions to our customers as they complete their order. We offer checkout options for both the novice user who may have just received their first computer over the holidays, and the

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most tech savvy customers in order to allow them to customize their experience.

Dr. Joe Vitale's TOP TRAFFIC TACTIC by "Mr.Fire" Dr. Joe Vitale

"How to Get The Attention of 30,000 Strangers"

This was the year I finally decided to start my own blog at MrFire.com.

But then I thought to myself, who reads blogs? How am I going to get traffic to it? What's the best way to drive strangers, friends, and fans to my blog?

I wanted to stand out from the crowd. Yes, I have a blog...but I needed readers.

Of course I sent a note to my mailing list, and that did get traffic, but I wanted to do something better. So, I wrote a very simple news release and sent it out via PRWebDirect.com.

Now, anybody who knows my work knows I love publicity, I love public relations and I love sending out news releases. So I thought, why not send one out for something almost as boring as a blog.

The whole process was extremely easy. First, I wrote a very simple headline, "Internet Skeptic Finally Put's Up His Own Blog."

Next, I explained who I am and that my blog could be found at JoeVitale.com.

Finally, I went to PRWebDirect.com, selected the media I wanted it sent to, and just stood back to see if this news release would work or not.

Now, it may not have been the best news release, but it certainly did work.

Over night, 30,000 people read the news release and more than 1,000 people went to my blog almost immediately.

Now you have to stop and consider how powerful this is. In my opinion most blogs are boring. Most blogs are self-indulgent. Most blogs are like

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diaries. Most blogs are only popular to the person who is actually writing the blog.

So, my favorite web traffic tactic of the year, which of course works all the time when you do it right, is to send out a news release over PRWebDirect.com.

“Hitching A Ride On The List Owner Guru Status”

Another innovative traffic creation technique I really liked this year is a creative twist on doing a traditional Joint Venture with large email list owners.

Here’s how it works:

I’ll approach someone who owns a large email list and request an interview on the subject of their list. It’s extremely easy, I just email them and say, “I’d like to interview you about your topic.”

Did you notice the twist?

I’m not asking the list owner to interview me. I’m asking if I can interview the list owner about the same topic they already cover in their newsletter or in their email autoresponder series.

This is a joint venture where you are hitching a ride off of the guru status of that list owner. So, how does that drive traffic to my website?

Easy...I’ll provide them with a recording of the interview. Sometimes I’ll also write up a quick article based on what we discussed and give it to them too.

You don’t have to be pushy or formal. Just say, “feel free to share this audio and the article with your list.” If I did write an article, I’ll also let them know they have exclusive use of it for the next 30 days.

Seven out of ten list owners will send the message out to their email list the very same day. And, following up will bring it to an almost 100% success rate.

I mean, why wouldn't they share *their* interview with *their* list?

If you pick a good topic, there's no reason. It's their information, on a topic their list wants to know about...with absolutely no cost or effort for them.

Bottom line, if they agree to being interviewed, they'll share it...especially if you offer an exclusive.

Now, that's a good traffic tactic...but one very important part is still missing; the call to action. List owners will send the interview to their subscribers.

Subscribers will listen to the interview. But, unless you provide a compelling reason for listeners to visit your website, you'll see very meager traffic and sales results.

Here's what to do. During the interview give away something that will drive listeners to your website. It could be a free bonus or a free special report, anything related the interview topic that listeners find valuable.

Ensure you directly connect the give-away with the information provided by the list owner. If you don't have something already, then create something new.

Giving away this bonus will not only drive traffic to your site, it will also increase your chances the list owner will send your interview to their subscribers. It increases the value of the interview...they always love sharing freebee's with their list.

Mentioning the freebee in the email and article will also increase the number of subscribers who listen to the interview and drive even more traffic to your site.

This technique is a simple, easy and creates a flood of high-quality, targeted traffic very, very quickly.

