

28 RAPID

TRAFFIC SECRETS



NAMS

Novice to Advanced Marketing System

The graphic features a blue-tinted background image of three business professionals (two men and one woman) in an office setting, looking at a laptop. The text is overlaid in white and orange. At the top right is the NAMS logo. The main title 'MyNAMS' is in large white letters. Below it is an orange banner with '★ INSIDERS CLUB ★' in white. The text 'Build your team and get all the business training and tools you need now!' is in white. Below that is another orange banner with 'DISCOVER WHAT INSIDERS ALREADY KNOW!' in white. The descriptive paragraph is in black. The trial offer 'CHECK IT OUT TO GET A 7 DAY \$1 TRIAL!' is in large orange letters. The URL 'https://nams.ws/TRIAL' is in white on a dark blue background at the bottom.

MyNAMS

★ INSIDERS CLUB ★

Build your team and get all the business training and tools you need now!

DISCOVER WHAT INSIDERS ALREADY KNOW!

MyNAMS Insiders Club is more than a membership! It's a mastermind for serious business people who want to have fun and build the business of their dreams with the support of a like-minded community.

**CHECK IT OUT TO GET A
7 DAY \$1 TRIAL!**

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Introduction

Traffic is something that website owners always worry about. Of course, numbers are important to online businesses. And traffic is nothing but numbers.

Simply put, website traffic is the number of people visiting your site and the pages that they click on.

Whenever someone visits, it is recorded and any links that visitor clicks on are monitored. Over time, these numbers add up which gives the owner an idea on just how many people visit.

A highly-trafficked site tends to have a much higher success rate than those with limited traffic. But the real success is determined by the predictability of the visitors who become buyers. And that's called conversions.

Traffic without conversions is very expensive and disheartening.

Tracking site traffic is done with help from a variety of tools. Free tools are available, but the results gathered may need more interpretation. Still, there are plenty of companies willing to provide this kind of service.

Apart from monitoring though, website owners proactively try to increase site traffic.

Improving conversions and driving more traffic, in fact, is probably the primary job of any online entrepreneur.

Getting more site traffic is a time-consuming process that requires a ton of effort. But the goal is simple: Get more people to visit the site who buy the product and make more profit.

More traffic equals better business visibility.

In other words, site traffic is an important part of doing business online and a key ingredient to success.

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Thankfully, there are plenty of ways to get more traffic for your site. Rapid Traffic Secrets Revealed contains some of the most effective methods that will get you into the fast track to success.



Disclaimer:

Choose one or two of these methods and master those before trying other methods.

Method #1: Article Marketing

Wait! Before you scream “article marketing doesn’t work anymore,” take just a minute and look around.

Everyone wants can be published on Medium.com, LinkedIn Publishing, Facebook Notes, and Twitter. And many of those get published in Huffington Post, Entrepreneur, Forbes and more...

Why? Article Marketing works!

In simple terms, this involves coming up with informative text to catch your target market’s attention.

These are the customers that are most likely to need or want your products and services.

The key element to a successful article marketing campaign is information. When writing articles, focus on providing useful content that can be shared.

Give out tips, hints, insider secrets and how-to guides among others. Lead potential customers straight to your website with quality articles.

An article should always include a link to your own site otherwise the whole exercise is pointless.

Greater content leads to better conversion rates turning readers into buyers.

Setting up a blog is easy with sites such as [WordPress](#), [Tumblr](#) and [Blogger](#). You can use these platforms easily and set up a free account or download it on your computer.

Alternatively, you can submit your work to article directories such as EzineArticles and eHow among others.

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The platforms listed above are tried and true article marketing platforms that have stood the test of time, but...

Today, you'll definitely want to post your articles at Medium, LinkedIn Publishing, and Facebook Notes first. These are the sites that will get you the most traction quickly.

Then, syndicate your article links using other social media services to drive back to your main website. Remember, your main goal is building a list.

ALWAYS.



Method #2: Pay-Per-Click Advertising

Getting noticed with advertising is a tried-and-true method.

It is no surprise that turning to advertising gets your site more visitors. But done poorly, advertising can become a money pit.

