



# FRONT PAGE ADDICTION

**33**

**Ways to Boost Traffic  
to Your Website**

**Alan Rabinowitz**

Founder of Leading SEO Company SEO Image®

Front Page Addiction: 33 Ways to Boost Traffic to Your Website



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NEW MEDIA ENTERTAINMENT LTD

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# ► Introduction

Some may find it interesting that, being an old school SEO technician and theorist, I should come to write a book on topics that are not SEO and PPC related. The purpose of this book is to offer additional traffic strategies that have worked for many entrepreneurs. The vast majority of businesses realize that there are additional channels of traffic beyond the search engines.

This book was written with the intent to help those businesses navigate their way around these channels.

Having well over 10 years of Search Engine marketing experience and starting SEO Image, an Award Winning SEO company, my background is extensive for helping clients achieve search engine traffic. What most people do not realize is that there are other avenues of traffic that can enable a business to “vault off of” to gain measurable traffic and transform that traffic into conversions or sales.

A majority of my typical day is spent helping clients’ websites rank, and their businesses convert the traffic into sales. We use many of the sites that are touched on in this

... there are avenues of traffic that can enable a business to “vault off of” to gain measurable traffic ...

book and sometimes we even target niche portals that are not as general as the 33 we will present. This means that there can be limitless options for website marketing. In this book we have focused on the top traffic driving sites that can turn small companies into success stories overnight.

Following are some Internet marketing and traffic driving strategies that have produced dramatic results for businesses. I have featured numerous case studies that describe business strategies as well as information into many of these portals and how they work at a basic to mid level.

These sites are ever changing and new features are added constantly as many of these sites conform to the needs and desires of their users. I strongly recommend that anyone looking to do extra marketing for their business get acquainted with the 33 ways of driving traffic to your website . . .

**In this book we have focused on the top traffic driving sites that can turn small companies into success stories overnight.**

# Business

**owners** worldwide have come to understand and learn that **Facebook** can be a valuable tool to help them **get more orders and sales.**



# Facebook Pages, Groups



**Facebook** is one of the phenomenas of social networking with a huge impact on traffic for those who know how to present themselves on this social media platform for optimum marketing and branding. Contrary to popular belief, Facebook isn't just for the teenagers who love to swap stories or meet like-minded others; it is far more than that and can be a fantastic branding portal for businesses as well as a well oiled machine to drive traffic to your website.



Business owners worldwide have come to understand and learn that Facebook can be a **valuable tool** to help them get more orders and sales.

### ***How To Setup Your Facebook Page***

One of the **most important** aspects of getting exposure (which leads to viral traffic) through Facebook is the right setup of your page. The following are useful tips to help you get started:

- Use an an attractive header to draw views; many successful Facebook users use bright images above the fold to do just that. The last thing you want is for readers to have to scroll down the page as this discourages many from lurking and ultimately visit your real website.
- Alternatively, an interesting logo can be very effective too as it draws attention, especially if it is unique.
- Choose the right category: while this might be a given for most, it is worth noting here since choosing the wrong category will lose you a lot of traffic for sure.
- Work your profile: Your Facebook profile needs to be perfected at all times. Make it interesting by telling people about you and your services without sounding

like a total sales pitch. Ideally you want people to be **attracted by your information** as only then they will click through to your website to find out more about you.

- If you intend to use Facebook as a **branding tool** for your business you should make sure that your contact details—phone number, business location and other important information such as store hours—can be seen without the need to scroll down or navigate on your Facebook page (above the fold).
- If you are a blogger looking for scores of traffic, make sure to use a Facebook plugin like *Simple RSS*. This plugin will allow you to drive search engine traffic to your blog as well as **get more exposure**. It works by “*pulling*” your latest blog posts to your Facebook page, allowing your Facebook friends and contacts to see your latest publications.
- Videos and images are also great **tools to showcase your brand**, but make sure to have a balance of all the media, otherwise you will achieve the opposite through overkill.

### **A Word On Facebook Groups**

Facebook groups are great to give you **more**

Use an an  
attractive  
header to  
draw views . . .

