

# MORE LEADS MORE SALES

77 Ways To Generate Targeted Traffic  
Without Paying A Single Cent!



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The image shows a group of diverse young adults in a classroom setting, all giving thumbs up. The background is a bright, modern classroom with large windows. The text and logos are overlaid on the image.

## **Disclaimer**

This e-book has been written to provide information about Internet marketing. Every effort has been made to make this ebook as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this e-book provides information only up to the publishing date. Therefore, this ebook should be used as a guide - not as the ultimate source.

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## About the Author

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## Introduction

Making money online starts with attracting traffic to your site. Of course this does not happen overnight. You need to exert some effort and spend time working on a strategy that gets more people to visit your



site. This is where most internet marketers get stuck and confused.

In reality, most internet marketers say that generating site traffic is the biggest challenge they face. It is not something that can be ignored after all. Without site traffic, your offers and promotions will not be seen by anyone. No matter how good your product or services are, no one will buy them because no one sees them. No sales effectively bring your online business to a grinding halt.

With this in mind, internet marketers use a wide variety of web tools and tactics to squeeze out as much site traffic as they can. This may be a good idea but you have to remember that generating site traffic is an on-going task. Paying for site traffic makes things a bit easier but costs easily pile up this way. There is not even a guarantee that they will work either. What if you paid for something that does not work?

A more cost-effective solution is not to spend anything on generating site traffic at all. Yes, it is possible to do this without spending a single cent. You should know that there are plenty of ways that allow

internet marketers to attract traffic to their site absolutely free of charge.

The benefits of free traffic generation techniques could not be any better. Obviously, they are free and do not add expenses for doing business. Making a mistake here does not mean good money goes down the drain. Since you are not limited by budget, you can try as many techniques as you want. This makes your campaign much more flexible and responsive to new challenges that come up every time. You can make changes and try different techniques as necessary.

An internet marketer needs leads. These are important contact information from potential customers. This allows you to communicate with people who are more likely to buy something from you. A targeted approach gives you more chances of closing deals.

Another thing you should do is to boost your online reputation. Get as much exposure as you can as well. This applies for both people and programs that search all over the internet. This only helps in bringing more people to your site. Remember, there is no such thing as too much site traffic in this business.

This eBook is designed to provide the latest and most effective traffic generation techniques available today. It is a comprehensive guide on all the things you can do to attract as much site visitors as possible. Do everything right and you should start seeing the results of a successful traffic generation campaign coming your way.

So are you ready to start dealing with thousands of site visitors? Here are 77 ways to generate targeted traffic without paying a single cent!

## 77 Ways to Generate Targeted Traffic without Paying a Single Cent!

Making money off of the Internet requires sales, and you need people to sell to. You need leads – contact information that you can use to communicate with potential customers. Moreover you need to boost your business’s image and exposure to get attention from both people and the programs that scour and index the Internet. Here are 77 ways to generate targeted traffic, without paying a single cent!

**1** Make a list of all of your free resources, then exhaust and exploit them until there’s nothing left to do with those resources! It’s surprising how you don’t know what you have until you take the time and effort to list them down.

A 5-minute brainstorming period can give you enough material for several months’ worth of lead generation and marketing! The most important thing is to know where you can go and what you can do, because once you know something is possible, the battle is already half-won. The best part about this is that you are going for free services and tools, so you do not have to pay any money at all!

**2** Establish a procedure and strategy for exploiting Twitter! Twitter is a micro-blogging service meant to enable people to share whatever is on their minds at any given time. However, you do not have to leave it as that.

Twitter would make a great advertising and marketing tool because it delivers messages to targeted receivers, yet allows anyone to read them if they wanted, plus, it doesn’t cost anything to speak of!

