

# **CEO CLUBS OF AMERICA**

## **Internet Marketing Traffic Guide**

*10 Powerful and Easy Traffic Strategies To  
Increase Traffic To Your Websites*

## Internet Marketing business models

There are a number of common business models that you can use in your business, whether you are an Internet marketer or whether you run a more *traditional* business. Some are better suited to certain business types, but as a general overview here are the popular models of business used within the Internet marketing industry (this eBook is all about traffic generation so I won't focus on this too much):

### 1. **Affiliate**

This is where you (*the affiliate*) sell other people's (*the vendor*) products/services through your own website/community using affiliate links and affiliate banners. When somebody clicks on your affiliate link and buys through the vendor you receive a commission for that sale. Commissions can range from 2% per sale all the way to 100% of front-end sales, depending on the company offering the affiliate program. One way of looking at this business model is that an affiliate is a **commission-only** salesperson, i.e. You only get paid when you make a sale, with no basic salary. This business model is arguably the easiest to get started with in order to 'learn the ropes' of Internet marketing. It is one that I use daily in my business and which accounts for approximately 40% of my revenue and profits.

### 2. **Product owner**

This is where you have your own product that you sell from your website. Usually, the product sold is a digital product such as an eBook (like this one!), online access training or coaching (like the [Rapid Leverage Forum](#) or [Networking Ace](#)) or some software but it can include services too, such as SEO or consultancy. You can obviously promote your product yourself to potential customers, but most product owners in the Internet marketing world will enable affiliates (see above) to sign up and promote the product on their behalf, and pay them commissions when somebody buys the product through the affiliate's link.

Ideally, you want to evolve yourself to be a product owner with other affiliates selling your products for you, rather than only being an affiliate.

### **3. *Speaker***

It's no secret that speaking about your expertise can be very lucrative, and this is no different in the Internet marketing space. Once you have your product created (see above) and have started to sell it through your website and through affiliates you can try to get onto your industry's speaking circuit to further promote yourself and your products and services.

When you attend seminars or multi-speaker events, most of the time each speaker will pitch their product at the end of their talk and give attendees an opportunity to buy.

You can either run your own events and seminars where you are the only speaker or you can speak at someone else's event, usually a multi-speaker event.

Speaking is not for everyone and I would strongly suggest you take some public speaking courses to refine your selling techniques and stage presence if you want to go down this route.

### **4. *Event Organizer***

If speaking alone isn't enough for you, you can take it one step further and put on your own multi-speaker event and be the event organizer.

Being an event organizer is hard work and most (if not, all) of the risk lies with you. It is up to you to source venues, A/V, stage, lighting, do the marketing, find speakers etc. The financial reward is bigger than 'just' being a speaker, but it takes a lot more work to put

together.

## **5. *JV broker***

JV stands for Joint Venture. This is where two or more people/businesses come together to promote/sell a product to each others' customer base so that they all make a profit. For example, if you had a product that complimented my client base we could do a JV whereby I promote your product to my database in exchange for 50% of any sales made. You see big corporate doing this all the time, in a similar way - i.e. a McDonald's and Disney JV would probably look something like this (thanks to Kerwin Rae for this one!):

- Disney have a product that compliments McDonalds' client base (children's movies)
- McDonald's give a free toy of Disney's latest movie character inside happy meals plus a Discount voucher to see their latest movie at the cinema
- At the cinema, on the back of the ticket there will be another voucher for a discount at McDonald's, encouraging the ticket holder to go back and redeem the voucher before a certain deadline

JVs sometimes sound complicated to setup but in reality are used all the time to benefit two or more businesses at a time. I use JV arrangements all the time to promote my products to the customers of other businesses, who have already captured my target customer base.

## **6. *PLR or Re-seller of services***

PLR stands for Private Label Rights. This is when you buy the rights (or a license) to a product or service that has already been created and you can white-label it by putting your own name on it and sell it as your own. This is a very quick way to having your own product range to sell if you are going to be speaking at an event or offering a digital

product through your website as a giveaway for lead generation or to sell.