Here are a few quick adaptation of this technique that will generate even more traffic and sales:

1. After the list owner shares the content with their list reuse it. Post it in your blog and on your website. The article and transcripts is great content and will draw in free search engine traffic.\

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2. Turn the audio clip into a PODCast. Again, the great content will draw in people searching.
3. After the 30-day exclusive period is over, publish a news release about the interview.
4. Share the article with other newsletters and use article dissemination services to spread the word.
5. Make it viral. Turn it into a free viral report, embed brandable affiliate links and add a tell-a-friend option that drives people back to your website after sharing the article.
6. Finally, ensure people opt-in to your email list before they access the free bonus. Then create an autoresponder series delivering a good mix of content and affiliate offers relevant to the original interview topic. One of best things to promote are products from the list owner you interviewed.

The Worst Copywriting Mistake of the Year

Everyone is a little guilty of this.

The worst web copy mistake of the year was putting up a website that is truly self-indulgent, that is truly boring, and only concerns the person who wrote the website.

My philosophy, my mantra, is to get out of your ego and get into your browsers ego, your prospects ego, your potential customers ego.

That is the key to copywriting success. The worst copywriting mistake is writing all about you.

Now, I am also guilty of this. Let me confess: I put up a website recently, but the first draft was atrocious. We put up a website that had poor copy and when we drove traffic to it... nobody would buy anything. They would not buy anything because the copy was boring.

When we re-wrote it the results were dramatic.

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We did not change the product. We did not change the price. We did not change the offer. We sent the same email to the same audience and we got the amount of visitors going back to the website.

The only thing that changed was the website copy.

We went from boring copy to hypnotic copy

Within 24 hours we made \$8,000.

DR. MANI'S TOP TRAFFIC TACTIC

by Dr. Mani Sivasubramanian

My top web traffic tactic is List building with giveaway reports as the hook.

I estimate well over 60% of my total traffic was repeat visitors I got back from my email follow ups.

Using the lesson I learned in Trafficology's Issue, "*The Downright Nutty Way to Create A Foolishly Massive Amount of Web Traffic*", I made 4 changes to my homepage. I now have 517 opt-ins a month (where I'd regularly had 50 to 75). Since each subscriber is worth \$26 a year to my business, we've made an EXTRA \$12,000+ from this one strategy!

Forum post sig files also worked very well for me, over previous years. Of course, JV endorsements are an evergreen tactic. And I'm seeing a surge of interest in article marketing, specifically article exchanges and hosted marketing page techniques.

Editors Note: Dr. Mani also employed the most unique web traffic technique of the year – Blogathon.

Blogathon is a 24-hour marathon of Blogging to raise money and awareness for a cause. Dr. Mani raised \$34,143 for his Children's Heart Foundation (which sponsors heart surgery for poor children).

Learn more about the Children's Heart Foundation:
<http://www.ezinemarketingcenter.com/blog/>

To achieve his goal he combined classic joint venture techniques with blogs in very creative ways.

First, Dr. Mani did not author all the blog entries himself. Instead he recruited over 50 top internet marketers to participate in the event.

"X-Factor Traffic" - The Top 10 Most Effective Totally FREE Web Traffic Tactics in the History of the Internet, from Trafficology. <http://www.xFactorTraffic.com>

Second, he didn't focus the blog entries on himself or his charity (which we'd all understand if he did). Knowing he'd get more attention for his cause if the participants shared a valuable Internet marketing lesson, he assigned each blogger a specific topic.

Third, he wisely used the power of email marketing to drive people to the Blogathon. By building partnerships with people in his industry who owned large email lists, Dr. Mani was able to get a huge amount of publicity for his event absolutely free.

I'm sure most of the participants would have gladly sent a message to their list concerning the great work of the Children's Heart Foundation, but that's not what he asked.

Instead, to maximize the amount of traffic, he focused the email messages on the free content visitors would receive. He then asked visitors to make a small donation if they found the information useful (which of course they would...it was coming from the top marketers in the world).

The genius of this technique is what Alex Mandossian calls The Principle of Abundance. Participants understood giving extremely valuable content to Blogathon would help this cause more than sending an email about donating to their list.