**3** Start up as many Twitter accounts as you possibly can! To increase your leverage in Twitter, you will need to set up several accounts. This way you can use each account to market a specific product, increasing your conversion ratio by virtue of focused interest. With a lot of Twitter accounts, you also open up the possibility of cross-referrals, perfect for driving up interest and link juice across multiple projects. Just make sure to keep a list of all your usernames and passwords!

**4** Start up as many blogs as you possibly can! In the same spirit as setting up lots of Twitter accounts, you should also start up lots of blogs. Each blog would focus on a narrow niche, so you get maximum depth, and your collection of many blogs provides greater coverage. You get the best of both worlds this way.

And again, you can make cross-referrals between blogs using inline links, footer links, and sidebar items.

**5** Establish a clear-cut plan for updating and maintaining all of your social media accounts and profiles! With so many accounts to manage and keep track of, you will need to organize your activities. Without a written plan or checklist to be completed from day to day, you will likely end up being remiss in your tasks and thus not maximizing the potential of your system.

Plus, you can avoid the stress of trying to remember everything you need to do. A written plan outlining all the different tasks for today, tomorrow, the day after, and the day after that is necessary. Plan ahead as far as you can without becoming inflexible.

**6** Whenever possible, automate! Hey, you have a computer, so why not use it for what it does best? Automation makes your business easier, and leaves you with more time to expand or

simply enjoy the fruits of your labors. There are a lot of things that cannot be automated just like that, but for those things that can be automated, waste no time setting them up.

**7** Start up the Ping.fm account! Ping.fm is a social networking and micro-blogging utility that links up many different social networks for you. Basically, once you set it up, posting once in Ping.fm will propagate the same post to all your other social networks. This will save you a whole lot of time and energy, so start up a Ping.fm account as soon as you can!

**8** Come up with a video and multimedia strategy! Get started with planning how you can make use of audio, video, and even interactive materials for your marketing endeavors. With higher Internet connection speeds for everyone, these have become very viable tactics.

**9** Register with as many search engines as you possibly can! Most people – in fact, arguably all people – go to search engines to look for websites related to their needs. If you want to snag the greatest number of people possible for your niche, then registering with as many search engines as you can will definitely open up those pathways to your door.

**10** Exhaust the vast amount of free services and resources that are out there, with regards to article directories and press release services! Despite all the buzz over video and interactive elements, the Internet is still mostly text-based. Make use of text-based resources like article marketing and press releases. Get your name out there in high-res black-and-white, and the Internet's natural mechanisms will take care of the rest.

**11** Establish and pursue a grassroots, old-fashioned, word-of-mouth marketing campaign! It is not surprising that the ages-old method of marketing by word-of-mouth works, even in a time of digital communication. Talk about your website with friends, family members, co-workers, and anyone who would care to listen!

**12** Establish a protocol and procedure for efficiently mass-producing free e-mail addresses such as Yahoo e-mail addresses! With so many social networking requirements, you would also need lots of e-mail addresses. You can get free e-mail addresses from services like Yahoo! Or Gmail, and you can make the process much easier by preparing a step-by-step protocol, so you won't be winging it every time you start up a new e-mail account.

**13** Test your strategies and ideas out first on web assets that don't matter to you! If there is something you want to take a test run of, do it on one of your more disposable web assets. That way, if it fails, you can cut and drop it with little regret, and if it does work, your "disposable" asset may become a major asset. This is one more reason why you should come up with as many niches and web assets as you can.

**14** Don't marry yourself or commit yourself to one school of thought! Staying flexible is the key to success in Internet marketing. Following any single dogma is sure to cripple your ability to expand and adapt to any given situation. The Internet is a continuously evolving entity, so make sure you do the same.

**15** Make use of Google Docs, a free service, in order to organize your efforts! Google Docs are free, secure, and reliable. Use them to make things easier for yourself. You

won't have to worry about losing your files because the files are stored online, not your computer. Moreover, you can also share the documents easily with whomever you care to by simply giving them the URL and setting the right security options.