A popular re-seller service to start an Internet marketing business with is SEO services.

## **7. *Site flipping***

Property investors and landlords will often buy run down or low value properties, fix them up, and 'flip' them for a quick profit. This concept is often applied to websites too, and I use this business model a lot as part of my Internet marketing business.

In a nutshell, this is how I run this particular business model (simplified):

**Step 1:** Find a niche market and niche product to promote as an *affiliate*

**Step 1a:** Alternatively, find an existing website that needs 'doing up' and isn't generating traffic and buy it from the owner to save creating one from scratch

**Step 2:** Look at where the site is going wrong in terms of conversions, layout, content and compare it to other sites in the same industry that are doing well

**Step 3:** Amend the site to make it start converting either sales through affiliate commissions or opt-ins

**Step 4:** List the site for sale on websites such as Flippa.com and Sedo.com which are online marketplaces to sell websites and domains on.

**Step 5:** Sell the website for a profit

So those were my 7 main business models to adopt if you want to get into the Internet marketing space. If you already run a business and are not an Internet Marketer then you can still use some of the concepts above in your own business, such as public speaking.

## **Types of traffic**

### **1. Free**

This means natural and organic traffic that doesn't cost you money to generate. Sure, it will 'cost' you some investment of time but you won't have to actually pay any money over to get it!

### **2. Paid**

This includes pay-per-click advertising (for example on Google Ad words or Face book Advertising) and buying traffic from CPA (cost per action) networks.

### **3. Borrowed**

This is like a JV (Joint Venture). For example, if I agree to put a banner or link to your website on my website then you could be 'borrowing' some of my traffic for yourself.

#### 4. *Stolen*

More to do with paid traffic, when you bid on your competitors keywords/brand in a PPC campaign so that your ad shows up higher than theirs in the search engines.

## Traffic Method #1 - Forum Marketing

Every industry has dedicated forums where business owners and potential customers 'hang out' and discuss relevant matters within their line of work. This is a great place to find people to connect with in your industry. Remember, it's not all about finding new customers - you can find suppliers, JV partners and new affiliates in forums too.



The key to making forum marketing work is to first browse the forum and get a feel for what people are talking about and to learn the etiquette of the particular forum. Then get involved in discussions and offer your opinions on topics, rather than just advertising your product without building trust with the existing members first.

1. To find a relevant forum in your industry, just go to Google and do the following search (replacing 'internet marketing' for whatever industry you are in)



2. Sign up to an industry specific forum and also a generic business/social forum and complete your profile with **links to your website**, a biography, a photo of yourself (having an actual photo helps build trust and gives you some extra credibility), a business logo (if applicable), and information about what you do.
3. Create your **forum signature** with links to your website anchored within your keywords so that every single time you make a post on that forum your signature will show with your links.
4. Follow forum etiquette and get involved in discussions and contribute good value to the members and you will soon build trust and credibility with people wanting to know more about you. They will then click through to your website and potentially buy from you and share your content.

## Traffic Method #2 - Blog Comments



This strategy is often ignored by lots of people because they have been told that commenting on other people's blogs gives no SEO value. That may sometimes be the case, but SO WHAT?! By having links to your website on other popular blogs it allows human beings (not the search engines!) to click on the links to come to your website.

**That is and should always be the ultimate aim - to get a human being to visit your site and not to focus on chasing the search engines!**

By commenting on other people's blogs that are relevant to yours and have similar types of visitors

And readers that you want for your own blog/website you can attract lots of visitors to click on your link to see your information too. Almost all blogs I've come across allow you to link your name to your website.

Most blogs will be open for you to leave comments but your comments will probably need to be approved first so don't just comment for the sake of it with a spammy message - add some value to the blog post and contribute to a discussion or offer your own opinion.



[Suraj](#)

17. Jul, 2010

Thanks for your comments Justyna & Mike!

