

ez Little Traffic Tactics

*3 Easy ways to get free traffic
to your Squeeze Page*

A product of [Mr. B.O.L.D](#)

To help you make [[[th@t million dollars](#)]]

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Introduction

Let's start with two observations.

First, if you want to make money online you need to find a way to drive traffic to your website (or the one you're promoting).

Second, you like free things.

I don't think I'll get much argument on either point, do you?

Traffic is the big brass ring when it comes to making money online. In order for someone to buy a product, fill out a form or click on an ad, they must first show up. You need to get someone to the site before ANYTHING can happen.

There are so many things you can skip while still making money. You don't NEED peel-away ads, custom site designs, cool icons, a Digg button or a hilarious 404 error page to turn a buck.

You can even get by with a lousy "buy now" button on a relatively ugly page.

All of the extra doo-dads can help you make MORE money, but they're not an absolutely essential part of the process.

Traffic, however, is. If you don't have eyeballs looking at your pages, nothing else happens. Nothing. It's like you're not even there. **No traffic, no money. More traffic, more money.** It really is that simple.

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So, we can all agree that anyone who wants to make money on the Internet would like at least a little extra traffic. The truth of the matter is that everyone wants all of the traffic they can possibly get. We're gluttons for traffic. The more the merrier!

Now, let's move on to free things. We adore them. Despite all of that talk about giving being better than receiving, there's nothing like a gift to put a smile on our faces. When it comes to doing business, there's nothing like finding a free way to make more money.

Here's the kicker. We can combine those two of our favorite things into one: Free traffic!

When you think about the fact that people are spending a small fortune on pay per click and other web-based advertising options, the idea of finding a large stream of free traffic seems almost too good to believe.

That little voice inside your head is shouting, "Don't believe him, there's not such a thing as a free lunch." That little voice is right, in a way.

When we talk about **free traffic generation methods**, we're referring to ways of bringing visitors to your site without spending any money. There's always a cost involved, though.

The techniques we're going to outline within this text require a little effort and a little time. In that sense, you're still paying. The good news is that you're not paying much.

So let's get started, Shall we?

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Email Signature

File this one under “How did I forget something so obvious”. If you’re like most people, you send out a hefty heap of emails virtually every day.

What is the person on the other end of those messages seeing? If it’s not your URL, you’re making a mistake.

Put your website’s address under your signature in your outgoing emails. People will notice and they will click that link.

If you send out a great deal of email this technique will help you more than it will someone who does less. No matter how many chunks of electronic mail you send, however, adjusting your email sig will only take a few seconds of your time. With an opportunity cost that low, it’s hard to resist.

BONUS TIP 1: Think cumulatively. The amount of traffic you can produce via your emails may not seem like much over a short period. In the long run, however, it can really add up.

Consider for a moment how many people you could’ve driven to a site over the years if you’d been using the same site link in your email since the first time you logged into your account? It would be STAGGERING!

BONUS TIP 2: Don’t overdo it. You don’t need your email signature to be an extended sales pitch. That’s a turn off. You just want your site information and a handy clickable link directly in front of your mail’s recipients at all times.

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BONUS TIP 3: While you don't want to go nuts with an extended biography in your email signature, you do want to do a little more than listing your bare URL.

There's a point between creating a mess and providing a too-Spartan signature. Find it!

Blog Commenting

Blog commenting as a marketing strategy has earned a bad reputation in many quarters. That's not because there's anything inherently "black hat" or wrong about the practice, though.

Objections to utilizing blog comments as means of generating traffic usually stem from the misuse of the opportunity by spammers.

You've undoubtedly seen these ill-conceived comments before. The blog post discusses the upcoming Kentucky Derby. The comment says something like, "Buy CHEAP Viagra!" and contains a link to a probably crooked online pharmacy.

Ever since spammers learned to exploit the willingness of bloggers to offer space for readers to comment, blog spam has been a major problem.

It's **the primary reason behind captchas and other verification systems** that try to separate real human commentators from the pre-programmed variety.

It's also the reason why **spam filters like Akismet for Wordpress are so popular.** Comment spam directly led to the "no follow" tag, an SEO-killing device designed, in large measure, to reduce comment spam by decreasing its potential value.

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No one wants their blog filled irrelevant ramblings, phony comments and links to what Google undoubtedly considers “bad neighborhoods”. Comment spam is one of the ugliest features of the blogging world.

That does not, however, mean that you can’t use the opportunity to comment on blogs within your niche to your advantage. In fact, being a good, clean, “white hat” commentator can produce a traffic influx directly and indirectly.

Here’s how it’s done. You find blogs within your niche. You read the posts. You comment on the posts. You can generally secure a backlink (whether it’s “do follow” or “no follow”) and can often get additional traffic in the process.

Choosing the target blogs is the first step. Google and the other search engines value thematically related inbound links more than they do others, so it’s sensible to limit your search to blogs that deal with a subject matter similar to your own.

Reading the posts is important. This, in large measure, is what will separate you from the countless comment spammers out there. They don’t read the posts.