**16** Make use of free trials for premium services and software programs that are out there! There are lots of software tools that can greatly boost your traffic generation, and most of them require you to pay. However, lots of competition means it makes things easier for you, as these software products are now being offered on trial.

Even a short trial of several days is enough to boost your rep, so use these free trials as leverage! And if you find something you really like, then you can go for the premium quality material.

**17** Come up with a strategy for tools like HootSuite! Now this is a tool for those who are serious about online marketing. HootSuite essentially provides you with a dashboard from which you can send posts to multiple social networks, schedule automated messages, monitor keywords, and more.

Moreover, if you are working as a team, HootSuite allows multiple-user access and control without you having to give away your passwords. Neat huh?

**18** Establish a clear-cut plan and strategy for Facebook! Facebook is the number one social network out there, and you would be remiss to not think of it as a potential tool for your marketing schemes. With Facebook, you can keep track of your contacts' doings and goings, plus easily share everything you want to share with them.

Link to your Facebook account, or link out to the various websites under your command. Just remember to keep your personal and business profiles distinct and separate.

**19** Come up with a procedure for continually reviewing and of rechecking your hypotheses about Internet marketing! You may have your ideas and theories about internet marketing, but without a reasonably scientific way of evaluating them, you have no way of knowing if they actually work.

Set up a protocol to help you monitor the progress and results of your hypotheses, and adapt from there. Of course, just because something worked before or is working now does not mean it will continue to do so.

The Internet changes all the time, so you need to recheck your performance frequently.

**20** Determine whether forum posting is a viable way to deliver the kind of traffic that you need to your websites! Posting in forums can indeed improve traffic to your website, but there is a catch. You may get flamed or trolled if you do it simply for the advertising. As such, you will need to decide for yourself whether you can pull it off successfully, or whether you should just leave it be.

**21** Don't get too attached to your customers! You may feel rapport with them, but in the end they are simply customers – people who pay you to get the stuff that you are offering. Don't get attached, as your customer base is bound to expand and change constantly. Keep it businesslike!

**22** Establish a plan for RSS feeds! RSS stands for Really Simple Syndication, a technology that allows you to publish posts and automatically notify subscribers. RSS is excellent when you have a steady customer base, and it can also entice the info-hungry parties with an interest in your niche. Make it work for you – but before that, make a plan and prepare your resources!

**23** Utilize MySpace! MySpace, like Facebook is a massive social network that you can get major mileage out of. Use it as you would your other social networks: set up social circles, post material, tease and entice customers, et cetera.

**24** Determine where WordPress fits in to the rest of your Internet marketing master plan! WordPress is basically a software that can manage and even automate blogging for you. It really depends on the plugins that you install. Before thinking about what plugins you want – and you will want quite a few – you should first think about how you can integrate WordPress into your master plan or blueprint.

**25** Test run the free trial for SocialOomph! SocialOomph is a software program that integrates very closely with Twitter, giving greater control over your social network. Better yet, it automates many actions for you, so you can get past the tedium and get down to the real business at hand. As expected, the free trial is, in comparison to the full power of the professional product, limited, but certainly not useless.

**26** Make use of the free 10 posts through BuildMyRank! BuildMyRank is a service that gives your website backlinks, increasing its value in the eyes of search engine crawlers. They use a network hosted on multiple IP addresses, with a

good amount of aging and high activity – so each backlink you get from them looks like a prime link in the eyes of the search engine crawlers. You can get 10 backlinks for free.

**27** Apply for as many Internet marketing forums as you can! Internet marketing forums are great sources of information and advice, and you can certainly make use of those. Some forums are pretty open about membership, while others are more exclusive. Apply and join as many as you can! Don't forget to bring your etiquette when interacting with fellow marketers on these forums.

**28** Register with Warrior Forum! Warrior Forum is perhaps the number one forum marketers. There's not just advice to be found here. You can also find tips on which products are great, what special offers are available at the moment, and most of all you can interact with some of the top people in biz. Don't let the opportunity slip by, join Warrior Forum ASAP.

