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Publish Your Way To Web Site Traffic

By Richard D. Bailey

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--Article Begins--

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By Richard D. Bailey www.ClientByDesign.com

Besides using search engine traffic, It is possible to generate a steady stream of website traffic by repackaging existing marketing collateral and content that might be collecting dust or virtual dust on your desk or hard drive and giving it away free.

If you're wondering why anyone would want to give away his or her work for free, it's called viral marketing. Some

readers will download your ebooks or reports and then send them to friends, family and associates, especially if you invite them to. Client By Design has successfully used this method of traffic generation to pull thousands of visitors to our site and our client's sites.

Just think of it as distributing your business card or catalog to targeted visitors and then getting others to give you referrals at no cost. This can lead to enormous amounts of visitor traffic, phone calls and orders.

--FINDING CONTENT

You might be sitting on a goldmine of information that your site visitors need. Whether it's unused or just some older information in digital form (word docs, text files, notes, power points, etc or unwritten work) you probably have a lot of shareable info that you can repackage to either sell or give away.

If you took time in the past to write or compose it, it probably has greater value than you realize. So revisit your "my documents" folder or sift through some of your old files and look for original info: old newsletters, articles, research reports, product catalogs, etc that you feel would still have relevance to web site visitors today. Ebooks and reports can have a few pages, as little as one to five or as much as 200 or more pages of info depending on the message delivered.

--DISTRIBUTION FORMATS AND READYING DOCUMENTS FOR DISTRIBUTION.

Method 1: The self-executable ebook route:

Self-executable ebooks are compiled software applications that readers can use without meeting any additional requirements. A reader can simply launch (open) an ebook of this type and begin enjoying it right away without needing to download anything else.

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small enough to be sent by email.

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If you know how to make web pages, you can just use your favorite html editor to create web pages with useful interactive content. Once created, save the files on your hard-drive. Be sure to include an introduction, table of contents, graphics and links to your web site (if you have one) and contact information so your readers can contact you for more info, interviews or more ebooks.

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One neat branding feature, both share, is the ability to create splash-screens that come up, once your files have been opened. These screens can hold a special thank you message, logo or some other notification that you want readers to see.

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--Method 2: The PDF route:

If you don't know anything about html or creating web pages, you can type your documents with a word processor or desktop publisher, add some nice graphics and then convert your documents to PDF files. PDF stands for portable document format and is a widely accepted standard for content distribution. PDFs are easy to distribute via download or email, depending on size and look great, if you create your original documents the right way.

To open and view PDFs, your readers will need to have Adobe Acrobat Reader installed on their systems. Acrobat reader is free and available for download on the web. It also comes pre-installed on most new PCs or comes distributed with just about any commercial software purchased these days. In other words, it would be rare for anyone to not-have acrobat installed on his or her system.

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--Tip It's a great idea, to include your web site address or product/service links in your PDF (perhaps as a footer on every page) so readers can contact you for more information, order products or to download more

ebooks/reports. Your readers will be able to click on your links from directly within your document and, if they are on the Internet they can visit your web site(s) to view more resources or to buy more products.

--WHAT TO INCLUDE

Regardless of the method you choose to publish with, you should:

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3 HIGH CALIBER REPEAT TRAFFIC TIPS!

By Larry Dotson

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1) MEMBERS REVISIT

Turn part of your web site into a members only web site. Instead of charging for access, allow people to join free. You could add member only information, message boards, e-zines, etc.

People enjoy these member or club communities because it makes them feel a part of something. Most members will return to your web site again and again to be part of the community.

2) BONUSES FOR VISITS

Offer daily or weekly visitor bonuses. This will increase your repeat traffic and sales because your visitors will visit regularly to get the visitor bonuses. It could be free ebooks, reports, prizes, money, etc.

You could also offer discounts as visitors bonuses. You could offer a discount on a different product everyday or if you only have one product you could offer different bonuses with it each day.

3) E-ZINE TO WEBZINE

Publish only your e-zine on your web site. Have people subscribe to a "new issue" e-mail reminder. You'll get subscribers and repeat traffic at the same time.

Plus, when you publish your e-zine on your web site, you could use more subscriber attracting features such as graphics, audio, video, pictures, interactive communities, etc.

QUICK READ SUMMARY

- 1) Design a section of your web site as a members only web site to increase repeat visitors.
- 2) Reward your visitors with bonuses when they revisit your web site.
- 3) Only publish your e-zine on your web site to get repeat traffic for visitors and subscribers.



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Impair Healthy Healing In People Over The Age Of 30!**