They don’t care what’s on the page. You, on the other hand, will be examining the content of the pages and ingesting the information.

That’s because **you’re going to offer relevant and valuable comments**. If you want to drive traffic with blog comments, simple “I agree” comments won’t do the trick. Neither will irrelevant ones.

Most of these are captured by bloggers prior to publication and will never see the light of day. Even if they did sneak past safeguards, they wouldn’t have the intended effect.

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Your goal is to leave insightful and relevant comments directly related to the posts under consideration. That means you need to know what the posts are about and you need to have something meaningful to offer.

When you take this approach, you're adding value to the host site and you're encouraging dialog, which is one key aspect of blogging in the first place.

If you're writing good comments, you're also creating an impression with those who will eventually read them (and they will be read--most bloggers are more than happy to publish quality comments).

You are establishing yourself as someone with something to say--someone with a certain level of expertise in the niche under consideration.

If you **make interesting comments** and present yourself in the proper manner, people will click from the link within your comment to your page. It happens more frequently than you might think, too.

Leaving the link is the key to making this approach work. You generally have two options.

First, the "name" field on most comment forms doubles as a working link after publication. Thus, if you comment on a blog under the name "Thurston Howell III", and list your website URL in the appropriate field, you'll end up with an anchor text link for "Thurston Howell III" pointing back to your site.

Second, we know that anchor text links featuring your target keywords are the best choice for SEO purposes. That leads many marketers to comment on the others' blogs

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while using the keyword itself in the name box. Thus, you may occasionally encounter a comment written by “Best Chicago Dentist” or “How to Lose Weight”.

While this approach can work in some cases, it’s becoming more of an uphill struggle for a few reasons. Initially, the prevalence of the “do follow” attribute makes it increasingly difficult to find SEO-friendly blog commenting opportunities.

Additionally, site owners are so overran by a daily dose of spam that they may immediately assume that **keyword-based “names” are just another effort to sneak in a bit of comment spam.**

Your comment may end up on the cutting room floor, so to speak.

Using your name, the name of your site or the name of your business is more likely to pass inspection during the comment moderation process and therefore has more potential power to drive traffic.

You can’t get visitors from an unpublished comment, after all. The obvious downside is that you’re not able to use SEO-enhancing anchor text.

While that does undercut some of the search engine optimization value of the process, it doesn’t damage your ability to generate traffic directly from the comment.

If you’re **supplying something valuable, you can count on getting a few visitors.**

Another option is to place the link to your site within the comment itself. The success of this gambit will hinge on the moderator’s own personal tendencies and the quality of your comment.

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You should be aware that link-stuffed comments are the calling card of comment spammers, which may increase the likelihood of your comment being rejected.

It's a **good idea to look at other posts and comments** to get a feel for what the blogger will allow in his or her comment area.

Sometimes you'll find that they're very liberal and will allow anchor text links within the body of the post AND will allow keyword terms to be used as the commentator's handle. Others will be more restrictive.

Act according to your research findings. If there's inadequate information to reach a conclusive determination, your default should be a personal/business name without any "bod links:.

There are a few things you can do to **increase the value of your blog commenting.**

First, look for blogs that offer **"do follow" links**. There is a variety of "do follow" directories around, as well as free tools to help you find these blogs. They're still giving commentators the opportunity to gain SEO-friendly backlinks via commenting.

Second, consider the probable scope of the audience. A good comment on a **major site can produce a good traffic influx**. The same comment on a barely-trafficked blog won't do much for you.

Third, try to be early. If you can get your comment directly under the post, you're more likely to secure higher traffic levels.

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Fourth, take the time to write **good comments**. You're putting your name or company "out there" and you want your comments to reflect well on you. You also want to give the host bloggers a reason to allow the comments in the first place.

If you follow these practices, you can generate a reasonable supply of optimized anchor text link while simultaneously creating another free traffic route.

Writing comments on blogs doesn't need to be a dirty business. If you approach the process with integrity, you can find some real advantages in this approach.

You can increase your standing in your niche's community, begin a series of productive dialogs and generate traffic directly and via improved backlink totals.

BONUS TIP 1: There are certain traits that will result in a comment being perceived as nasty spam even if it isn't. To maximize your success with this strategy, you need to avoid those traits in your own comments. The presence of multiple links within a comment is one example. So is any brief post that contains language like "I agree completely" or "I enjoyed this post".

Don't trip the triggers when you're trying to be one of the "good guys" who's really contributing to the ongoing dialog.

BONUS TIP 2: If you want to make sure that your comment isn't disregarded as mere comment spam, mention part of the post upon which you are commenting in detail.

"Love this post" looks like delete-able comment spam. "I love your third point--that we shouldn't wear stripes with plaid--I've always found those who do that lacking in fashion sense" has a much greater likelihood of making the cut.

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BONUS TIP 3: Maintain a list of blogs in your niche that offer “do follow” links. Make a point of visiting those sites regularly and become a regular contributor.

You’ll get all of the traffic advantages of blog commenting plus an extra blast of search engine love--especially if they’re authoritative blogs.