**exposure** since they are often centered around a common hobby, industry, topic or interest. By networking with like-minded people, you **increase your chances** of being noticed in the right circles. However, don't limit yourself to the obvious if you are a business. Also look for related services and industries to allow for maximum exposure for your business and join groups that fill those criteria.

### **Facebook Group Tips**

- Despite the fact that Facebook groups are a great tool for exposure, limit your own to a maximum of twenty or so groups. Joining too many will only dissolve your efforts and drain your time resources. Instead you are better off to **focus on a select few** for optimum results.
- Choose your groups wisely by making sure they are beneficial to your needs.
- Participate often and help others rather than just "sell" what you've got. You will achieve much more by putting other people's needs before your own.

## Effectiveness

Many people wonder whether Facebook really **delivers masses of traffic to a website.**

This is a valid concern as there are some things you need to understand before you rush to build your first Facebook page. One thing you have to understand that Facebook is a social networking site, meaning that unless your services or business is in some ways related to social traffic it might not be a valuable tool for you.

Product and service driven website owners can **benefit quite well from Facebook** if they position themselves correctly. The secret of course lies in how you brand yourself and the information in this section of the eBook should give you a great start to do just that.

However, if your sole intention is to drive traffic to a website that has been optimized for PPC traffic (pay per click), such as a Google AdSense website, you are not advised to use any social networking sites to drive traffic to it. The reason being is that social networking actually minimizes your earning on these type of sites as it isn't optimized for keywords.

The secret of course lies in how you brand yourself and the information in this section of the eBook should give you a great start to do just that.

**Bryce Gruber**, the 23-year-old owner of IntenCity Global in New York **swears on Facebook** as a marketing platform. Her approach to posting relevant company news and information on Facebook and then following up on those with plenty of party pictures afterwards have already brought thousands of dollars in business.

thousands of dollars

Furthermore, her Facebook Wall is a busy place with plenty of action, keeping her Facebook friends informed and interested with what's going on in her business.

While you can keyword optimize a Facebook page, it is only recommended for the most knowledgeable marketers and should not be attempted if you are new to online marketing.

Fact is that Twitter is a fantastic tool for traffic generation if you make the extra effort to use the platform to its best ability.



# Twitter

# 2

**Twitter** has taken the online world by storm over the last year or so with millions of people participating daily on this micro-blogging platform. Despite the relative “overnight success” of Twitter, many people still don’t know what Twitter is and how it can help them to communicate with like minded people all around the world.



The idea behind Twitter is to share information with the world by means of building a group of followers who then send each other messages at any time 24/7.

Fact is that Twitter is a **fantastic tool for traffic generation** if you make the extra effort to use the platform to its best ability. Due to the sheer number of people who use Twitter on a daily basis, it can become very time consuming for you to use it unless you take advantage of the many **helpful tools** and applications available.

### ***How Does Twitter work?***

Twitter is a service that allows you to **connect with others** by sending them short 140 character messages. This is done either by using the main Twitter profile page, or else using one of the many 3<sup>rd</sup> party applications. The idea behind Twitter is to share information with the world by means of building a group of followers who then send each other messages at any time 24/7.

To send a message to other Twitter users, simply log in to your Twitter account and type your message (maximum 140 characters per message). If you want to reply to another user, use the '@' symbol before their Twitter username (e.g. @username). If you want your message to remain private between you and the other user, use 'D' followed by a space before their username (e.g. D username).

You can also re-tweet another users message if you want to give them a heads up on something they wrote previously or

if you just want to share what they wrote. To re-tweet, use RT, then a space, then the @ sign and their username (e.g RT @ username).

### **Noteworthy Twitter Tools and Applications**

Perhaps one of the best aspects of Twitter are the many 3<sup>rd</sup> party applications that allow you to save time and effort while making the most of Twitter. In the end, the aim of the game is to connect with as many people as possible to **drive traffic to your website**. But since we all have only so much time in any given day we need to use Twitter the smart way, rather than the hard way. The following applications will help you to do just this:

**Twihrl.org:** Twihrl is a useful desktop application for light to medium Twitter users. After downloading Twihrl to your computer, you can tweet (send messages via Twitter) instantly without having to open an extra Twitter window in your browser. Twihrl also makes it **very easy** to follow people, send private messages and much more. Best of all, Twihrl is unobtrusive and can easily be minimized or switched off if you desire to do so.

