

***"X-Factor Traffic" – The Top
10 Most Effective Totally
FREE Web Traffic Tactics in
the History of the Internet,
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***TRAFFICOLOGY'S
TOP TRAFFIC TACTIC
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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.

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.

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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.

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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.

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 your 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!



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