Pay-per-click advertising or PPC offers control and limited risk. This means ads are charged only when someone clicks on them.

PPC advertising is cost-effective since it only requires you to spend money on a campaign which produces results.

So, you get the word out and only pay if it works. It is as simple as that.

Ads appear on search engines in one of two ways mainly.

First, keyword driven advertising matches the right ad to people who searched related terms.

Second, ads may be displayed on sites that receive a high volume of traffic.

One of the best PPC providers include Google with its [Google AdWords](#) platform. It allows you to tap into the largest and most commonly used search engine in the world. Microsoft's [Bing Ads](#) is another that should be investigated.

What about Facebook? Yep, they have become the monster in this market with a huge and growing market share because of their massive data targeting.

We'll talk more about them in a bit.

In searching for a PPC provider, you want to review all of its features before signing up. For example, you can be sure that Bing Ads will deliver a smaller audience at a smaller investment. That means it's a great platform for testing ads.

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Do some research before launching your campaign. Soon enough, you will get your ad up and start seeing visitors by the boatload.



Method #3: Podcasting

Podcasting has been around since 2004 and continued to be a major influence. With a large following, you can drive a ton of traffic. But creating an audience can be tricky.

A podcast is an audio or video file available online for syndication.

One of the best things about podcasting is that anyone can get into it. Grab a microphone and the proper software and you are good to go. Adding these podcasts to RSS feeds gives wider distribution. Getting them on iTunes could be hitting the traffic lottery.

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To build a large audience is much like list building in general. No matter how you do the podcast, the key is to be informative and useful. Remember, people still go for value so that is what you should strive for.

Another thing that podcasting lets you do is reach people with mobile devices. Despite the name, podcasts are not exclusive to iPods and iPhones. Other MP3 players may be used to download and listen to them as well. This way, people on the go are able to hear what you have to say anytime and anywhere.

There are a few things you should know. Podcasts should be uploaded regularly to keep your viewers or listeners hooked.

Unlike videos, these are usually longer as well. The average podcast takes between 20 and 60 minutes long.

Podcasts may be hosted by one of several service providers such as [Libsyn](#), [HipCast](#), [Blubrry](#), [Podbean](#) and [Spreaker](#).

Method #4: Video Marketing

Video marketing is the slightly older sibling of podcasting.

At its very core, video marketing is the use of videos to sell products and services. It is a great method to use for reaching an audience that loves that mode of learning instead of reading or listening.

Video marketing may be done in one of two ways.

First, ads may be embedded within an existing video. This set-up often involves an ad running before the video's content itself. Text ads may also appear on the bottom as the video plays.

Second, ads may be shot and uploaded online as standalone videos.

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Once again, you want to use this medium to create value-filled, informational videos about the products you offer. For better distribution, make your videos as entertaining as possible. The more shares and views, the more traffic you receive and the more successful you'll be.

For better distribution, make your videos as entertaining as possible. The more shares and views, the more traffic you receive and the more successful you'll be.

Keep your videos short and up tempo. The video audience has little patience for rambling, self-indulgent talking heads.

Upload them regularly to build a large subscriber base that early awaits your content.

Distribute your videos on sites such as [YouTube](#), [Vimeo](#), [Daily Motion](#) and [Metacafe](#).

There are other video sharing sites, but these are the big ones and, of course, Youtube as the #2 search engine in the world is the big dog.

But don't go to sleep. [Facebook Video](#) is ramping up its video sharing service and having a huge impact very quickly.



Method #5: Guest Blogging

Get your thinking cap on and come up with a blog post that your target market will find helpful.

Then, shop variations of it to more blogs as free content.

You don't even have to have your own blog to do this, but tying back to your own blog in your author box is, of course, the idea.

Guest blogging is simply writing for someone else's blog. The idea here is to put content on their site, add value to their readership, and get a link back included somewhere in the post.

To do this, find partner blogs which relate to your business and products. Contact the owner and see if he or she will allow you to write content for the site.

Don't just ask. Write the post, make it as polished as possible, and present it as Done For You content. Make it nearly impossible for the blog owner to turn you away.

