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# Contents

## Chapter 1 - Introduction

Importance of Traffic .....	5
Big Money for Traffic .....	5
Instant Traffic Method .....	5

## Chapter 2 - Forum Posting

Overview of Forum Posting .....	7
Choose the Forum .....	7
Register in the Forum .....	8
Post in the Forum .....	8
Create Your Signature .....	9
Secrets to Instant Traffic .....	10

## Chapter 3 -Blog commenting

Find Blogs .....	12
Post Your Comments .....	13
Create a Link .....	13
Know the Blogs that Worked .....	13
Creative Monetization Strategies .....	14

## Chapter 4 - Social Media - Facebook

Social Networking Sites .....	17
Create a Fan Page .....	18
Create Content .....	18
Build Your Fan List .....	19
Your Site Traffic .....	20

## Chapter 5 - Other Instant Traffic Methods

Set Up Your Twitter Account .....	22
Create Your Twitter Content .....	22
Get More Twitter Followers .....	22
Your Twitter Traffic .....	23
Conclusion .....	23

# CHAPTER 1

# INTRODUCTION

## **Importance of Traffic**

Traffic is the lifeblood of any kind of business. Without it, there is no purpose for creating products at all. Even if you have the best products in the world, you will not achieve success if you do not have quality traffic in your business.

Generally, consumers are both the beginning and the end of businesses. Every product creation starts from the demand for such products. Hence, products are created because of the forgoing demands of the consumers which are the traffic needed for the business to start. Moreover, businesses are created to satisfy the needs of the people.

As much as people need the products of businesses, so as the businesses need people to continue their business ventures. You, as an online marketer also need these people to be included in the list of your potential leads and increase the traffic in your site.

## **Big Money for Traffic**

Many people spend big money to increase traffic in their business and sites. Some even spend millions of dollars for such. Google is one of the giant companies who are providing traffic to many online businesses. A lot of business owners spend millions of their dollars just to get people click their websites.

Just like Google, you can also make tons of money if you can master the art of getting traffic. You may not have the revenues as much as Google have, but still you can earn high profits from knowing how to increase traffic in your site.

The reality is that many marketers gave up in generating traffic. They tried, yet they failed. They struggled to increase the traffic in their site and they were not able to it. Indeed, flowing traffic in your site is not easy. But definitely, you can learn them all. You can learn how to generate traffic in your site. With constant learning and practice, you can master this art. Many may have quit on this, but you are not one of them.

### **Free Traffic Methods**

There are a lot of free traffic methods that you can learn along the way. You can use the social media, forums, blogs, video sites and other avenues to generate traffic for your products. The methods in this information material teach you how to build good relationships with the people who are potential buyers of your products. This will help you to get not only visitors but clients as well. More than anything else, traffic is not about quantity. Rather, it is more about quality. High quality traffic enables you to earn more profits online.

# CHAPTER 2

# FORUM POSTING

## **Overview of Forum Posting**

Forum posting is one of the most popular Instant Traffic Methods. It operates within SEO in order to gain backlinks. Forum posting can be effective and powerful. However, the quality of the links that marketers use is of low quality. In fact, many are spams. If these backlinks and SEO are well taken care of, they will make your forum posting experience better and worthwhile. This Instant Traffic Method can be a great way to increase your traffic and swarm people who would want to buy your products.

Forum posting lies in the value of trust. It recognizes that your online marketing success comes from building trust and credibility from the people within the forum community you are in. It does not really matter how many your leads are. The most important thing is that you make them like you, know you and trust you more.

Here, you will promote yourself as if you are an expert in the niche. You offer them help with their problems. You will provide them with bulks of knowledge. With this, you will gain their trust and confidence. Soon, they will be willing to buy and patronize your products.

The following are steps you can use to exploit forum posting at its best:

### **Choose the Forum**

The first step in this Instant Traffic Method is to choose the forum that you are about to penetrate and engage into. There are

essential factors that you should consider when it comes to choosing your forum.

- **Relevance to your niche**

The forum that you should choose is close to the kind of niche that you will target. For example if your niche is about watches, you will have to find a forum that talks about watches, watch repairs, watch brands are more. The closer the topic to your niche is, the better.

- **Number of Forums**

In forum posting, you have to consider as well how many forums you will join. It is recommended that you stick at least 2 and utmost 4 forums. If you will have only one forum to join, you will miss other chances of getting more leads from other forums. On the other hand, if you join too many forums, you will be ineffective in the long run.