Forums

Earlier, we discussed the traffic creation value of completing your personal profile on discussion boards and forums. That’s easy. The process of generating more traffic through forum posting certainly isn’t complex, but it does require a little more effort.

This approach works because most forums will allow you to include a “signature” under you posts. This is a small area in which you can include links to your site or sites. While many forums allow custom anchor text in signatures, others may limit the user to a “bare” URL.

Either way, it presents a real opportunity to for traffic creation.

Initially, it’s easy to spot the SEO value of these forum postings. You’re creating non-reciprocal inbound links from a thematically related third party site (assuming the forum’s topic is relevant to your site).

Additionally, good forum posts invariably lead people to look at the signature and many will actually click on that link to learn more about you and your products and services.

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Again, however, that requires quality commenting. You **won't get a lot of attention to your signature if you're merely posting "me too" responses** to threads or are engaging in other forms of shallow posting.

Those approaches may work in terms of backlink generation, but the only way to turn your forum posting into a direct traffic conduit is by making remarks that offer genuine value to readers.

Thus, you'll want to use the same general approach we covered during our discussion of blog commenting.

You'll want to read threads carefully and you'll need to make an effort to **give readers good information** and valuable insights.

If you're not involved in forums or discussion boards, make a point to add some level of participation to your overall plan.

Spending only a few minutes per day on forums related to your niche can produce measurable direct traffic gains while simultaneously improving your search engine traffic.

BONUS TIP 1: Every forum is a little community unto itself. There are certain expectations among participants and certain things that aren't appreciated (even though they may be fine at other similar forums).

When in Rome, do as the Romans do.

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Make an effort to learn how things really work in the forum. While you're at it, read the "stickies" that are usually in place and often codify some of the expectations for participants.

BONUS TIP 2: Don't start something without finishing it. If you begin a thread, or add a meaningful contribution to an ongoing discussion, monitor that conversation and reply to questions, etc. as it progresses.

Most forums have options you can set to be notified via email when a new response is posted or when you receive a private message from another forum member. Take advantage of these tools, or you'll risk being seen as one of those dreaded "hit and run" posters.

BONUS TIP 3: Don't get sucked in! You need to monitor things somewhat, but you can't afford to become a "forum rat". It's easy to wile away the hours conducting numerous conversations, but it's not the most efficient use of your time. Set a limit for handling the task that works for you and stick to it. Forums and discussion boards are where too many IM careers go to die!

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Web Business Essentials

Here is a list of resources that every internet marketer MUST have. In fact I use these very same resources every single day, so have no second thoughts about recommending them. And even if the recession hits, these are the bare essential resources I would keep to run my online business.

Domain Name & Hosting

This is probably one of the most important parts, even though almost everyone simply goes the "cheap" route. I personally suggest that you purchase a robust hosting package, which isn't overly-expensive, but provides you with the features you need to run a professional site.

- 1) Register Your Domains with [Namecheap](#) - Have been using them since July 2006.
- 2) Get Your Hosting @ [Hostgator](#) - Have been using them since July 2006.

Use the coupon "kachinghost994" (without quotes) to get your first month hosting for just \$0.01

OR

Use the coupon "kachinghost25pc" (without quotes) to get 25% OFF your FIRST Year. (You will have to sign up for 1 year plan and can choose to pay up to 3 years in advance)

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Autoresponder

In addition to a good domain and hosting, you will need a good auto responder system to follow up with your subscribers and customers. As the saying goes "MONEY is in the LIST", you need to use the right service to manage your list.

If you are on my list you can see it live that I use [Aweber](#) for managing my mailing list and that is the same service I am recommending to you. Have been using them since 2007 and you can't go wrong with them.

[Go get your Aweber free trial now.](#)

Track Your Marketing Efforts

One of the important aspects of running an online business is TESTING what works and what doesn't. You need to know where all your traffic is coming from, and analyze the return on investment for each traffic source. And then focus your efforts on campaigns that make money, and drop those that doesn't.

Here is a tool that can track everything from pay per click traffic, banner traffic, article traffic, forum traffic, email ads and more... This tool even comes with an inbuilt link cloaker that allows you to protect all of your affiliate links from commission hijackers! And its the very same tool I am using to track my links right here :)

[Get it Here!](#)

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Centralization

If your goal is to build an online business that makes you money 24/7, 365 days a year, you must use a CENTRAL system through which you CONTROL and MONITOR EVERYTHING you do - especially your online sales.

So, what does CENTRALIZATION really mean?

- Offer ALL of your products / services through ONE SYSTEM
- Accept ALL orders for your products / services through ONE SYSTEM
- Offer your affiliate program/s through ONE SYSTEM
- Deliver your product downloads securely through ONE SYSTEM
- Track all sales and credit the right affiliates, right on time through ONE SYSTEM
- Partner with the BIG GUYS and make them feel SAFE JVing with you through ONE SYSTEM

And much much more... ALL of this is possible through ONE SYSTEM and is now available at an unbelievable price.

[Click here and take your online business to the NEXT LEVEL](#)