**TweetDeck.com:** For more serious and heavy Twitter users, TweetDeck lends itself ideally to users after they have built up a decent following. You can easily **manage followers**, sort them into groups, manage your messages, replies and more.

For **Echofon for Firefox** visit:  
<http://www.echofon.com/twitter/firefox/>

For **Quitter** visit:  
<http://useqwitter.com/>

For **TwitterBar** visit:  
<https://addons.mozilla.org/en-US/firefox/addon/4664/>

**SocialOomph.com:** SocialOomph allows you to schedule your tweets at a later stage and is great for busy bees who want to keep their followers informed about their lives.

**TweetBeep.com:** If you want to keep informed on who talks about you in their tweets, then this application is the one to use.

**TweetGrid.com:** TweetGrid is a fabulous application for die-hard Twitter users. It allows you to create your very own Twitter dashboard based on certain keywords. This allows you to **keep track** of any tweets about any topic you desire and makes tweeting a fun experience to boost. Plus, these notifications are updated in real time providing you with the latest tweets at all times.

**Echofon for Firefox:** If you are a Echofon for Firefox user, Echofon is a handy Firefox Add-on for your friends' Twitter status to make it easy to keep in touch with them.

**Quitter:** If you want to be informed when others stop following you, then Quitter is the tool to use. Quitter sends you an email when a follower stops following you, keeping you informed about your "fan base". However, due to the sheer number of users who follow and unfollow others all the time, it might become annoying to see un-follow messages pop up in your inbox.

**TwitterBar:** TwitterBar is another handy Firefox Add-on that allows you to **share useful links** with your Twitter friends, all with the click of a single button. If you

discover something worth sharing with the community, simply add some words you want to include with the URL and send it with TwitterBar.

**TweetBurner.com:** Since Twitter only allows messages of 140 characters and less, using a free tool like TweetBurner can go a long way in shortening those pesky long URLs. Now **you can cram** as much information as possible within any given message that contains a website link. The resulting URLs are also called twurls.

**TweetStats.com:** If you can't live without checking your stats at least a few times each day, then TweetStats shows you what you need to know. It is kind of cool to see with whom you tweeted the most over the last few months and how many tweets you actually sent over any given period. TweetStats also shows you **your tweet density**, which interface you used most for your Twitter activities and more.

Quite frankly, new Twitter applications are being released on a weekly basis making it near impossible to track them all. However, the tools above will go a long way to get you started with Twitter and soon enough you too can be a power Twitter user.

### **Twitter Etiquette**

Twitter etiquette is key if you want to develop a steady following and be respected for your contribution. The best

The more  
Twitter  
followers you  
have, the more  
website traffic  
you will get.

way to use Twitter is by sharing useful tips and information with the Twitter community, rather than just trying to publish your own links.

A combination of both is best, both for gaining more followers and website traffic. You want to think about the needs of your followers rather than your own and act as if you were dealing with them face to face. By all means, do tweet about your latest blog entries or products, but also **share tips** and **help others** in between tweeting your links. The most respected members of the Twitter community are those who give a lot and expect nothing in return.

If you fail to do this, you might find yourself banned from the community and that would defy your initial intentions.

### ***How To Gain More Twitter Followers***

The more Twitter followers you have, the more website traffic you will get, given that you will stay active within the community. Unfortunately Twitter currently only allows 2,000 followers per user. However, this might change in the near future. However, once more than 2,000 people follow you, you are free to increase this limit. The following tips will help you to build up a steady twitter following from day one:

- Always follow those who follow you. It is considered

good etiquette and **will quickly boost** your Twitter fan base and traffic. The idea is to appear popular within the community and what better way to do so then by having thousands of followers. Having said this, the more serious Twitter users don't approve of this tactic. Instead they put quality over quantity. Therefore you might want to use this tactic only in the beginning until you get a better feeling for the community.