Quality is the key.

Remember, you're driving traffic back to your blog or site, but it's imperative that it be done in a way that adds context and value to the blog owner.

Method #6: eBook Distribution

Blog posts can only contain so much information. The average post only runs between 500 and 1000 words after all. In some cases, the space is clearly not enough to go into detail about a specific topic.

Writing an eBook is the next option.

As always, your eBook should be packed with useful information. This time though, you are not limited by space. But the rules still apply. It must be well written and full of high-value content.

Your eBook cannot be a long-winded stream of nonsense.

Write how-to guides and other bonus material for your potential customers. You build a relationship when you provide great value.

Remember, your goal is solving problems.

Shorter reports may be published for a more concentrated but still detailed piece for your customers.

How you distribute your eBook is up to you. You can have it as a free download from your site or a separate product that customers have to pay for to get access.

eBook directories such as [Scribd](#), [e-Library](#), [eBook Freeway](#), [Wisdom eBooks](#), and many more eBook Search Engines provide great methods to distribute the content.

Best of all, this method may be used by just about anyone from coaches, eCommerce store owners, affiliates and consultants.

Method #7: Social Networking

With millions of people logging in to their Facebook accounts every day, social networking has become one of the best ways to get your site noticed.

Some of the biggest players include Twitter, Digg, StumbleUpon and, of course, Facebook. And there are many more.

But what do you do with these social networking sites?

The truth is that they were all created for one purpose – sharing content. From blog posts, videos, images, MP3 files and personal experiences, you can be publicizing your site with the “Share” button.

And best of all, others can share too. Especially, if people like the post. They become your syndication network. And they’re most likely to share it in their networks.

In effect, this creates an endless stream of content sharing that reaches a wide audience. With a bit of luck and practice, your posts will soon go viral and attract tons of traffic to your site.

Social networking accounts are best used for keeping your customers posted on anything and everything about your business. Post status updates on your products or services.

How about inviting everyone to an event you organized? Social networking is the easiest and most effective way to get your message across.

The beauty of social networking is that accounts can be integrated. Upload content on one account and you have the option of sharing it on other networks as well. This makes it easier to share content and updates.

Creates accounts on [Facebook](#), [Twitter](#), [Digg](#), [Reddit](#) and [StumbleUpon](#) to promote your business. You do not have to spend a dime on social networking making it worth the shot.



Method #8: Write a Book

This seems crazy, right?

The subject of this book is driving traffic and we say that you should write your own book.

Why? It's simple. Writing a book gives you many opportunities to create an audience. A simple way to do that is to create a Free-PLUS-Shipping offer for your book.

That's where you run a campaign to mail people a copy of your book for \$0 for the book plus the price of shipping and handling – usually \$9.99 or something similar.

Your goal is getting many people to take that offer so you sell them other material in your product funnel.

The \$9.99 shipping and handling should cover your cost of printing, postage, packaging, and time.

Publishing has changed tremendously in the past few years with the advent of Amazon's (and other's) print-on-demand services.

You become not a writer, but a publisher responsible for the marketing and business side of your book.

This is a good thing. Don't overlook this opportunity. All the big players use this technique.

[You can find out more about this here.](#)

Method #9: Press Release

One of the best ways to get attention is to ask for it. This is what press releases do for online businesses.

Press releases are published in PR sites to get attention and hopefully coverage from media organizations. Press releases attract site traffic in one of two ways.

First, press releases are optimized with keywords to get good rankings in the search engines.

Second, it really does generate publicity for your business.

A well-written press release is the key to getting noticed by journalists. Use curiosity and storytelling to get the journalist's attention, and then load them up with an intriguing opportunity.

The effectiveness of a press release relies on how well it is written.

To generate publicity though, you want to write a release using the proper format, newsworthy topic and the best information. In short, you want to generate interest and rouse curiosity.

It is advisable to follow the proper format for press releases. [Publicity Insider](#) has a quick guide on how to write press releases that is easy to understand as well.

Press releases are submitted to PR sites for exposure. Some of the best includes sites like [PR.com](#), [SBWire](#), and [PRWeb](#).