**29** Establish a good history and "credit record" at Warrior Forum! Warrior Forum as a system for monitoring a member's value to the community, so you need to be on your best behavior here. Ensure that your interactions useful and not just some way of promoting yourself. Be willing to provide help, and you may receive help in return. Be a helpful and active member of the community and you may see offers from other members.

**30** Establish personal, strong business relationships and partnerships! Building partnerships with business contacts is a great way of setting yourself up for the long run. The longer you plan to stay in the business the better the outlook you need to provide for yourself.

Partnerships can net you deals and all sorts of bargains, plus if your partners are prestigious entities, then you can flaunt your connection, if they allow it (and if your social sensibilities would allow it). Moreover, everyone needs friends and partners they can rely on.

**31** Make use of the free trial for TweetAdder! TweetAdder is a competing product for Internet marketing management through Twitter. It is easy to use and very powerful. The free trial is enough can give you good results, and queuing it up in your plan is certainly not a bad idea. Try it out – you just might like it!

**32** Register with CommissionJunction (CJ)! CommissionJunction is the biggest affiliate network in North America, but it operates worldwide. If you need any proof that it works take a look at this figure: Among the top 500 retailers using third-party affiliate marketers, 62% use CJ. CJ can massively improve your exposure and performance, so make sure to figure it into your master plan.

**33** Come up with a strategy for CJ in particular! Because CJ is such a powerful tool, you will need a separate strategy to make it work for you. It takes a bit of time and effort, but the dividends CJ can pay back are massive. Spend some time reading through CJ's capabilities and link it up with your plans for global Internet marketing domination, or you know, just better business.

**34** Register with Amazon.com! Amazon.com makes it easy to buy and sell products. Whether you are selling your own products or angling for a commission out of selling someone else's stuff, Amazon can make it happen for you. Start an account with them today, and integrate it into your overall strategy.

**35** Come up with an Amazon.com marketing strategy! As a supreme online retail tool, Amazon.com will require skill and practice to get the most out of it. Get started on this by first planning what you will do with your Amazon.com assets. Will you be selling on Amazon.com, buying inventory, or making money off of commissions? How will you spread your links throughout your social networks?

**36** Figure out what the obvious infractions are that Google and other search engines will take against you, and never commit them! It's easy to commit mistakes and lose sight of the big picture when the competition gets cutthroat. However, you have to do the right thing – at least, the right thing in the eyes of the search engine spiders. There are lots of mistakes that you can commit and suffer for.

Learn what they are and never commit them. Additionally, learn what mistakes you might commit using e-mail and avoid them, unless you want to be marked as a spammer, which means goodbye readers' attention and hello to e-mail abuse warnings.

**37** Never take shortcuts! Shortcuts are not the way to make your business blossom. They may provide quick fixes and short boosts, but that's it. Worse, shortcuts differ greatly, so you cannot integrate them into your general blueprint. On a side note, automation is not a shortcut; it is merely a way of easing the workload.

**38** Keep in mind that quality content is what wins in the long-run! You need quality content – that's the long and short of it. Without quality content, neither search engine spiders nor people will visit you or come back for more. When we say quality content, we mean stuff that appeals to both the human readers and

computerized metadata gatherers. Just as good content can build your name up, so can bad content ruin your reputation. Remember that.

**39** Sniff out the competition! As part of your research before and after going into a niche, you need to find out what the competition is like. Is the market saturated, or can it do with a new and good competitor? What tricks are they using, and can you apply the same? Who is getting the lion's share and why? Who are the bottom feeders and why are they there? All of these questions can be answered with a bit of poking about. More importantly, take what you learn and apply it!

**40** Use Google's keyword tool! Google makes things easy for you by helping you choose the right keywords. Put in your potential primary keywords and compare the numbers. Remember that you want so use something that everyone will look for, in order to get the best exposure. These keywords are essential to your SEO tactics, and make for good tags for videos and posts.