MY WORST TRAFFIC TACTIC

The absolute worst web traffic tactic that I personally used was purchasing guaranteed traffic. It is so untargeted, unreliable and there's so much cheating with counts that it's a waste of time.

Co-opt email lists were also absolutely fruitless (for me).

SHAWN COLLINS' ***TOP TRAFFIC TACTIC*** ***by Shawn Collins of AffiliateTip.com***

Embedding Links in PRWeb & AWeber RSS Feeder

I discovered if you submit a press release through PRWeb.com, they'll allow inclusion of embedded links at the \$200 insertion rate.

This makes it seamless to push out news on a given trend and capitalize with affiliate links. Even at the less expensive insertion rates, you can include affiliate links as part of the text in the press release and PRWeb.com will hyperlink them in the published versions.

Another end of year "discovery" was the launch of RSS e-mail distribution by AWeber. All of the regular functionality of AWeber.com is now available for RSS feeds, so bloggers, forum admins, and other RSS distributors can reach out to their subscribers by e-mail with every post to their feed.

No longer is RSS reliant on readers, which is huge.

Message Boards

The worst traffic tactic is spending all day on message boards. While you're busy bonding with other marketers for hours a day, your competitors are learning, implementing, and earning.

KEVIN WILKE'S TOP TRAFFIC TACTIC

***How "Mr. Personality" Generated \$170,000
in under 2-weeks with very little effort!***

My top web traffic tactic of was adding personality to my email marketing.

This is what I call a business multiplier. By specifically focusing on building personality, I dramatically improved the results from all my online marketing efforts... especially the amount of traffic and number of sales generated from email lists I built over the past year.

Why should you develop and use your own personality in everything that you do online?

First it positions you as "the expert". People use the Internet to find information. They are looking for an expert to answer questions or provide guidance. That means...if you want visitors to pay attention to what you are saying, you need to become "the expert".

There are 2 ways to become an expert. One, you can work diligently over a long period of time, climbing the ladder, and finally make it to the top. Or you can employ what the Robert Ringer calls the "Leap Frog Theory".

You might not necessarily consider yourself an all-knowing expert. But in the eyes of someone who does not possess your knowledge or experience, you in fact are an expert. Everyone has expertise in one area or another.

Therefore, Ringer contends, all that's necessary to become an expert is to declare your knowledge and immediately transport yourself to the top...claiming your rightful place as 'the expert' in your chosen field.

To improve your traffic, declare your expertise and use it as part of your personality. The second reason to use personality in your marketing is to

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differentiate you from everyone else in your niche. No one else has the same set of experiences, no one else has your background, and no one else can tell your unique story.

By injecting distinctive personality into your marketing you'll develop a brand that distinguishes you from competitors and in a way that cannot be copied.

And finally, the third reason for developing personality, it's what people want. They want information that is interesting and unique. They want to know what other people are doing. They don't want boring corporate type marketing. They also don't want someone who delivers content with no unique angle or no personality in it.

In everything you do...especially your email marketing... you want people to know who you are, look forward to hearing from you, and to trust what you have to say.

Letting people know who you are and what you do will increase response. If prospects recognize your name and know you're "the expert" in their area of interest, when they receive your email...they'll open it right away.

Next, you want people looking forward to hear from you. If they want to receive your message it's not an intrusion. It's now something they are waiting and hoping for.

Finally, they must trust what you have to say. If they believe in you, they will gladly purchase your products and services and the products and services you recommend.

Accomplish these 3 things and you'll make an extreme fortune from your own email list. I personally used these techniques to generate \$170,000 in less than 2 weeks with very little effort. So make a point of adding personality into your marketing this year and it will have an amazing impact on your traffic and sales for months and years to come.

3 Easy Ways to Add Personality

A simple way to add personality to your marketing is to use stories. Even if you're not a great writer, stories can be fun and easy to create. Just think about your life, who you are, and the things you've done.

Everyone has their own story inside. The best topics are normal everyday events told in an interesting way.

Another way to find a good story is by keeping an open mind as you go about your daily life. With each tick of the clock ask yourself, “How can I turn this into a story” and “What can I tell readers about this”.