Forum posting enables you to communicate with your targeted lists. Hence, you must have your focus to attend to the problems of the people and help them with your knowledge.

- **Number of Posters**

A forum with only two members is not practical. In choosing your forum, you should also see how many the posters are. This will give you an idea of the number of people you will have the opportunity to sell and promote your products. In forum posting, quality is always over the quantity. However, the more the posters are, the more opportunities you have to find the quality of clients you need.

## **Register in the Forum**

Most forums enable you to register the easy and fast way around. They will just require you to create a user ID and fill in some information. The only difficult part is the Captcha.

Before you register in a particular forum, take time to read the guidelines and rules in posting. There are other forums which prohibits the inclusion of links in the post. There are also others which require a certain amount of post for you to be able to put a link on your signature.

Now, if the forum does not allow you for backlinks, stop there and find other forums which allow you to do so. Remember, a link on your signature is an important part in forum posting.

When you register in a forum, fill in most of the information requirements as possible, especially those that are helpful to your list such as state, hobbies, ambitions, residence and others. The more personalized your profile is, the more you look approachable and friendly to your potential leads.

You can also add a picture for your profile. This picture will help you to be recognized by other posters when you post significant thoughts and ideas in the forum. If you don't feel like adding your own picture, you can always resort to other images that would represent you. Just make sure that you choose the image right.

## **Post in the Forum**

This is the most important part of forum posting. This is the key to getting more traffic in your website and products. Posting in

forums is fun and easy. However, the content of your post matters a lot. In fact, it matters the whole world when it comes to forum posting. Your posts should have these two essential elements – quality and value.

### *Quality*

Quality is over quantity. Well you can post as many posts you like daily. However, if this will compromise the quality of your posts, then better post five daily with quality contents. Remember that in forum posting, you have to gain the trust of other posters. If your focus is distributed in many posts, your attention will be divided. This will in turn make your posts shallow and ineffective. Focus on quality rather on quantity. That is a key to effective forum posting.

### *Value*

The goal here is to give people the best user experience by giving them the best information from your topic. In order for your posts to be of good quality, they must create value to the people. It would be better if you write long sentences rather than short one. Readers would not care if you said “I agree”. If you create longer posts about the topic, you will be read by many. Sparking a debate is also a good choice of posting manner.

In forum posting you should also avoid some things. Avoid hurtful conversations and posts. You will create value, not hatred from your customers. So, choose your words appropriately. Be close to them, but do not be too personal about their lives. If readers get value form your posts, they will surely follow you through.

## **Create your Signature**

Your posts enable you to promote your products to the forum readers. By now, you have already gained their trust in your expertise and knowledge regarding your selected niche. The last step that you will have to take is the creation of your signature.

Your signature is one important element that drives a steady flow of traffic to you and your products. A signature is the text that you place at the end part of your posts. For many, they include quotes and phrases as their signature. For you as an online marketer, you will have to include the link to your website as your signature. By this, anyone who will click the link will be directed to your website featuring the products that you provide.

There are some forums that will require you a certain amount of posts you have to make before you are allowed to put your signature. Perhaps, it is tough in your part. However, you just have to sacrifice few weeks to comply with the requirements. In the end, the results are great. After reaching the required amount of posts, you will experience the steady flow of traffic that you are looking for.

## **Secrets to Instant Traffic**

One of the advantages of forum posting is that you targeted lists are already there. All you need to do is help them out and provide them information that they cannot just set aside and neglect.

When you become an active member of the post, you will have more opportunity of getting the terrific traffic you need. Well,

you do not have to post too many posts just to get here. So long as you provide them valuable information, readers will want the more from you.

One important secret of forum posting that you need to know is the value of the signature that you place on your posts. Your signature really matters and you have to know that. Whatever you put in that little box counts to how effective your marketing method is. Hence, make your signature as exciting as it should be.

Make your signature captivating and interesting. This will arouse the interest of your readers to click on the signature and read more of your website. You can put there “Secrets to Instant Traffic”. This will entice them to follow you and your products. Also, one of the best tactics in forum posting is to give your readers free promotion or giveaway. Give them a taste of how valuable your products are and they will be coming back for more.

# **CHAPTER 3**

## **BLOG COMMENTING**

Blog commenting is known for SEO purposes. Moreover, it is also an effective method to use in flowing traffic to your website. Unlike forums, blogs are easier to find. Here, you will definitely have an easy start.