**41** Make use of SEO PowerSuite's free trial and download! When it comes to complete SEO software, SEO PowerSuite is the king. In fact, it is the one that other products end up being compared to. As the name would suggest, it contains a collection of tools and programs that maximize your websites' SEO parameters. This amazing package is available for trial, so plan your moves and use it your big project. Note that buying the software suite package is cheaper than buying the individual programs separately, so if you like it, consider buying the package and not individual parts.

**42** Make use of link-assistant.com's free services! Link Assistant is actually one of the tools in the SEO PowerSuite package. The website link-assistant.com markets these tools, and also offers some great services, free of charge. As always, anything this good and free is worth integrating into your plan.

**43** Establish high-ranking articles on ezinearticles.com! EzineArticles.com is an article directory par excellence with lots of content presented in an organized fashion. What you will want to do is to produce extremely high-quality content that can make it to the top of the lists, and get your name up there in the lights. You may even become a trusted writer, and you can use your reputation as leverage to get more leads.

**44** Take a few jobs with an SEO expert! You can get some advice and tutelage by hiring yourself out to SEO experts who need others to work on something for them.

The tasks are varied, but what you are really after is the opportunity to learn from them.

**45** Take a few writing jobs as an SEO writer! Writing about SEO is one way to force yourself to study SEO and at the same time produce quality work that can be used as content. Do your research, check your spelling and grammar, and take this seriously. What you learn from these jobs, you can apply retroactively to old projects or insert into the new ones on your list. SEO is the one true thing that you can control in order to improve the quality of your website, metadata-wise.

**46** Make use of craigslist! Craigslist is a fine online classified ads site – really, it’s the exemplar. You can post various classified ads for free here, and considering how much traffic the website gets, this is one great way to improve your website’s exposure. Moreover, if you are actually selling or buying something, this can be your portal to a world of bargains. If you are doing retail, then you can get lots of stuff here for cheap and sell them for higher prices.

**47** Make use of news sites! If you have some way of getting your stuff advertised on news sites, do so. News sites get lots of traffic because they are the places people go to when they need to know what’s happening. Take advantage of this natural tendency to be concerned for current events and turn it into potential \_\_\_\_\_ for \_\_\_\_\_ conversions.

**48** Create a profile on Huffington Post! The Huffington Post is a content aggregation blog that features all sorts of news, with moderators watching the comments. This is an easy way to get a bit of cred, without having to put up with trolls and flammers, who are always problematic in non-moderated systems. Simply sign up for one of their blogs and write away!

**49** Come up with a social bookmarking strategy! Social bookmarking is simply people sharing links and rating those links based on quality. You need to think about how you can make this work for your business. It is almost organic in its behavior and can be a bit difficult to conceptualize accurately, but any strategy is better than no strategy at all.

**50** Download a free screencasting program! If your niche has you making videos of anything or explaining actions taken on a computer, then a screencasting program is a must. A

screencasting program basically captures a video of your computer screen “from the inside”. Unlike using a camera to take a video of your screen while you are working, screencasting programs can produce higher quality videos and much better clarity. Audio narration is also a standard feature. With screencasts, you can more effectively and efficiently transmit your thoughts to others.

**51** Upload marketing videos to YouTube! YouTube makes it easy to host videos. This is great because the hardware used by YouTube is capable of coping with high bandwidth requirements. Instead of hosting your videos on your web host (which is sure to eat up disk quotas and bandwidths), have them hosted on YouTube and link through to them.

Additionally, if you choose to make these videos public, they will show up in search lists whenever people query using keywords that your videos are tagged with.

**52** Register and link your social media profiles with other web 2.0 platforms! Web 2.0 is the new wave in the Internet. Whereas the Internet used to be a one-way broadcasting system, Web 2.0 favors feedback and user-generated content, such as comments and much more.