- Monitor your Twitter community and block those users who simply spam you with tons of links. Over time this will become **much easier** as you build rapport with some users. In the end, whether you choose to use quality or quantity is up to you as each has its merits. Many users cram as many followers into their profiles to gain a steady source of traffic to their products and websites in return. This makes sense since success always lies in numbers. Others think it self serving and would rather miss out on sales in return for a tight community of like-minded people.
- Publish tweets daily. The more you use Twitter, the more traffic you will see. Beware of Twitter burn-out though. The last thing you want is to spend all day on Twitter while getting nothing else done. And believe me, it is actually very easy to do this as Twitter is

VERY addictive once you get the hang of it. Try to limit your exposure while making the most of **this awesome platform**. Companies like Dell have used Twitter very successfully, so there is no reason why you can't either.

- Make use of the many useful Twitter applications. They really make a difference. Designed to save you time and hassles, many applications make life a lot easier while allowing you to **become a power Twitter user**.
- Follow the social media whore of Twitter, also called "smores". These power users are those who have a massive following and seem to be the "leaders". By following them you can throw yourself right into the **middle of the action**. Some users even pretend to be worth following by sending direct messages to these "smores". As with many things, appearance is everything and once people think you are best buddies with a Twitter celebrity they think it worthwhile to follow you too.
- Use graphics to attract eyeballs. By creating an attractive avatar (profile picture) or a great profile backdrop you will **attract more followers**. These days



it is easy to make your own avatars as there are many free tools that help you do so.

- Use videos and pictures to create buzz with your tweets. People love to see visual news.
- If you have a blog, use a Twitter plugin to publish your latest posts. On the other hand, you can also do the opposite and ask your readers **to follow you**. Don't be afraid to market yourself on your own website or blog. People who are already following you on your blog are much easier inclined to follow you on Twitter as well since they already trust and like you.
- Establish yourself as an expert in your industry on Twitter. You can easily do this by giving out useful tips for newcomers. Basically, the more you are active on Twitter, the more people will come to **trust and follow your advice**.
- Become a headline master tweeter. Since you only have 140 characters to impress your audience your most important Twitter asset is your ability to write attention drawing tweets. The more interesting they sound, the more people will actually listen and **visit your site** in return. For new Twitter users this is perhaps the most difficult part to master. But with a lot of practice and intention it can be done. A good

way to become a better Twitter user is to study the heavyweights and see how they **gain more eyeballs**.

- Last but not least, **always link out to others**. Linking is the fastest way to gain more followers and readers because once you link, people often return the favor by linking back to you. A word of caution: Only link to information you find helpful and worth sharing. Doing so will make your link-outs much more plausible.

### ***How Effective Is Twitter For Lead Generation?***

Understandably many new and existing Twitter users wonder whether using the platform really can **make a difference** for website traffic. To make it short and snappy, yes it can. Twitter is immensely useful for those who follow common sense and spend some time to get to know how the platform works. Initially you probably won't see a huge increase in traffic, especially if you are only just starting out.

In that case you first have to build your profile and polish it to make it as attractive as possible. You will also need to build up a **community of followers** and get to know some of them by interacting with them daily.

One important tip I can give you is to focus your attention

on a target market before you even get started. Doing this will bring you much **better results** over time, even if it means less followers or traffic. This is especially important for service providers and businesses. Always ask yourself the following “Who is my ideal client”. Narrow down your target market by demographics, location, industry or niche.

So instead of swapping messages with just about everyone on Twitter, get into the habit of sticking to your own industry or services that compliment each other.

A mistaken belief many Twitter users have is that if they have thousands of followers, every one of them will read their tweets. This is not so. Unless you make your tweets **eye catching and interesting** people will not bother to even read them. The sooner you understand this, the quicker you will build a Twitter community that sends you tons of traffic.

Twitter is capable of sending amazing amounts of traffic to those who master the concept of using social media to connect with others. There is an art to do this and will require

**One important tip I can give you is to focus your attention on a target market before you even get started.**

**Frank Horbelt,** owner of Zoomdweebie's Tea Bar in Wichita, US, can't sing enough praise about Twitter and how the social networking tool has helped to explode his Tea Bar, a young business started less than two years ago.