The idea of commenting on bogs has received a bad image because of the push-button software programs that devalue it. However, putting comments in blogs is still a great way to increase traffic.

Again, the purpose of blog commenting is to build trust and good relationship with your readers and potential clients. It does not mean that you just have to put as many URLs as possible in blogs so that you can get your readers' attention. The most important thing is that your readers perceive the value of your comments. By that, they can't help themselves but click on the URLs you provide and check on your website.

Here are the steps to an effective blog commenting.

## **Find Blogs**

Finding blogs is easier than finding forums. All you have to do is search through Google blogs that are related to your selected niche. The top of the results is the best blog to choose.

When you look for blogs, you also have to consider other factors aside from the fact that they have to be on top of the list. Here are few things to consider.

- **Layout and Format**  
Find authority blogs. These blogs have professional looks when it comes to layout and format.

- **Number of Guest Comments**  
You should also look into the blogs if they have high amount of guest comments. By this, you will see if the blog is interested enough to drive readers.
- **Quality Comments**  
Do not just look into the number of comments. Focus on the quality as well. Well, spams and low quality comment are always present in blogs. However, see to it that there are many comment of high quality.
- **Similar blog Links**  
This will show that the owner of the blog is willing to provide outward links. This is a plus to you.

## **Post Your Comments**

Basically, posting comments in blogs are the same with posting in forums. Commenting in blogs provides you options to choose form. You can add to the content of the blog. You can also ask question if you want. In fact, you can take the opposing view. The idea here is that you create a spark in the blog.

Unlike forum posting, blog commenting is not conversational in nature. But with the spark you created in the comments box, you can initiate a conversational thread with the blog owner and other readers.

When you comment on blogs, make sure that your posts are relevant to the topic. Do not just write everything you want.

Instead, put everything you should. Create an impression of value to your readers. Entice them to check more about you without bragging too much about your knowledge on the topic.

Posting the first comment in a blog matters a lot. This will increase the visibility of your comment. Everybody can see it, the owner and the other readers. When you land the first comment, you have greater opportunities over others.

## **Create a Link**

When you comment on a bog, you will be provided with box where you can list information including your name and email address. In some comment boxes, they allow you to type your website. That is great! You simply have to enter your website address and that's it. The link will then appear in your name in most cases.

Some blogs do not provide options for you to leave a link. This time, you have to create yours. You need to use HTML. But, you don't need to worry. It is basic and very easy. Here is a standard HTML format for you to create a link.

```
<a href="http://www.website.com/">keyword</a>
```

Blog commenting is commonly used for SEO. In your case, you will use the keyword portion to display your website. Simply copy this link and modify. Place your website address and your blog's name or anything that would represent your site. Be sure that all the parts of the link are accurately copy or else, the link will not work.

## Know the Blogs that Worked

As you post comments to blogs daily, you will see the steady flow of traffic in your website. By now, you should be interested in what blogs provide you with that traffic. You have commented in many blogs already and knowing which blogs worked is an important thing to do. Moreover, this should not take much of your time.

One of the easy things to do in knowing the blogs which worked for you is to set up Google Analytics to your website. If you do not know much about this, you do not have to worry as well. You can browse through instructional materials and tutorial videos in YouTube. Basically the steps are simple. Here's how:

1. Sign up with Google Analytics
2. Install Google Analyticator
3. Connect Google Analytics and Google Analyticator with the code provided by Google.

Google Analytics is founded in the 80/20 principle. This means that 80% of the traffic in your website comes from 20% of the blogs you commented on. Google Analytics definitely teach you how to determine which blogs you can focus on. The results of the analysis give you the blogs that actually worked. You can then focus on those blogs for more traffic and potential selling.

Now that you already determined the blogs that worked, you have to know how to proceed with your monetizing strategies. There are many blog owners that do not monetize their blogs. Thus, you can get close with those owners and build good

relationships while you are making your way to introducing your products.

First, let the blog owner know that you are a great fan. Continue commenting on the blog and provide relevant opinions. When you think the timing is perfect, you can tell the owner that you have a related site and ask if the owner is willing to sell products. This time, the owner will respond positively with your relationship founded with value and trust.

## **Creative Monetization Strategies**

You can handle different blog owners differently. With this you can be creative in earning money while building relationships with them.

### *Traffic Sent*

This strategy enables you to make money from the traffic of someone else. You can ask the blog owner to allow you to put advertisement banners in his or her site. The deal is that any amount of commission from the advertising will be split for you and for the blog owner. Somehow, this is the easiest way to make money while benefitting from other's traffic.