These sites receive the most volumes of traffic out of other PR sites. Note that some may require you to register to be able to upload press releases.

But you can find a great blog post here with information about the [Top 10 PR Sites](#).

Method #10: Integration Marketing

What if you could get your product (or bonus) offered on the thank you pages of a few of your complementary partners?

Think about it.

A friend is selling Dog Collars and you've got an ad for your Dog Training program on his thank you page.

See the congruency of that 1-2 punch.

This is called integration marketing. And it makes a ton of sense. How do you get your ad on someone else's thank you page?

It comes down to one word – incentivize. In other words, make it worth their while. Pay them a commission.

First, look for product owners who have a converting sales page, but not a deep funnel. They may be very focused on their single product.

Product owners often are.

Then, you ask the product owner if they're interested in making more money. Who says "No" to that?

Next, show them the value for their customers if they see your offer right away.

But failing that, you can offer to pay for the space just as you would any advertising. Of course, the thank you page owner doesn't receive a commission in that arrangement, and you assume an up-front cost.

But this is a highly valuable space since you're getting access to buyers right away.

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But if he's smart, and you sell it right, an affiliate commission for the product owner provides another stream of income from his original sale that he was NOT getting.

You'll be a hero if you can provide more profit without any extra work for the product owner.

At the same time, you're transferring those buyers from the product owner's funnel to yours.

How great is that!

It's the best kind of traffic.

Method #11: Answer Questions

Since the advent of the Internet, we're never at a loss for an answer any longer it seems. All we must do is ask the question.

And marketers - online entrepreneurs - are destined to resolve questions with marketing solutions. There's a lot of traffic to be mined in these question-and-answer sites.

This sounds a bit tedious, but some big-name marketers are doing this very successfully on sites like [Quora](#).

Quora is a community-driven question-and-answer site with more than 750,000 visitors and contributors each month. That should get any marketer's attention right away.

At first glance, that does seem to directly benefit you as an online marketer, but let's take a closer look.

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- Authority – people who contribute frequently begin to get a loyal following.
- Content ideas – just browsing Quora, a marketer can get a gazillion content ideas.
- Content creation – and there's a load of resources for creating more content already prepared for you.
- Exposure – access Quora's visitors.
- Knowledge - learn from others—users, customers, industry experts.
- Monitor - discover the questions people are asking about your product or industry.
- Relationships – track topics and connect with users with Quora notifications.
- Target – focus on questions in your area of expertise and build a community.
- Re-Answer – transfer your answers to good questions back to your blog.
- Headlines – notice great headlines and build a valuable swipe file.
- Profile – build an outstanding profile with a 50-character introduction.

In 10 minutes, a day, you can build a targeted following and improve the web just by consistently answering a few questions on [Quora](#).

Method #12: Ad Swapping

Advertising is all about visibility. You pay for ad space and post your ads to get the word out.

On the other hand, it is possible to find a partner and conduct an ad swapping campaign to get the same benefit without spending a ton of money.

Ad swapping can take many forms. For example, the most common is to swap email messages, but you might also want to look at banner ad swaps, as well as entire autoresponder sequences.

It is both profitable and disappointing at the same time, depending on how you play your cards.

Two list owners agree to send an endorsement to their list for the other owners offer.

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Each list owner then sends traffic to the other to build up their lists.

This sort of arrangement is one of the best ways to build a mailing list. However, the other guy's list might be unresponsive.

When this happens, you may end up getting more than you are giving out. Your partner may not even give at all. These are the risks in ad swapping.

To minimize the risks, make sure that your partner in ad swapping receives roughly the same traffic as you do. It also helps if you already trust the person.

When ad swapping works, it works well.

Finding swap partners isn't that difficult. You can search for opportunities in your niche using Google or Bing, or even Youtube.

Once you find a potential partner, do a little research. Is their site professional? Do they appear to have a similar market share? Are you a smaller player or larger?

Blog platforms often list similar blogs to your own under the "blogroll" label. This is a good place to start looking for a suitable ad swapping partner.

Method #13: Blog Carnivals

One of the best ways to attract more site traffic is to participate in a blog carnival.