## explode his Tea Bar

When Frank started to use Twitter back in October 08 he never knew that it would be the exciting start of a new marketing tool that has seen his tea orders explode into worldwide demand. Instead of shipping 2–3 packages **every two weeks**, Frank finds it hard to keep up with over 40 orders within the same time frame. He gives Twitter full accreditation for helping to expand his business.

some effort on your part. But before you give up thinking it is too hard to do, think about the alternative—a steady **flow of website traffic** that can change your business for the better—in the least, you owe it to yourself to give Twitter a chance.

# If your content

isn't **online** yet e.g. indexed,  
it will be soon enough by  
uploading it to Google Base.

# Google Base and Facebook Marketplace

# 3

**Google Base** is a relative new Google service that allows you to submit **all types** of online and offline content through attribute tags. This makes it searchable on Google web search and Google product search and increases your chances of getting found online.

Google Base is also great for web masters who need to **get indexed**. If your content



isn't online yet e.g. indexed, it will be soon enough by uploading it to Google Base. Further, this also increases your chances of getting easily found by potential clients once they do a search based on certain attributes, sending more traffic to your website in the process.

### ***The Essentialness Of Accuracy***

The more accurate your product descriptions are on Google Base, the higher the likelihood your chances of getting more traffic and buyers. The following tips are straight from Google itself, offering useful information on how to best **list your products** with Google Base for best results:

- **Write effective product titles:** One thing to keep in mind is that Google actually truncates product titles to less than 70 characters. Therefore you need to use accurate and enticing titles to attract buyers to your website.
- **Use accurate descriptions:** There is nothing more frustrating for potential buyers than seeing product descriptions that are nondescript and inaccurate. Spend some time to write accurate product descriptions, it will be worth the extra effort and go a long way in keeping the attention of your potential



customers. Also keep in mind that once again, short and snappy is key here as Google only gives you 150 characters or less to do this.

- **Include product identifiers:** Use relevant attributes and brand names to attract visibility and attention to your listings. It will help with queries and **increase your chances** of being seen by more people.
- **Include tax and shipping data:** Buyers love to be able to see whether they are up for extra taxes or shipping costs before they click the buy button. By including this information you will make it clear to buyers what to expect upfront and establish good customer relations from the moment they visit your website.
- **Submit your data feeds daily:** Google suggests that you make use of this ability by submitting your data feeds on Google Base at least once a day. It will **increase your visibility** and your chances of website traffic.

### **What To Submit To Google Base?**

You can submit offline information to Google Base via their web form. Accepted files include:

- PDF (.pdf)

... helps to sort relevant information from meaningless clutter.

- Microsoft Excel (.xls)
- HTML (.html)
- Text (.txt)
- Rich Text Format (.rtf)
- Word Perfect (.wpd)
- ASCII, Unicode and XML

You can upload as many as 15 files every time you use the form but the total upload size must not exceed 20 MB.

You can also submit anything that has previously been published online and even use data feeds if you submit more than 10 items at once.

### ***How Does Google Base Help Webmasters?***

Since all submitted information on Google Base will show up in the Google Product Search or/and the standard Google Web Search, potential customers and clients can find your information easier with the help of attributes. It's like organizing all links into categories or industries which helps to sort relevant information from meaningless clutter.

This also **has the benefit** of cutting down search times to those in need of accurate information. But having said this,

every search engine is ultimately only as good as its users and rules.

### **Facebook Marketplace**

**Facebook's marketplace** allows Facebook users to publish their own ads for free. While being a powerful potential tool to send traffic to your website, it can also be the end of your time with Facebook if you abuse your options.

Alternatively you can also purchase a Facebook classifieds listing service ad for a fee.