### *Email List*

Yes, you can make money from your email list. With the help of an autoresponder, you can help the blog owner to set up an email list for the site. You can take charge of writing emails and sending them to potential clients. Again, the commission is split for the both of you.

### *Joint Products*

This is time consuming, yet a very rewarding one. You can have a partnership with a blog owner for informational products, sell them and split the income. This will require much effort and works, but when it is already established in the market, it will provide you more income.

# **CHAPTER 4**

## **SOCIAL MEDIA -FACEBOOK**

## Social Networking Sites

Social networking sites made a bang this year! They are among the fastest and most effective tools to use for marketing and promotion. Almost everybody have their accounts in Facebook, Twitter, LinkedIn and more. You can exploit this opportunity and have the terrific traffic you need.

Social media is a sleeping giant. You just have to know how to make it work for you. There are a lot of opportunities waiting for. Choosing the right opportunities matters for your internet marketing success. Do not be very overwhelmed with these social media sites. Always remember that your goal is to find the Instant Traffic tool.

Here are some advices you can use when you engage with the powerful world of social media.

### *Create Value*

Your focus should be to provide quality and valuable information to your followers. Social media enables you to mingle with people and share many things with them. Take time to listen to their ideas and help them with their queries. Establish good relationship with them through the posts, status updates and comments you make. Keep in mind that when you create quality and value to your followers, they too will trust you and give their loyalty in return.

### *Tools are Tools*

You do not need to go overboard with your social networking sites. One of the problems in marketers is that they tend to spend too much with their networking sites. Well, if you can earn

massive profits, you can spend big amounts of dollars. But remember that these sites are tools to help you up, not to cost you much. Balance everything. Always apply cost-benefit analysis.

### *Two Major Networks are enough*

Focus is very important in marketing. Nowadays, there are a lot of social media sites and they can be overwhelming. Yet, stop yourself from getting much overwhelmed. Instead, focus on two major networks that can drive you most traffic. Today, the two major social media sites are Facebook and Twitter. Focus on them and enjoy this Instant Traffic opportunity.

### *Enjoy!*

The most effective way to earn traffic in social media sites is to enjoy. You don't have to be stressed out. Just enjoy the moment of meeting new friend and getting close to them. Be natural and just have fun. People will appreciate you more if you are more of a human than a business.

Let's learn more about the two major social media sites of today. You can definitely make them work for you. A Instant Traffic opportunity is now up for grabs!

## **Facebook**

Facebook is dedicated towards connecting loved ones from across the globe. Moreover, it also enables you to get connected with the most important people in your business, you target clients.

## **Create a Fan Page**

A fan page is a Facebook page that anyone can make for their businesses and organizations. Public figures and celebrities also use a fan page to get closer with their supporters.

You would also probably love to create a fan page for your online business. Many are doing this already. Create your page now and follow these simple steps.

1. Go to [www.facebook.com](http://www.facebook.com)
2. In the sign up area, you will see a “Create a Page” link. Click on that to get started.
3. Choose “Company, Organization or Institution” from the options given.
4. Sign in to Facebook with an old account or a new one. This will allow you to get connected with your fan page easily. You don’t need to worry, no personal information will be revealed in your fan page.
5. Set up your page. Enter in all the necessary, relevant and important information about your website and business. Add photos as well. This will be captivating to the eyes of potential clients.

## **Create Content**

Posting of content should be done at least once a day. As soon as you get people to follow you, you will have to spend ample time

to get through your content and polish it for posting. Posting of content should just be enough for the day, not too much nor too less. Here are few tips in creating content for your Facebook fan page.

### *Quality Content*

The content of your post must be of high quality. It must be timely and accurate. Also, it must be relevant to your selected niche. Most importantly, it must be informative to provide new knowledge to the people in the social media site.

### *Humorous Content*

Many like people who have a good sense of humor. You can post funny contents in your page. However, be careful with your jokes that it does not become nasty and overboard.

### *Sharable Content*

Post contents that can be shared by anyone. There are people that like to share posts that are interesting and captivating to them. These posts can go viral. You can also offer incentives to those who will click and share your posts.

## **Build Your Fan List**

The purpose of creating a fan page is to have many fans that will get to follow you and earn you profits. There are many ways to do such. You can buy Facebook fans if you want to. Moreover, there is an easy way for you to gain huge fans in Facebook. Here's how:

1. Log in Facebook using your fan page

2. Go to a popular company that is related to the site of Facebook.
3. Complement their site by writing a post in their fan page. Be sure you do not promote your self-interest.
4. Include “@” tagging that particular site. This will take you in front of the large business’s fans.

