

Traffic the "Write" Way?

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By Armand Melanson

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One of the cheapest ways to drive traffic to your site is via articles you submit to other newsletter publishers.

It doesn't have to be anything fancy, just some helpful info about something related to what you are selling at your site. The more articles you can have published, the more traffic you get for free.

When writing your articles, you need to format them to less than 65 characters per line or the article may look screwy in some email programs. You can do this using windows Notepad. Just type random letters 65 times at the top of your doc, then start your article. When you reach the end of the line you created at the top, then hit enter to start a new line.

ashdjfkslkkajskdleorit>65 characters wide

Or you can use a text editor that you can set the line length for:

<http://www.notetab.com>

is great & FREE – I highly recommend it.

Viral marketing is marketing that reproduces itself (like a virus). With articles, you can include a blurb in the footer called a resource box. This is where you tell the reader who you are & how to get in touch with you (website URL). See

the resource box at the end of this article for a sample.

You can also say that the article is republishable. That's where the viral part comes in. If 1 of every 100 readers decides to republish, then your article starts to make its way around the Net for free & points everyone back to your site.

That's why so many people develop free eBooks – for the free traffic that comes from them being republished on other people's sites.

So once you have an article you then need to get it published. Here's what you do: you find ezines & newsletters that cater to the audience you are targeting. Then you contact the publisher via email & send him your article.

The best way to organize this is by finding all the ezines that target your audience. Here is are great resources for finding ezines to submit to:

<http://e-zinedirectory.com/>
<http://www.bestezines.com/ezines/master.shtml>
<http://www.ezinehub.com/>
<http://www.freezineweb.com/>

Here are some sites that provide articles for ezine publishers – you submit to them & your article can end up in several ezines:

<http://www.addme.com/nlsubmit.htm>
<http://certificate.net/wwio/ideas.shtml>
http://www.ezinearticles.com/add_url.html

Once you have your list of publishers, you can email them twice a month with new articles for publishing OR use the submission URLs that many websites offer.

Oh yeah, republish this article if you want nudge, nudge> :-)

ABOUT THE AUTHOR: Armand Melanson is an emarketing consultant & author. For free marketing tips & articles you can re-use, visit him at <http://lessworkmoremoney.com>

How To Get Traffic To Your Site

By Bradley Carson

There are several ways to get traffic to your site. You can pay for your traffic or get it for free. I'd like to concentrate on free traffic.

The first thing you need to do is make sure your site is key-word optimized for the search engines. For a new site, using low competition words can help you to get placed high on some search engines and give you much needed targeted traffic. If you have a site with several categories, doing at least one optimization a day will slowly but surely build your business. With more than one category this gives you an opportunity to be placed on the search engine with each category and not just your front page.

Another way to help build targeted traffic and links to your site is a blog. You can have the blog linked to your site. If you update your site regularly and 'ping' your blog with one of the free pinging services, you will gradually build your traffic and business.

There are many sites that have free content that you can use on your blog. Once you've set up the blog and find the right ping service, this would only take you a few moments a day. When using free articles, be sure and use proper etiquette, giving the author credit for his writing.

The tried and true way to build 'free' traffic and links, is articles. You can write about anything you want or about the services or products your website distributes. If you're not able to write the articles yourself, there are a number of services available that can do it for you (you pay). Then post your article to as many directories as possible. Webmasters are constantly on the look out for good, new content.

The number of links to your site is critical in your placement with most search engines. Articles and a blog help build your site targeted traffic slowly. But to speed up your linking process, you could search and join some link exchange sites. The more links the better.

Bradley Carson is an online marketer and is owner of

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