Classified ads can be targeted by:

- Location
- Gender
- Age
- Other demographics

The idea is to reach over 150,000,000 active Facebook users by making your services or products stand out from the crowd. To help you **get more ad views** try to adhere to the rules of Facebook and make your ad interesting to

**What if posting** a free ad on Google Base or Facebook

Marketplace can bring you over \$3,200 in new revenue within one month? This became reality when Jane Clapp who teaches Yoga in Toronto, Canada use Facebook's Marketplace to promote her classes.

**minutes of her time**

Only four weeks later she had doubled the size of her classes and created thousands of dollars of revenue. By using the ad section of Facebook she managed to connect with people who would have never known about her classes, effectively doubling her revenue for a few minutes of her time.

read while being accurate in description.

Things to know:

- The ad title can have a maximum of 25 characters.
- The ad body can have up to 135 characters.
- Use images to make your ad more attractive.  
Maximum image dimensions: 110px wide by 80px high.
- There is a cost associated with publishing your own Facebook ads.

Whether you choose to place a free ad or buy a classified ad on Facebook depends on your motives. If you rather not spend any money you can always **market your website** with the tips you found on the section about Facebook Pages and Groups.

One interesting turn to Facebook's classified ads has been when they powered up with Oodle late last year to do the heavy lifting for them in return for a cut of their ad revenue. Oodle already being a powerful partner to heavyweights such as MySpace and 200 other sites, including WalMart, will **certainly help** to boost this side of Facebook marketing for users.

### **Marketing With Facebook Applications?**

An often overlooked marketing tool are the countless Facebook applications. Things like “The Wall” are great to create buzz and drive traffic to your website. Just be careful

not to send private messages to your friends’ wall as they can be seen by just about anyone.

The same applies to your status message box on Facebook. It’s like an inbuilt micro-blogging tool much like

It’s like an inbuilt micro-blogging tool much like Twitter that allows you to tell the world what you are up to at any given moment.

Twitter that allows you to tell the world what you are up to at any given moment. With the status box you can tell your friends what’s happening in your neck of the woods or inform them about new blog posts or product releases. This is another **powerful marketing tool** for webmasters.

One of the most powerful Facebook applications however is the *Facebook News Feed*. It is the first thing you see when you log in to your Facebook account and informs you about your networks recent news and activities. Used correctly, this feed can be a powerful **ally for your Facebook**

marketing efforts and be solely responsible for a steady amount of traffic to your website—as long as you link to it from your Facebook profile page.

The **bargain hunting** process has made it possible for thousands of users to **create additional income** streams from the comfort of their homes.



# ebay

# 4

As the number one shopping site on the Internet worldwide eBay has a lot to offer for webmasters looking for more website traffic. It is a known fact that most eBay users are ready to spend money; it is one of the reasons they are surfing the site in the first place. The bargain hunting process has made it possible for thousands of users to create additional income streams from the comfort of their homes.



Only if you link to your website from your auction will people be able to find you.

But with every good comes bad too and the reality is often a little more harder to chew for most. Due to the sheer numbers of eBay users, it can actually be very hard to stand out from the masses to attract people to your website and unless you know how to you stand little chance to do just that.

Only the more adapt users and those familiar with the platform can take advantage of eBay's potential for traffic generation. At least they could until now. Armed with the right information to do the same whether you are just starting out with eBay or whether you have been around for a while you too can **take advantage** of the craze that's called eBay.

### ***ebay Traffic Tip Number 1***

To take advantage of eBay's ready-made buyers, you need to be present. The easiest way to do this is by always having an auction or two that leads to your website. Only if you link to your website from your auction will people be able to find you.

Many smart webmasters realized that they can sell eBooks and reports quite cheap on eBay. Therefore the famed 99 cent download listings had become a popular auction over the last couple of years—until eBay changed their rules and forbid them altogether. These days you have to provide actual products rather than a mere download which forced many sellers to produce CDs and DVDs instead.

While this new rule created quite a stir within the eBay community at the time, it also provided eBay with the much needed control to **weed out** the countless spam sellers who were out to steal people's money.

Selling products on eBay can be done several ways. You can either:

- Clean out your junk and sell it online with the help of eBay.
- Become a power seller by buying products wholesale and selling them on for a small profit through listings.
- Create and **sell your own digital products** such as eBooks, reports, DVDs and more, (just remember the new rules that prohibit you to offer download products only).