This method works best if you are in a niche industry. It is a great way to strengthen your relationship with marketing partners as well.

And of course, you get free traffic at the same time?

No need to create a blog carnival although it helps if you are the host. You can always find and join an existing one.

Think of a blog carnival as a promotional event where one blogger is the host and other bloggers participate in the event.

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The host announces the event date and the blog topic. Bloggers sign up to write about that topic and publish it on their own blog.

Each blogger participating in the event sends the host the link to their specific blog post entry.

The host publishes a post with links to each of the participants' entries on the date of the blog carnival.

The host is the distribution hub for all the posts on the topic. Usually, the host creates a summary of each link from the participants.

Readers of the host's blog get access to a variety of posts related to a topic of interest to them.

The tricky part is ensuring that the participants drive as much traffic to the carnival as possible.

Each participant is expected to promote the blog carnival on their own blogs in advance of the carnival thereby driving traffic to the host's blog.

The assumption is that when the carnival date arrives, the host's readers will want to read the various participants' entries to the carnival and will click on those links to visit the participants' blogs thus driving new traffic to the participants' blogs.

Blog carnivals are a fun and free way to increase traffic to your site. No need for confusing algorithms and complicated programming and web design. You just do what you do best – talk about something you already like.

Finding a blog carnival is not as challenging as it sounds.

Connect with your business friends and make a date.

Find blog carnivals with Google searches, contact the organizer, and see if they have room for one more.

Or, you can create your own if you already know other bloggers.

Method #14: Affiliate Marketing

Affiliate marketing is one of those traffic methods that can't fail – that is if you do it right.

Other people do the marketing for you because they get paid, much like a commission sales person is paid when they make a sale.

For this to work, you need to use shopping cart software that also tracks affiliates. This allows you to share a referral link with your affiliates.

A good affiliate will crank out traffic and lead prospects directly to your site. Since they get commissions, they do everything they can to drive as much qualified traffic as possible.

Using instant payment platforms like [WarriorPlus](#) or [JVZoo](#) or [Zaxaa](#) will make the technology and accounting processes much simpler.

You have to make it easy for them by providing the necessary resources and training for this to work.

Like PPC advertising, you do not have to spend a dime on affiliate marketing until a sale is made. This makes it a cost-effective marketing method.

At the same time, it works really well to bring in more targeted traffic to your site and helps create a buyers list.

Of course, you want to recruit affiliates who understand how to drive large numbers of targeted traffic and have influence over their audience.

Affiliates are numbers driven. If an offer isn't converting, they will be gone in a heartbeat. So, you want to do everything possible to test and tweak the sales process to improve conversions.

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Make sure that you both agree on the pay rate as well. You want to give a decent amount for them to earn a profit without affecting yours.

Affiliates can be easily found at the affiliate product marketplaces like [JVZoo](#), [WarriorPlus](#), [Zaxaa](#), and [Clickbank](#).

Start knocking on a lot of doors and help professional affiliates to make more money.



Method #15: Search Engine Optimization (SEO)

Search engine optimization is the granddaddy of all traffic methods.

Simply put, SEO involves discovering and optimizing your content with keywords that people are already searching for when making an online search.

The goal here is to improve site ranking to get more traffic by being found first.

When you do SEO, your goal is to come out on top. Think about it. Out of the millions of search results plastered on the results page, people will only check the ones on the first page.

This is why it is important to get your site or blog there. Ideally, you want to claim the top spot.

Getting first place on search engines usually means ranking number one in Google. However, this could also mean being number one in other search engines such as Bing and YouTube among others.

Techniques range from simple metadata editing to altering some elements of the HTML code of your site.

As such, many website owners opt to hire a SEO expert or firm. Some of the best include [Customer Magnetism](#), [Fair Marketing](#), [Nebo Agency](#) and [Bruce Clay, Inc.](#)

These folks have everything you need to dominate your keyword list and come out on top of the rankings. See what they have to offer and the price tag for their services before hiring a service provider.

And even if you can't hire one of them right now, you can learn a ton just by reviewing their websites.