Take advantage of this new wave to increase interactivity, immersion, and interest. The more engaging the experience is, the better chances you have of making a sale!

**53** Try to personally connect with your customers! Take a more personal approach with how you present your material. When our customers feel that you are directly communicating with them, then they are that much more likely to stay interested in whatever it is that you have to offer.

When people look for products, they are actually looking for solutions to problems. If you can make it seem like you can help them with those problems and that you want to help, then you can expect them to trust you and be loyal. If people like your approach, then they are more likely to convert from visitors to customers.

**54** Come up with a LinkedIn marketing strategy! LinkedIn is a social network but primarily one that is used for business contacts and the like. This is suitable for an Internet marketer because it gets you in contact with people who are in businesses – in other words people who have a fair bit of money in the pocket.

Moreover, if your business has something to do with retail, this can help you get in contact with suppliers, or even employees who can help you manage your burgeoning online business.

**55** Try to figure out if you are capable of using any of Facebook or Twitter's APIs! API stands for Application Programming Interface, which is a set of digital tools and materials meant to enable a programmer to write some program that is compatible with some given software.

If you have some level of computer programming skill, you would do well to check out the APIs from Facebook or Twitter and tinker around with them. You might just be able to write the next big software hit!

**56** Register a profile and account with the New York Times! The New York Times' online offering allows people to sign up and write. Of course, you can expect some level of

content moderation, so never post anything you are not proud to have written. When it comes to news, the New York Times has a respectable reputation – something that you can get leverage out of.

**57** Participate in the Wikipedia community! Wikipedia is the world's largest encyclopedic website, and much of the content is written by users (they may be experts in their fields, but they are not actually on the Wikipedia staff). Joining and being active in this community can help give you a patina of respectability. Remember however that outright advertising is frowned upon and may even be penalized. Learn the rules and follow them.

**58** Keep abreast of all the startup websites on Mashable.com! Mashable.com is another content aggregation website with a focus on what's hot. Keep an eye on this website to get the latest news on the Internet and to spot upcoming new websites for inspiration or competitive advantages.

**59** Keep abreast of all of the tricks for increasing productivity on LifeHacker.com! LifeHacker.com has a lot of content meant to help ordinary people make their lives more productive. You can learn lots of tricks here. For example, the tutorials on macros and keyboard shortcuts are easy to follow and can allow you to customize your word processor to ease the effort needed for complex tasks.

**60** Start up the Newsvine.com profile! Newsvine.com is another news and content aggregation website that allows users to join and write. Again, your goal is respectability and exposure, so make sure the content you post here is of high quality. Do not write material that is obviously plugging your product or service.

Maintain a neutral tone whenever possible – save the hype for business profiles and webpages.

**61** Use the [goo.gl](http://goo.gl) URL shortening service! Goo.gl is Google's URL shortening service. Shortening URLs is essential when working with the severely limited lengths of micro-blogging services like Twitter. They can also make inline URLs less cumbersome and improve the legibility of text overall. As to why use Goo.gl instead of other URL shortening services; Google does get some metadata this way, which only builds up your search engine rank. Two birds (and possibly more) with one stone!

**62** Develop a TwitterFeed marketing strategy (such as the “TV approach”)! TwitterFeed is an application that basically takes your blog posts and splits them up into logical yet manageable pieces that will be sent regularly to your Twitter account. In effect, your blog posts become your tweets on a scheduled basis. Can you see the opportunities here? Start thinking about how you can use TwitterFeed today.

**63** Use the free “real time” RSS feed feature on Ping.fm! As mentioned before, RSS is a way of posting material and simultaneously informing subscribers about it. Ping.fm has a similar feature wherein it sends updates to your social networking accounts about how you've posted material. There is a bit of delay, hence it is not “real time”, but you get the picture.

**64** Link Ping.fm accounts with free HootSuite accounts! Remember HootSuite, the dashboard utility? Well, it's compatible with your Ping.fm account, so don't forget to link them up!

