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**3 Overlooked Ways to Get Hundreds of Links and Prospects to Your Blog**

**By Tinu Abayomi-Paul**

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Did you know that there are free ways that you can get links back to your blog overnight? That after a few days they can number in the hundreds?

No matter what you market on the internet at some point you'll face the issue of increasing the number of visitors to your site. What most people don't know is that there are literally hundreds of ways to get free traffic. Here we'll focus on three overlooked ways to get additional traffic to your site using a blog.

The third most overlooked way to bring traffic to your site with a blog is to read and comment on other blogs.

Now, maybe you've done this before but stopped, because you're becoming concerned about being considered a link-spammer. In that case, leave a link to your site after your comments, instead of in the comment form that hot links it.

In the near future, bloggers will be able to use special code to prevent spam in their comments section, so this will become less of a concern.

Besides, getting clicks from people who read comments, or visits from search engine spiders through your comments, isn't necessarily your direct objective, though it's definitely a plus.

What you want to do via commenting is to enter the blog community that corresponds to your target market. Get to know who the players are and make agreements with them to cycle traffic between you.

Or lurk to find out where your target market typically hangs out when they're online - you'd be surprised at how many inexpensive and targeted advertising sources you can find through this method.

(If you're looking to get linked, there's another way that we'll go over next.)

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This tip has earned me a few dozen links from prominent blogs in the past four days alone.

These links are worth ten times a reciprocal link because they send targeted traffic from established sources, and come from experts with records of proven results.

You can be sure these kinds of people will check you out before they linked to you, since they may be judged by the quality of the information they share.

The second method to more blog traffic is the most confusing for newer people, and this is probably the reason its benefits remain overlooked.

In the simplest of terms, Trackback is kind of a remote commenting system that incorporates linking. It allows the reader to follow a topic around the web to see other bloggers remark on the same subject. It enables the publisher to remotely cite references to the issue on which they've written.

Once you've made yourself familiar with the blogging community you have entered, you can often pick up the pulse of conversations within your site's theme. Then, when you see issues that you want to expound on, you can send the other site a notification to let them know you cited them on your blog. That link will appear on their site, and often draws visitors to you.

Bloggers who use Trackback often enjoy greater control over this function in their blogs than they do over linking, as they have the option to reject your reference – so there is a lesser incidence of fraudulent linking. That also gives your link a greater chance of being displayed.

So why don't more people use Trackback?

One reason is that what is arguably the most popular free blog system, Blogger, doesn't have Trackback. However, Haloscan.com can remedy this with their free service - it's a cut and paste away.

Many new bloggers don't get what it is and how it differs from commenting. And of course, the dynamics of it are a little more complex than I've stated. But learn to use Trackback properly, and you won't need to beg for links to your site ever again.

It's harder to estimate an exact number of visitors that come as a result of trackback links. But if you posted five days out of seven, and was able to get a trackback link to your site three times a week, by the end of the year you'd have almost 150 topical links back to your site, which are more valued by search engines than a typical link trade with an unrelated site.

The most overlooked source of traffic for a blog is through article submission. To start with, turn your longer posts into articles and submit them to ezines or directories. Look especially for directories that ask for the direct link to the article on your own site, and input the permanent link to the post on your blog.

Make sure that your Auto-Discovery tag is in place and it can mean hundreds more prospects, links

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and subscribers.

It's a shame this is the one of the least used traffic methods for most sites, let alone for blogs. In four days, this method generated just over 1000 visitors. 157 newsletter leads, 98 new feed subscribers, and 206 links to my site. You may not get these same results right away, but using these simple strategies can still get you more exposure than you have now.

These aren't normally the highest quality links, as they rarely make sure of anchor text. However, bloggers are citing me using Trackback, sometimes in lieu of linking to the site where they originally found the article, so some anchor text linking does occur – enough, in fact, to make this worth your while.

To see this in action, do a search on "Can A Ping Really Help Your Blog Get Top Search Engine Rankings", the title of an article I submitted earlier this week.

That article was published within a week of this one– the results speak for themselves. Many of these sites aren't the ones where my articles are normally published.

There are, of course, plenty of other ways you can leverage the content in your blog or RSS feed to increase the traffic to your site. The methods outlined here may be a bit outside the norm, but, as you'll soon find, that's part of the reason they are so effective.

#### **The New Reciprocal Link**

**By Andrew Hansen**

Any internet marketer will tell you about the importance of your 'linking strategy' in getting your website indexed and ranking highly in the search engines.

In the past reciprocal links were all the rage. People were (and still are) trying to get sites with high rankings to link back to their site to show search engines that their site is of greater importance. To do this they were putting links up on their sites, ie You link to my site and I'll link to yours. This was a strategy that worked well.

However, it was always hard to find linking partners. Sure there was software to help, you could hire people and spend your own time sending emails but ultimately, sites that are ranked highly don't usually want to link back to your site because there's nothing in it for them! And you can always use directories but they usually won't provide you with a link that is relevant enough in the eyes of the search engines to significantly improve your ranking.

Furthermore the reciprocal linking theory has changed somewhat in the eyes of the search engines in the past few months. We can only speculate as to why but it has occurred that reciprocal links are given less weight in comparison to one way back links from other sites. Perhaps this is because an

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inbound link will seem more natural if it doesn't exist only because of a link that you have put up to the linkers site. Anyway we could guess forever but the result is that reciprocal linking is dying.

The big question then is "What do we do instead"?

Get as many one way back links as you can! How do you do that? Well I'm sure that there are many ways but here is one way that I've been using successfully.

You've probably heard people raving about blogs. These days everyone has one, everyone is making them and everyone who doesn't, WANTS TO.

Now, there are people who own `blog farms' which are large numbers of blogs in a network that are controlled by a central system. On a small scale what I do is post a link to my site on other peoples blogs, either with a sig file or with a link in my post. Now you probably realise that it's going to take a long time to make hundreds of posts with your link to hundreds of blogs and you're right. But there is a faster way!

There are people who run services of blog farms who will give you the ability to post your link to the hundreds of blogs that they own. Do you know what this means? This means you can instantly receive hundreds of backlinks from other (generally high ranking blog) websites, to get indexed in the search engines in record time, improve your sites rankings, and receive a barrage of traffic with almost NO EFFORT!

Doesn't get much easier than that!

Andrew Hansen is the apprentice to an online marketing guru and has learnt in just a few months how

to make a full time income from his online ventures. He endorses

as the

fastest way to get your sites indexed and listed in the search engines.



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