At the very least, you'll want to add an SEO plugin like Yoast to your WordPress blog to begin optimizing pages.



Method #16: Contest Marketing

Another great traffic method is to offer a contest.

It works really well because people like to win something.

The good news is that a contest is flexible enough to accommodate many of your marketing goals.

Look around and you will see that most contests put up something of high perceived or real value like iPads or cameras.

Of course, you can break away from the usual and offer other prizes. For better results, you may want to consider offering a prize that is specific to your market.

Apart from the prize, you have to come up with the architecture and logistics of the contest as well.

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Collecting email addresses to enter a contest is the primary goal, but not the only goal.

Offering extra entries if they share your contest is really smart too and many software tools will allow you to track those referrals automatically.

This generates a lot of buzz around your site and is a sure-fire way to get more visitors.



You can even ask people to promote your blog or website for you. Just tell them that the biggest promoter gets a prize for bringing in the most number of new subscribers or site visitors.

Contests are an easy way to generate a lot of publicity in a relatively short period of time. Find the proper blend of exciting prize and easy mechanics and you are in for a treat.

Method #17: List Building Services

Building a bigger list is the result of converting prospects and buyers from all that traffic.

Of course, this requires time and effort which you may not have. But did you know that you can hire someone else to do this for you?

The truth is that there are plenty of list building service providers out there. They will drive the traffic so you can gather the email addresses.

One of that's incredibly easy to use is ListJoe. If you upgrade to the Gold level, you can send an email to nearly 8500 people every three days with your initial bonus credits.

Pretty cool system too.

Another provider is ViralURL. This site has powerful lead generation and traffic tools. Essentially, it is a program that helps build your downline on autopilot.

You can start emailing your list from five to seven levels deep. One helpful bonus feature is that ViralURL protects your affiliate commissions.

This site also lets its members upload your banner ads for rotation on other members' sites. It is a great way to advertise and promote your site through a clever banner advertisement system.

Another extremely powerful feature is their Social Message Center which allows members to see exactly what kind of email subjects and email body copy gets the best results right now, based on live mailing statistics.

Other services such as ViralURL do more than let you send emails. Apart from this service, they help you keep your email inbox clean, free of spam and organized.

In fact, a lot of the other List Building Services recommend starting by getting yourself a ViralURL account first.

IF YOU CAN MAKE \$1,000 IN AFFILIATE COMMISSIONS, YOU CAN MAKE \$100,000!



SO WHAT DO YOU NEED TO DO TO MAKE THAT FIRST \$1000

- HOW TO PICK THE RIGHT PRODUCTS
- SET UP THE PERFECT FUNNEL
- KEEP THE LEADS TRAFFIC AND RELATIONSHIPS

CLICK BELOW GET YOUR FREE CHECKLIST AT nams/yourfirst1k

Method #18: Quiz Marketing

Quizzes are all the rage.

And as a marketer, you can use them to engage with your customers and prospects to start meaningful conversations.

And if you do it right, you can even use a high-value, engaging quiz to lead your prospects to the correct offer based on their own problem identification.

In that case, you're not selling, but offering a solution to the problem the prospect relayed.

Creating a quiz can be as simple as one engaging question, or as complex as a long assessment.

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The trick is to make the quiz so valuable that the quiz taker must see the results. Therefore, exchanging the email address and name is a no-brainer.

And you're building your list by driving traffic through the quiz front door.

And if you're really smart, you're using the quiz to pre-qualify your prospect.

With lots of quiz software out there, you'll want to grab one that offers the flexibility of doing a simple or complex quiz with lots of integration.

Method #19: Solo Ads

Solo Ads have similarities to ad swapping.

Emailing is still done but you do not swap. Instead, you pay someone else to mention you to their subscribers in an email that you usually provide.

This method works by letting you place an ad about your business on someone else's emails. In effect, this lets you reach a wider audience beyond your own.

Of course, this is a great way to spread the word and get people interested about your products and services.

There are plenty of different directories and companies that let you do this, but we recommend Udimi which is the premiere solo ad site.

They have the widest access and lowest rates anywhere on the web. Still, prices vary from pennies per click to many dollars based on the quality and size of the list.