A second way to inject your personality into your marketing is understanding the concepts you’re trying to communicate. What are visitors looking for? What are you offering? What are your main selling points?

Creating a list of key concepts will make it easy to recognize everyday events that produce a good story. And, once you have these key concepts you can create your own marketing tool-bag to everyone.

Just place inside your tool-bag all the various selling points used to market your product or service. The next time you write an email, pull out your tool-bag and creatively mix-and-match. Don’t struggle to come up with something brand new off the top of your head ever again. Just re-work the concepts and points already stored in your marketing tool-bag.

This will help readers see your personality and will make them feel like they know you. They’ll look forward to hearing from you, they’ll trust what you have to say, and they’ll take action on your emails.

A third way you can add profitable personality to your marketing is understanding that your email list is a relationship building tool not a dull, dry newspaper.

Most people think there are two different kinds of email you can send out. One is content emails full of great information; two is a sale pitch trying to get readers to take action on what you’re selling.

First, I don’t look at email as just a content delivery mechanism. It is a relationship building tool.

If all you do is send out content...that’s boring.

There’s no personality in that. People can get content anywhere. In fact, if you just send out content you’re actually hurting your business. You are

training your list to always expect great free content and never take action on anything you offer. As a result, when you do present your list a great deal, nobody will take it.

Instead, when you use email as a relationship building tool, you can tell stories and include a call to action.

Stories enable to you deliver good content in a way that will make your list look forward to what you have to offer. Do not present facts in a dry formal manner, be interesting and unique. Then recommend a truly helpful product directly related to your story. Your list will trust you and will immediately take action.

The Result

Let me give you an example of what's possible by incorporating these principles into your marketing. In November we decided to do something that produced a high return in a short period of time without writing any sales letters.

And, in less than 2 weeks we generated more than \$170,000 in profit without writing a single sales letter.

The reason this was possible is because we used our personality and the relationship we built up with our list. First, we selected a product we already created.

Then using our personality we sent out emails that made our list interested in what we had to offer.

Just by focusing on using our personalities and using the key principles we talked about, we generated \$170,000 in under 2-weeks with very little effort.

In the end, simply incorporating your personality into your marketing will have an amazing impact on your traffic and sales for many months and years to come.

THE WORST TRAFFIC TACTIC ***by Kevin Wilke***

Auto-Generated AdSense Sites

There was hot trend was of purchasing a piece of software that would create hundreds or thousands of web pages with the sole purpose of getting free search engine traffic and making money with Google AdSense.

Everybody jumped on the bandwagon, but when it all came crashing down it ruined a lot of people's lives.

This was a problem because people were making thousands and even tens of thousands of dollars with what was nothing more than a get-rich-quick-scheme.

Then, when Google finally caught on to what was happening, all the traffic disappeared overnight...and all their income disappeared overnight too.

While losing all your income overnight is not a good thing, lets dig down deep and examine exactly why this was the worst web traffic tactic.

Let's also discover out what you can do to make sure you don't ever make the same mistake in your business.

This way, when the next hot traffic tactic comes along you'll know how to evaluate it properly. You'll be able to find out for yourself whether it really is a good idea to try or just another scam to avoid.

First, it's important to understand this whole tactic was based on taking instead of giving.

There was no value created in this process. People were taking free traffic from search engines and trading it for free money from Google AdSense. They gave no value back to anybody in this transaction.

No value was given to the search engines in the form quality content for people to find. No value was given to the visitors of the auto-generated sites in the form of useful information. There was no value given. The people using this tactic were only interested in taking.

If you've studied the laws of prosperity, you'd know success in life is about giving first and then receiving.

If all you do is take, you're going at everything the wrong way and things are going to fail for you. Nobody prospers in life by only taking. You prosper by giving first and then receiving.

Second, there was no differentiation between what you did and what everyone else did. It was based on buying a software programs, plugging in keywords, creating mass-generated pages, and posting them to the Internet.