**65** Use services such as Google's FeedBurner to re-distribute posts through RSS feeds (in essence, multiplying the number of links that you create with a single post)! FeedBurner is another utility that aims to amplify the publishing power of a single click. When you run a post through FeedBurner, it automatically creates links to sites like Digg and del.icio.us, and even splices it with data from other posts. Thus, a single post can have lots of links without you having to actually put them in there.

**66** Double check your demographic research; make sure that your marketing strategies actually make sense! One major mistake that can either cause you to lose money or not achieve the maximum potential profit is that you are reading your market wrong. Are your strategies right for this target market? Is your product really suitable and attractive for them? Re-check your demographics and adjust your plans as necessary.

**67** Take advantage of "free articles"! These are promotions that SEO writers do every so often, in order to drum up business. When you spend a bit of time haunting SEO websites, you will notice that once in a while they do promotions where expert SEO writer will write articles for interested parties, free of charge. Don't pass this up! This is an opportunity to get some very high-quality free stuff that can boost your business easily.

**68** Start up a Plurk account, and link a Twitter and Facebook account to it! Plurk is another micro-blogging service that you can make use of. If you link up Twitter and Facebook accounts to it, you have yet another easy way of updating your most effective social networking tools.

**69** Make sure that all of your Yahoo 360 profiles are linked to some sort of Twitter and Facebook account! With Yahoo 360 you have an alternative social networking profile, but with native support from Yahoo (and thus making it easy for the web spiders and crawlers). Add links to your Twitter and Facebook accounts, and the web crawlers will automatically take note and follow those links. Plus, don't forget the users who may click on those links!

**70** Make sure that you set all of your Facebook property privacy settings to "public!" A business-related profile should have everything available to the public in order to entice customers and to pump up search engine metrics. This is yet another reason why you should keep your personal and business accounts separate.

**71** Create several Facebook profile pages, and bear in mind that FB only allows for 40 API updates per day! As expected, Facebook does place limits on the number of updates posted in a day, as a way of fighting against spam and junk posts. Make sure to note this and remember it. It does not matter if you use different tools to post updates, 40 is the daily max. If you frequently try to exceed this, you may get a warning or eventual suspension from Facebook.

**72** Make sure to link all of your MySpace assets to Twitter, Facebook, YouTube, and Yahoo! Because MySpace is not as popular as it used to be, it best serves as a portal for potential MySpace customers to visit your more active accounts and profiles. Get them to link through to your major social networking profiles!

**73** Create as many Google Buzz accounts as you can! Google Buzz looks like Google's first attempt at creating a social networking system – which they now have in Google+. However, what this means for you is that now you can have another way to spread the word. Use Google Buzz to pump up conversations about your products and offerings, and Google's search engine metadata gatherers will pick up on that.

**74** Make use of free SIM cards for cell phone carriers, in order to register for new social media accounts and more selective and discriminating email services, such as Gmail! Some social networking sites and e-mail services require you to submit a cell phone number.

Do not sacrifice the privacy of your personal cell phone number. Get some of the free SIM cards that carriers give out once in a while and link those with your business accounts. This way, those accounts become disposable should you decide to drop those projects.

**75** Make sure to link your Google Buzz assets with as many social media outlets as you can (e.g. Facebook, Twitter, MySpace, etc.)! When you hold conversations in Google Buzz, make sure to include links to all of your other accounts and profiles, and to encourage people to follow you on Twitter, subscribe to your RSS, and so on.

Remember that since Google Buzz has native support for Google's metadata gathering techniques, adding links to your other pages will cause them to be indexed more quickly and frequently. This can only spell good for your search engine rankings.