You can get a decent campaign up and running for less than \$50. You never want to buy a lot of traffic without testing the ads first.

Make full use of solo ads by driving their site traffic to your own email opt-ins. In other words, use this as an opportunity to build your list from theirs.

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A solo ad campaign is a great way to build up traffic to your site. Use this traffic method wisely and you will see the numbers rise to levels you never expected.

Of course, you can find solo ad campaign opportunities from reputable magazine and newsletter publishers as well.

Just go to their media buying kit and look for email messages or ad placement. You'll find rates and restrictions.

If you are having trouble doing this, you can always get help from the experts.

Method #20: Banner Advertising

Banner advertising has already proven its worth as a traffic generation method many times over. It's cost effective, but requires patience and investment to be see long-term results.

Today, it's also one of the most overlooked traffic methods.

In its simplest form, banner advertising involves renting space for your ad on someone's site.

This can be set up in several ways.

First, you can search out websites within your market segment and approach them one by one.

This lets you have more control on where your ads are placed but it does require a lot of time on your part.

Second, you can always use a banner network.

A banner network is easy enough to understand. This is just a network that has plenty of ad space available and would love for you to purchase it.

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You simply approach the networks and tell them that you want your ads placed on other websites. You get to pick through a catalog of available websites, locations and banner sizes.

[Google AdSense](#) still scores top points for being a major player in the industry. These networks may work in the same way but some have better features than others.

Your choice for banner exchange networks is not limited as well. The ad network [Banner Exchange](#) is a good place to start.

The key to a successful banner advertising campaign is to not make your banner ad look like an ad. This will only turn off people from clicking on it.



Method #21: Social Advertising

Advertising on social networks like Facebook, LinkedIn, Instagram and Twitter may seem scary, but in fact, it's a no-brainer.

But you have to learn how to set up and target your ads precisely or you can lose your shirt – and fast.

The best thing about advertising on any of these networks is that once you discover how to do it properly, you can target your audience more precisely than ever before.

So, these are great for generating more traffic. Take it slow. And focus on low-cost tests until you get the conversions at the breakeven point at least.

No matter which social network you pick, they all work in pretty much the same way.

Essentially, you are putting up a hybrid ad (banner and text) on social networks. Payment is based on a PPC model for displaying these ads.

Then, you focus on audience interest groups, keywords and demographics for targeting your prospects.

Start your social marketing advertising with [Facebook Ads](#).

Entire books have been written about advertising on Facebook and Twitter, so we won't go into too much detail today, but just realize that these are becoming the biggest advertising networks in the world – quickly.

Signing up for a free account is easy. Make sure that you upload content regularly to make the most out of social advertising.

I'll repeat: Start slowly. Invest only a little until you test and tweak your ads.



Method #22: YouTube Sponsored Ads

One of the least expensive paid traffic methods is sponsored ads on YouTube.

YouTube ads can be videos in the pre-roll before displaying the main video in varying lengths of time.

Or you can get advertising placed in the YouTube sidebars on the site.

Targeting your market is still the key.

Of course, you will have to pay for this advertisement.

With the level of exposure you get, and the low cost, it will be worth it. YouTube receives the second highest volume of traffic on the internet.

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Payment is done based on a PPC or PPV arrangement. The specific details depend on the deal you make.

You need a [YouTube account](#) which is free for this to work. Once in, you can upload your video and wait for the results. It is that simple. You can also use Promoted Video Ads for more exposure.

Method #23: Sponsored Content

In simple terms, sponsored content involves paying for any kind of content published on the internet.

This means tweets, blog posts, reviews and even a simple mention on the YouTube comments section.

Essentially, if you are paying to get in front of an audience, you are sponsoring content.

For instance, there are already a few videos already set up for the Car Tuning niche. If you have a blog or an [online store which specializes](#) in auto accessories, you can pay to be mentioned in these videos to drive traffic to your site.

Instead of coming up with original content, you only have to find someone who already gets tons of traffic and pay to be mentioned.

Many bloggers are paid to highlight brands. If your niche benefits from these types of bloggers, this would be a good choice.