What you do is the exact same everyone else in the scheme does. Some people might have different keywords, but it's basically the same.

Third, you learn no skill by doing it. To be successful in life you have to grow as a person, you have to grow your skills and knowledge. Creating these sites only required following simple instructions.

Users did not grow in knowledge or skills. They gained nothing except for the temporary income.

When the scam failed, they were left at starting from ground zero. They were forced to start from scratch with no marketable skills or useful knowledge that can help them get back on their feet.

Fourth, the entire process created absolutely no assets.

It did not create a sustainable source of traffic, it did not create a recurring revenue stream, it did not create an email list, and it did not create any useful content.

And, the last reason why this was the worst traffic tactic is because it wasted people's time.

They may have made some money in the short term, but it did not build a real business. As a result, when the bottom fell out, all the time invested in creating these pages was completely wasted.

Time is absolutely your most valuable resource.

Make sure any time you put into a project will result in you getting something out of it...not only income but also knowledge, skill, and assets you can use again and again down the road.

That's why, in my opinion, Auto-Generated AdSense Sites were the worst web traffic tactic.

BRIAN TERRY'S TOP TRAFFIC TACTIC

Adding audio to my website was the single best thing I did to improve my sales conversion.

Another technique that worked really well for me was adding personalization to my website. This was done simply by using PHP and JavaScript and by having a Squeeze page as my main page.

So instead of sending people to my sales letter I'm giving them an audio recording in return for their name and email address, then they are directed to the sales page. Now it's on the sales page that I've added personalization to things like the main headline and sparingly throughout the page.

Because the PHP and JavaScript code also uses cookies it means you can personalize any webpage without having to use a special url or anything fancy like that, this kind of personalization is all done behind the scenes.

In fact once someone has subscribed through the first squeeze page, their name can appear on any page of any website you control that you send them to.

Incredibly the whole thing takes 5 minutes to set up.

I created a small, free and easy to use application that helps people to set up these personalized web pages. I call the program "Instant Page Personalizer" and the way it works is simple...

You set up a webpage with an autoresponder form and ask visitors for their name and email address.

The page they arrive at after submitting the form is then personalized with their name... but only with the help of Instant Page Personalizer!

Here's a video I created showing how it works:

==> <http://Personalizer.TrafficologyResources.com>

You'll also find a free download link for the Instant Page Personalizer.

MY WORST TRAFFIC TACTIC

The worst web traffic conversion tactic was asking people to do too many different things when they arrive at a website. In most cases people did nothing.

I recommend to everyone that websites focus on a single action wherever it is possible and practical to do so.

Willie Crawford's WORST TRAFFIC TACTIC

“You Get What You Pay For”

The Worst Web Traffic Tactic I personally used was purchasing “Guaranteed Traffic”.

I purchased guaranteed hits from a few sources just to confirm my suspicions. I didn't think I would get very high quality responsive traffic, but...it only costs a few bucks so why not try it.

The traffic generated came from exit pop-ups and popunders on unrelated sites. The problem with this is, most of the visitors are not interested in your site, they are not targeted traffic. That's why the traffic is so cheap.

I spent a couple hundred dollars for well over a 100,000 guaranteed visitors that delivered less than 0.02% of any kind of response...even for a free newsletter or a free report.

It was very much wasted money and wasted time.

Although, I guess when I look at how cheap it was, it was not a total waste...but it was worst traffic technique I personally tried.

While traffic was delivered to my website, the conversion rate was practically non-existent.

THE WORST TRAFFIC TACTIC ***by Alex Mandossian***

The Worst Conversion Strategy of The Decade

The worst conversion strategy I utilized is how I dealt with my affiliates.

I kept doing it because I couldn't believe it didn't work.

Now I know, and I'll never make this mistake:

***If you have a great affiliate training center,
you absolutely cannot promote it via email.***

My affiliate training center has worked extremely well over the years. But, when I finally stopped emailing my affiliates, they generated a million dollars in just 29 days.

In the past I'd just email affiliates and say, "hey we have something new...come check it out."

Don't do it. It does not work.