Tagging another large business will help you to gain more fans to your page. They will be interested with your page and will visit it. That is then the start of building your fan list.

You can gain more fans by continuing the structure of your Facebook fan page. You can employ more creative ideas to create more traffic in your page. Here are few options you can choose from:

#### *Offer contests*

Many people find online contest exciting and interesting. You can offer small contents in your page to attract the attention of people. Definitely, this will increase the traffic in your page. If you cannot offer physical prizes, you can schedule free mentoring sessions and other intangible prizes.

#### *Convincing Posts*

Come up with posts that can compel others to like and click share. These posts have the potential of getting viral. When these posts are shared, the readers will see that your page is the source of the post.

## **Your Site Traffic**

There is no doubt that Facebook has a great traffic. Your task now is to make them traffic to your site. One of the most effective ways is to offer post teasers. A teaser posts a portion of the whole story. This entices the readers to click on the teaser to read the entire story. This is the strategy of Yahoo. In their homepage, there are titles that are displayed for people to say. Then, readers will have to click on the titles to read the whole story or news.

If your followers are enticed to see more of your stories, they will greatly increase the traffic in your website.

# **CHAPTER 5**

## **SOCIAL MEDIA -TWITTER**

## Set Up Your Twitter Account

Twitter is another major networking site that is fast growing in the world of social media today. To maximize the use of Twitter as a marketing and traffic tool, you need to set up first an account if you do not have one.

1. Go to [www.twitter.com](http://www.twitter.com)
2. You will see a sign up box. Enter your name, email address and password.
3. Confirm your account in the email address you used in signing up.
4. Add a profile picture. Now you are ready to tweet!

## Create Your Twitter Content

Unlike Facebook, Twitter offers a limited amount of content you can post. It allows you only few characters to be contained in your post. That is why, many people in Twitter use the social media site to express their feelings and the latest happening in their day. Moreover, Twitter posts can also be used for business. It can be of big help to increase the traffic in your site.

Create posts that are convincing, relevant and timely. If your posts are interesting, many people will follow you and your posts. The good thing about the limited length of post in Twitter is that it gives you more room to post teasers of stories. Hence, people who are interested with your teasers will click on the link and will be directed to your page to read the whole story.

However, the world of Twitter moves fast. After an hour, your posts are considered ancient. To save you time and effort, you can create beforehand a list of what posts you will post in a couple of days. Also indicate the time when you will post your contents. By this, you will organize your posts that they always look fresh and interesting to people.

## **Get More Twitter Followers**

You can gain more followers in Twitter quickly. Here are few ways in which you can increase the traffic in your site through Twitter.

### *Make Yourself Known*

Let the people know that you exist. You can do this by following anyone that follows you. Some people not follow you if you do not follow them in return.

### *Follow and Comment Big Names*

Tag large businesses in your tweets. This will take you to the front of their fan base. Hence, you will be easily seen and noticed by many. They can click on your tweets and follow you as well.

### *Be creative*

If you are creative and your contents are interesting, people will retweet your posts. When they retweet your content, they will give you credit as the original source of the post. People will not retweet posts that are boring and dull. Hence, let your imaginative mind work in making the content of your tweets.

### *Use Hashtags*

A hashtag (#) is a symbol indicating that you are talking about a particular topic. You can search popular topics in Twitter and hashtag them. With this, your page will be listed in the search queue and people will click to your page.

### *Follow right People*

Do not follow too many people. Your credibility lies in the number of people following you. If you follow more people than those following you, you will look not as credible as you should be. In as much as possible, balance the number who follows you and you follow in return.

## **Your Twitter Traffic**

Just like Facebook, Twitter has huge traffic as a social media site. However, the important thing is that you can convert them as your site traffic.

Post interesting contents. Create convincing teasers of a whole story. Indicate your website address below your profile picture. With all of these, you can effectively use Twitter as a Instant Traffic Method.

## **Conclusion**

Now, you have learned the importance of traffic in your online business. You have also learned some popular and effective methods to flow traffic in your sites. Whatever method you are going to use, just make sure that you always provide the best user experience for your clients. Always keep in mind to incorporate

quality and value in your contents. This will draw the attention and loyalty of potential clients to your website.

Do not just read. Take action and start making money from your Instant Traffic!