### **eBay Tip Number 2**

The easiest way to get noticed on eBay with your listings is by using adequate keywords in your titles, product descriptions and more. By using keywords you actually **increase your chances** of being found in Google, giving you much better exposure and therefore more potential traffic to your website.

A good tip if you are just starting out is to watch eBay listings in your industry for a few days and pay particular attention to the titles, descriptions and prices to **get a good feel** of what sells and what does not. Often this small investment of your time can make a huge difference on your bottom line.

**ebay's Keyword Spy:** A great way to spy on your competition on eBay is by using the "watch" feature in your "My eBay" section.

### **ebay Tip Number 3**

Images are an absolute must if you want to be noticed. By default, eBay allows you one image for free in any listing. Additional images incur a small fee but are sometimes **worth the extra cost**. Observe the ways in which you search listings. Are you particularly attracted by images? If so, why? What makes you look more closely at certain auctions? Is it the typeface, the color of the text or something else. Remember, your own behavior is not much different from anybody else's. The more you understand about your own motivations to buy, the **easier you can** create kick-ass listings yourself.

## ***The Money Is In The Numbers***

Many big name online marketers use eBay for lead generation quite effectively. With the help of low cost information products they build massive lists of leads that can be used over and over again for their marketing messages. You too can do this by following the steps below:

- Create an affordable information product that helps people with a huge problem. Things like “getting out of debt,” “stop smoking now,” “lose weight” or “stop snoring” are timeless classics that always sell, given they provide tons of value to the end user. Basically your product should be **loaded with helpful** information for the buyer.
- Once your product is ready to sell invest some time and/or money to create a simple lead generation site, also called a squeeze page or lead capture page. Link the site to your confirmation link after they pay for the information product and give them a free bonus in return for their details (name and email is enough). Once they confirm their details you gained a new lead.
- Use a reliable autoresponder service such as Aweber to send periodical messages to your leads.

**David Wirtenberg** a 28 year old Powerseller on eBay is making more than 10 million in sales selling wedding bands, engagement rings and other jewelry.

## 10 million in sales

Most of his auctions start with \$0.99 listings and he claims to often lose out on profits in his eagerness to give buyers the best possible deals. But despite his losses, he is one of eBay's biggest success stories. What makes his success even sweeter is the fact that he started out with no prior knowledge of selling in the industry. This just goes to show that anybody can become successful in a new venture with the right amount of passion and hard work.

Recommend other products, services in these messages. This is called back end sales and are responsible for the millions of dollar in sales you so often see advertised by big name marketers.

- Meanwhile, try to increase your seller feedback on eBay to increase your profile and credibility.
- Use your website URL in any eBay communications with buyers and other sellers for increased visibility. If you can, use your website URL as your eBay username for branding purposes.

### **Outsmart Your Competition**

A lot of the success some people have with eBay is to outsmart their competition. Ebay as a concept has been proven to work. Everybody can use eBay for lead generation purposes to their website. The **secret lies in observing** the marketplace for while to see what works and what doesn't. If a seller continues to list auctions, you can be assured that whatever he or she does is working for them.

# Using the forums

on Craigslist can be a powerful marketing tool for you. These forums are very popular and always busy with tons of new content.



# Craigslist

# 5

Before **Craigslist** changed several of their TOS last year they were a superpower to be reckoned with. In those days webmasters flocked to the platform to post ads and use their knowledge to gain better listings in the SERPs (search engine results page). During those times many saw **a massive increase** to their website as a result of their Craigslist marketing efforts, but unfortunately those days are **truly gone now**.

While it is **still possible** to gain traffic from Craigslist, many of these



Craigslist is a centralized network of online communities, featuring free online classifieds advertisements.

methods are either bordering on spamming or else they require too much effort in return for little results. Truth be known, it is becoming harder and harder to use Craigslist as a traffic generation method. However, before you give Craigslist the once over, read on to see how it is possible to send traffic from your ads to your website.

