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4 Proven Ways To Drive Laser-Targeted Traffic To Your Site

By Dylan Loh

You might be an affiliate looking for ways to increase traffic and increase sales. You might be a website owner looking to expand to your reach. Perhaps you sell an info-product and would like to see more traffic and more profits...

You may have already been using some of the methods listed here but are you using it right? Are you doing it correctly?

(1)Articles. Writing articles may be seen as hard work. I won't deny it, it can be quite tedious. BUT it has proven to be super-effective for me. I'm a living example. A few months back, I created my own product.

I had a few affiliates make a few sales but never quite enough. I've heard many good things about article marketing so I've followed a simple blueprint of writing articles and submitting them.

The results: My sales were more then triple then all my affiliates' sales added together!

I quickly sent a mailing to my affiliates telling them to model my success. They did and the results have been nothing short of fantastic.

I'm telling you this to show you that article marketing works. One tip I can reveal is that you must submit your article page (page where your article is) to as many search engines and directories and treat it like a normal website.

(2)Forums. I wasn't a big fan of participating in forums. I didn't see the need to, and didn't see the potential profits. How wrong was I!

Just adding a simple link in your signature files AND asking/answering the right questions in the forums can bring a good stream of traffic to your site. If you join the right forums (forums tightly related to your niche) and participate intelligently in discussions, you can expect to see a good flow of traffic from them

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(3)Ezine Advertising. Ezine advertising can be very profitable if you know what you're doing. The most important thing to do is to make sure you track and test the results! I cannot stress it even more.

Say you advertise in 3 ezines - You make a profit of \$200. Now that would be good right? So you go on advertising in these 3 same ezines in the next campaign...

...Only thing is you didn't know one of the ezines, that costs \$40 to run, brought in zero sales. If you'd track and test you'd know which ezines work and which doesn't! Remember to choose ezines that are closely related to what you're promoting.

(4)Blogging. Everyone blogs nowadays right?

Well, at least that's true with many successful affiliates. The really smart ones know the power of

having a blog. It's free, it's easy to set up, easy to publish and really quite easy to get a good ranking on the search engines.

Set up a simple "review site" or start an "article site". The possibilities are quite endless, so are the monetization opportunities. You can include affiliate links in your review, increase AdSense ads, incorporate a pay-per-lead program, sell advertising space etc...

And that's just setting up one blog. Imagine have 5 or 6 profit-pulling blogs. There's so much you can do with free blogs!

Dylan is the author of "Clickbank Profit Machine" - A unique 6-step approach to profiting from Clickbank. Inside, he reveals 5 immediate traffic generators that will have your website instantly flooded with hungry prospects and visitors.

<http://www.clickbankprofitmachine.com/index1.htm>

How to Drive a Stampede of Laser Targeted Traffic Using Postcards

By Rob Taylor

How would you like to make \$4 for EVERY visitor who hits your site? How about \$8? Would you be interested?

This kind of money sounds insane doesn't it, especially when you consider that most websites are lucky if they can make a \$1 out of a visitor. And the chances are that you would label me a liar and a scam artist for even making such an outrageous claim.

Well those figures come from my own marketing. You can see the proof by visiting

<http://www.megastep.com/art-postcards.htm>

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"How did I do it?" you ask.

The answer is very simple. I used good old fashioned direct mail, and more specifically I sent out postcards to lists of buyers, people who have previously bought a product similar to what I was offering. Direct mail golden rule #1... Never, ever rent names of enquirers. That's suicide, because they are unqualified and generally tyre-kickers.

So as the cost of pay per click marketing goes up, and joint ventures become harder and harder to get, and the free traffic generating methods start dying, and all those gateway page generation software tools keep getting your site banned from the search engines. With banner impressions sending you trickle traffic, and more and more emails never arrive because of the spam filters, it's time to look at direct mail.

And yes of course it's going to cost you money to send a mail shot. But if you've tweaked and tested your website to convert the maximum amount of visitors, if you have setup up your automated backend sales process. Believe me, direct mail is one of the best ways of driving laser targeted visitors to your site, people who already have a proven track record of BUYING products similar to what you offer. Yes I've repeated myself, but I want you to "get" that little piece of advice.

So as your email open rates dwindle to dust, and you find it harder and harder to generate quality website traffic. Remember the lowly postcard, because it's what the big guys are using to make obscene amounts of cash from their websites.

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Rob Taylor has been writing & publishing information products online since 1996. He is the publisher of Ted Nicholas & Stuart Goldsmith's classic direct mail home study course The Golden Mailbox. Details

at

<http://www.megastep.com/gm>

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How to Drive a Stampede of Laser Targeted Traffic Using Postcards
Increasing Website Traffic With Pop Unders
How To Get Traffic To Your Site
Promote Quickly & Easily With The Two-Step
Undergoing Laser Body Hair Removal

Fax Reaper Pro Software
Traffic Explosion
Email Spider Software
PPC Profits



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