**76** Link all of your LinkedIn assets to Twitter (you're allowed to link up to 5 Twitter accounts per LinkedIn profile)! In all likelihood, you will probably not be using LinkedIn all that much as a social network, but you still have to integrate it as best as you possibly can. Adding links to your Twitter accounts in LinkedIn can drive interested parties on LinkedIn to your Twitter profiles. Don't let this potential gain go to waste – remember that LinkedIn users are business-oriented, and that means potential big bucks to be had.

**77** Start up a FriendFeed account, and make sure that all of your activities are registered with the service! FriendFeed is a social networking content aggregator, or simply a system that polls all your other registered social networks and gathers all the updates for a single display. After signing up for the service, you will need to spend some time linking and registering all your other social networks to your FriendFeed account. The result is a real-time compilation of all your activities, and even more link juice!

As you can see, these tips cover a broad range of services and networks, and it can get confusing. You do not have to use them all at the same time, just pick out the ones you think you can handle first and add on as you become able to.

One major thing that envelops everything discussed here is your master plan. You need some sort of overall framework or architecture that will guide you in choosing which services to use, how to set them up, and how to connect them to one another. Remember that the interconnections between your various web assets is essential to improving the “link juice” and thus making your webpages look more valuable in the eyes of the web crawlers.

You can expect things to get pretty hectic, especially when your customer base begins communicating with you directly, or when updates come in torrents. Part of becoming an Internet marketer is learning how to cope with rapid influxes of data. Everyone has their own way of doing it, and you will have to find yours.

It will take a bit of time to get used to handling so many social networks and managing them simultaneously, but a true Internet marketer needs to be able to do so. Understand where you're going and what you're doing so you can't get lost in the myriad connections and tons of tasks. Most of all, good luck in your endeavors!



## Understand the Relationship Between Traffic And Links

You already know that links have something to do with traffic. And if you are not entirely sure about what it is that makes links a really good means for getting traffic, it has to do with Google.

Google, as well as the other search engines, grades websites by links. It is as if a website gets a little vote in confidence, every time another web asset links to that particular site. So this is the name of the game: for Google, and for the internet search engines, you have to increase your quantity of links.

This is a huge barrier for most marketers. But guess what: that barrier does not have anything to do with costs or dollars. You can easily create automatic link generating accounts for yourself, which is exactly what we will be getting into toward the latter half of this book.

But we thought we'd frame the whole context of this book, within the current dominator's realm: Google. If you can win over Google, then you can make it as an IMer. It can be as simple as that.

But getting on that first page of search results is not only a matter of quantity; it is very much so a matter of quality.

*Not all "votes" are created equal.*

You do have to understand that there is a direct link between traffic and how many hyperlinks are pointing to your web asset. Now it's important also to get your terms right.

When we talk about a web asset, we are really talking about target or some credit website or blog that you have up that you have ambitions for in terms of making some money off the site. Again that's just the definition of the word "asset."

Name of the game: amass huge, huge quantities of links back to your site!

## **Conclusion: Know Your Free Traffic Sources and Use Them**

Veteran internet marketers know this fully well: there are basically two ways to get free traffic on the Internet these days and that's either through a search engine or through a social engine.

The methods presented to you in this report are used by enterprise marketers - companies and organizations of 100, 200... thousands of employees and team members.

Now, some of them use some pretty expensive, proprietary technologies along with these free methods, but these free methods are used in one way or another by enterprises.

The list you have just read is a roster of free tools that anybody can sign up for, in any country, and you don't have to pay a cent to get started with any of these services. That all said, there's going to often be a dimension or piece of both ways to getting traffic.

For almost every tool listed here, there's going to be something in it for your social media marketing campaigns and strategies, and

there's also going to be something in it for your search engine marketing campaigns and strategies.

There's almost always a free version of whatever it is you're trying to do; it's just a matter of you being a little more "creative" (shall we say).

Just as there are two sides to the "force," (Star Wars), there are two sides to viewing, understanding the web: search engine, or social engine. Both are critical to online sales.

Whenever you have the option, go with the free method for Traffic Generation.