The moment I hired an affiliate manager I started making a lot of money. Imagine 7 figures in 29 days.

I credit this success to the fact he called and did not email affiliates. I recommend you don't email your affiliates. It is a huge conversion mistake.

You are trying to convert passive affiliates into active affiliates...it won't happen with email. They'll just throw the email away, they'll have it spam blocked, or they won't even pay attention to it.

They are busy like you are. Call them up and get into their world. I've made this mistake for 3 and a half years, I finally got tired of it.

The fact is, I'm a big fan of email...but if I ever want to launch a new promotion, I don't start emailing my strategic partners. I always call them up and say what is about to happen and that I want them on board.

Many of my colleagues and closest friends stopped using email to communicate with affiliates. It worked for them, it worked for me and it will work for you.

Do not email your affiliates about a new campaign. It will frustrate you and you'll go broke. Call them up.

THE WORST TRAFFIC TACTIC ***by Jakob Nielsen***

The Worst Web Design Mistakes

Jakob Nielsen is the world's foremost expert on the most underutilized web conversion tactic – Usability.

For nearly 22 years he's studied how people interact with sales systems; focusing the last 11 years on understanding how real people use the web.

His research reveals what visitors see, what visitors read, and most importantly what visitors do (even uncovering what they're honestly thinking).

The ability to truly understand the thoughts and actions of real visitors on our site gives us the power to improve our designs, increase our conversion and generate more profit...with little or no extra cost.

For an Introduction to Usability, check out the Trafficology 101 section of the membership site.

A recent study I conducted focused on what real website users found the most irritating. Before you start thinking, "I've heard this before", remind yourself...these were the biggest web design mistakes of the year. People are still complaining about them because they continue to be so common.

The number one complaint was very simple:
I cannot read the text.

Many sites have small fonts or poor color contrast. I just don't understand why this is a problem.

Designers probably think pink text on a green background looks good, but a website can serve no purpose if your visitors cannot read your writing.

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Looking good is much less important than people actually being able to read the material.

The second biggest web design mistake of 2005 was using non-standard links. If your visitors don't know what to click on, they will not visit your other pages; and that defeats the purpose of your entire website.

The simplest resolution is to always use underlined, colored text for your links. Then people know for sure they can click on it.

Also, ensure the link text clearly state what people will find on the next page. Don't just say, "Click Here".

That's a mystery link. It doesn't explain what visitors will see when they click on the link. Instead you should use something like, "my top usability tactic". Life is too short to click on mystery links...so people just ignore them all together.

The third thing web users complained about the most was flash animation or anything that moves, blinks, or gets in the way on the web.

Web designers make this mistake because they anxiously want to feature their important, exciting promotion. But, the more elaborately an element of your website, the more people will ignore it.

People think the best offers and the most important information is the ones that look like it's plain information. They surmise, anything that looks like a big advertisement is probably just an advertisement and that is not why I am on the web for.

The more things look like an ad the more people will actually ignore it. It's paradox. The more you promote something, the more it will be ignored.

Therefore, don't use overly aggressive graphical design elements. Rather, use a more subdued design.

Other major design mistakes to avoid are:

- ✓ Not writing short, scan-able content.
- ✓ Creating too long, too restrictive web forms

- ✓ Not providing a big enough product image
- ✓ Not providing contact or company info
- ✓ Using Fixed Page Widths

ALLAN GARDYNE'S TOP TRAFFIC TACTIC

Direct Type-In Traffic

42% of the traffic to AssociatePrograms.com came from type-ins and bookmarks. I love that!

It's so pleasing to see that people find the site useful and remember it.

Last Month direct type-in traffic was even higher at PayPerClickSearchEngines.com — reaching 48% .

However, I own a bunch of other affiliate sites which rely much more on getting found in search engines.

For years, I've been telling affiliates one of the best ways to succeed is to create an interesting, useful site.

It's pretty boring, old-fashioned advice - but it still works nicely.

I'll be taking my own advice on this next year. One of the main things I'll be doing is working on creating and improving interesting, useful websites.