### ***What Exactly Is Craigslist Anyway?***

In short, Craigslist is a centralized network of online communities, featuring free online classifieds advertisements. You can post ads for services, housing, jobs, gigs, community and much more. While posting ads on Craigslist is generally free of charge, select cities do incur a fee. This fee is the sole revenue of the Craigslist website.

### ***Craigslist Refurbished TOS and How It Affects Your Website Traffic***

As already mentioned above, Craigslist changed some of their TOS last year making it harder for users to publish ads. The sole reason behind the change was to prevent the increasing amounts of spam users who made it near impossible to find relevant information within the ad section.

Unfortunately it also made it harder to even publish perfectly legal ads as with the new rules also came a clause that allowed

users to flag each other as spam. This has created a lot of discussions on Craigslist forums and blog posts since many flag ads simply for the fact that they are being published by the competition. Craigslist might have shot themselves in their own foot even though they intended it to be a good change of rules. Many previous users have now changed platform and moved on to similar services like **Backpage**.

But regardless of the new rules and regulations on Craigslist, it is actually a godsend for those who are serious about using the service as it was intended to. While many just turned a blind eye, others are using the changed conditions to capture a bigger slice of the market by adhering to the terms and conditions while still **driving traffic** to their website.

### ***Craigslist Tips For Optimum Traffic Generation***

The first thing you want to avoid when posting on Craigslist is to get flagged by others. While this is easier said than done, following the tips below will go a long way to keep your ad up a little while longer:

- Refrain from violating Craigslist Terms of Service (TOS).
- Use SEO practices by hyper-linking your website's URL with a suitable keyword (please note that only certain ad postings can benefit from live hyper links).

- Never post more than one ad in any given category and don't publish your ads in more than one location.
- Don't spam!
- Try to keep your ad out of the spotlight by keeping it good rather than excellent. If your ad sticks out too much it increases your chances of getting flagged by envious competitors.
- Ads on Craigslist run for 30 days. Don't delete and repost in another location too often as this will get you banned in no time.

### ***Changing IPs And Other Grey/Black Hat Methods To Craigslist Marketing***

It is important to note some of the more grey/black areas of marketing on Craigslist to show you the whole picture. While I do not endorse these, it is only fair to mention them so that you can be informed to make your own choices.

One common form of "spamming" Craigslist these days is with the help of automated software that publishes ads on your behalf. While this type of software might work for the time being, they will eventually be caught out and banned just like any other form of dubious marketing and traffic generation.

People often prefer the easy methods instead of spending some time and effort to see results with any form of online marketing. This opens a total new can of worms as new providers milk unsuspecting beginners of their hard earned money.

Another preferred method to publish as many ads as possible on Craigslist is by creating dozens of accounts with dozens of emails and IPs. Since Craigslist records your IP address (your computer's very own number), they can quickly monitor you if you post more than one ad and it will get you banned eventually.

By using these various accounts (you have to create a free account with them to post any ad) people circumnavigate this "problem."

### ***Craigslist Forum Marketing***

This means lots of people are interacting with each other giving you a virtual pool of thousands of potential website visitors.

The best way to get noticed without being flagged or considered a spammer is by **giving out helpful tips** and information within your industry. Once other forum users see the quality of your posts, they are much more inclined to visit your website.

The best way to get noticed without being flagged or considered a spammer is by giving out helpful tips and information within your industry.

5th Pass Pages — Review Copy Only

**Henry Daniels**, a mortgage pro took some Craigslist marketing advice from a business partner and implemented it into his own marketing plan. Within one short week advertising on Craigslist he managed to yield an extra 130 business leads.

**130 business leads**

5th Pass Pages — Review Copy Only

To do this effectively though you should limit your activities to a couple of cities at the most and **participate daily** to make your presence known.

### ***Effective Or Not?***

Many Craigslist users battle their opinions on today's effectiveness of using the platform for lead generation. Some swear by it and haven't been affected by the new rules and regulations while others find it increasingly harder to use effectively.

The only way you can find out for yourself is by giving Craigslist marketing a go and see where it will lead you. Who knows, it might be the **best traffic generation** method you have ever laid your hands on.



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