This saves you much time and effort in setting up a site and all the maintenance that go with it.

Sponsored content works best for niche markets where it can be difficult to attract site traffic due to the limited number of subscribers.

Method #24: Retargeting

This is powerful.

Retargeting works by placing a code called a pixel on your site that “tags” everyone who visits.

Any visitor who does not buy from you is shown advertisements from you on other sites that they visit because you’ve purchased that retargeting from a network.

The point is to let people get used to your brand so they feel safer trusting you. They see your ads just about anywhere they go.

Once a visitor has visited and leaves your site, you want as many opportunities to get in front of them again as possible until they buy.

Retargeting networks make this happen by buying up ad space across the internet serving ads to the right visitors.

There are ad networks which focus on retargeting. [Ad Roll](#) is a good choice for advertisers with its topnotch ROI. Publishers will find [Criteo](#) better suits their interests. [Google AdWords](#) is also capable of retargeting.

[ReTargeter](#) and [Perfect Audience](#) are also good choices.

[Retargeting](#) is a mature advertising technology now, and some platforms close their doors or stop taking new clients, so check them out closely.

You can get very good results. If you are looking for a new traffic method, look at retargeting.

Method #25: Offline Promotions

This is often overlooked, but promoting offline does work for online businesses and websites.

In fact, it is one of the best ways to drive more traffic to your site.

Life has not moved completely on the Internet.

Most are traditional methods that have not gone out of fashion.

- Business Cards – make sure your site's URL is included
- Trade Shows – find your market and connect
- Networking – hit the local events such as corporate gatherings of industry insider's meetings
- Meetups – join a meetup group or do a meetup tour to meet and greet your market

Anything from t-shirts, to coffee mugs and even bumper stickers may be used to promote your site. Be sure that you include your URL.

Method #26: Forum Marketing

Most of us have forgotten that online forums get over a million visitors each day making them a sizeable source of site traffic.

Forums thrive in specific niches and topics meeting the needs of rabid followers. If your target market frequents forums, don't miss this opportunity.

But forum marketing is a bit trickier than your average traffic method.

You have to make intelligent posts to be seen as a helpful member of the online community. Over time however, you build expertise and become an authority to gain a following.

LinkedIn and Facebook groups are variations on this.

Forum signatures are a great place for back links that lead directly to your site.

To find an online forum for your topic, all you need to do is a quick online search. Register for a free account and be sure to follow the rules. Never attempt to make a sales pitch.

This will only result in you getting kicked out and banned permanently.

Method #27: Viral Marketing

People dream of getting caught in a viral vortex.

Viral marketing has the potential for unlimited returns once the virus (content) catches on.

When people like your content, they start sharing with friends and sending it through social networks.

Viral content may get a push from you, but it really takes off once the marketplace latches onto it.

Of course, getting it to catch on is tough. But once it goes, it goes on by itself without any further input.

It is certainly one of the best free traffic methods available today because it can keep spinning through the networks for years.

To be effective, you must come up with content that is entertaining, educational, controversial or highly shareable, and submit it to various popular sites.

Virtually anything can go viral these days. Videos especially get the best circulation. Still, images, good articles and presentations also work the same way.

Method #28: Post Comments

One of the most important but often overlooked features of websites is the comments section.

Posting comments is a great way to attract more traffic to your site or blog.

Once you again, you place a back link or URL somewhere in your comment for people to follow as long as the link you're posting is relevant and helpful in the context of the article.

What sets commenting apart is that it lets you build up your brand name while being helpful. You can create relationships and joint venture partnerships just by being consistent in your commenting.

Of course, if you have a well-known brand, people will start trusting you. The result is a better online reputation and expert status.

Commenting on popular posts is simple, easy and free. As long as you don't SPAM.

Final Words

You have just discovered 28 ways to boost traffic coming to your site.

As we said previously, pick one or two and master those. Then, move to another couple and master those.

Soon, you can expect to generate more leads. And if you're working on conversions at the same time, you will see your profits rise as well.

These traffic methods work fast but not overnight. Keep in mind that some of them require a bit of maintenance work as well.

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