[Reply to this comment](#)



[Mike Morrison](#)

05. Jul, 2010

Great post – I'd also add that there are a hell of a lot of people out there making a lot of money selling nonsense to wannabe Affiliate Marketeers; so most of those newcomers who fall by the wayside do so a couple of hundred pounds lighter having spent it on junk e-books promising them the secrets of overnight riches!

[Reply to this comment](#)



[Justyna](#)

30. Jun, 2010

Great article Suraj!  
I totally agree with the 3 points you wrote about. I buy various products and services myself and I really appreciate if someone who makes a review of a product writes both about advantages and drawbacks, if there are any of course;) I do it myself in my affiliate marketing.  
Greetings  
Justyna

1. To find relevant blogs for your niche/industry do a Google search for 'internet marketing blogs' (replacing 'internet marketing' for whatever industry you are in)
2. Sign up at Gravatar.com and use the same email address when making a comment on a blog so that your photo/logo shows on the comment
3. Comment on any relevant blogs you read with an opinion or a comment to add value to the post

## Traffic Method #3 - RSS

### Syndication



Imagine if your content and links were posted in many different places automatically whenever you updated your blog or website. Imagine if others could subscribe easily to your content and share it with anyone reading *their* blog too. This is where RSS feeds come into the picture.

Using RSS feeds to syndicate my content and links has got to be one of my favorite traffic generation methods purely because it is so easy to implement and doesn't cost anything to setup.

An 'RSS feed' is essentially a feed of the content on your website or blog. You can 'plug in' your RSS feed to your social networking profiles, to your forum signatures; use them to create apps for mobile devices and a whole lot more. A really powerful way people use RSS feeds is to populate their blog with content automatically fed from other blogs. For example, if you really liked the content on my blog and wanted it to feed into your own blog so that your readers could see the content too without you having to write it yourself you could take my RSS feed and 'plug' it into your blog using various plug-ins and tools. Then, whenever I update my blog with new content the RSS feed will also update yours at the same time. Ultimately, I would get more benefit because if anybody clicks on the titles of the new articles they will come to my blog to read the rest of it rather than stay on yours. **Please don't use this as your main content strategy - it's very important to have your own unique content to build your own authority and also for SEO purposes.**

The same thing can be done with the social networks. When I add content to my blog, it

will update my pages on Twitter, Face book, LinkedIn etc with the new blog title and a link to that new blog post which generates a lot of syndicated traffic for me.

Most blogs nowadays will have RSS feeds built in, especially if you are using WordPress self-hosted blogs (which I recommend over any other blogging platform).

To make better use of your RSS feeds, this is what I suggest you do as a bare minimum:

1. Link RSS feed to Face book Page (I use the Networked Blogs app for this)
2. Link RSS feed to Twitter (I use the Word Twit plug-in for this on WordPress)
3. Feed RSS into Squidoo lens (has a built in app)
4. Feed to LinkedIn (has a built in app)
5. Submit your RSS feed to <http://www.feedage.com> and <http://www.pingomatic.com>
6. Link RSS feed to Google's Feed Burner

# Traffic Method #4 - Social Media & Web 2.0 Marketing

The term 'social media' has become an overused term recently to describe platforms such as Facebook, YouTube and Twitter. However, in my opinion the term 'social media' in the Internet marketing sense actually means any form of communication, sharing and engagement with others and that can include blogging, using social bookmarking and web 2.0 sites and also video marketing on YouTube.



With so many free and easy-to-setup tools

available to connect yourself into the social media scene, it has never been easier to syndicate your content and have a wider reaching audience. It is also easier than ever for others to share your content which can result in your content becoming 'viral'.

Apart from the more 'mainstream' social networking sites such as Facebook, Twitter, YouTube and Pinterest I suggest you create accounts at some of the following web 2.0 sites and add some content with links back to your own website (there are lots, this is just a selection):

1. Squidoo
2. Digg

3. StumbleUpon
4. Slideshare
5. Any niche-specific networks for your business

Integrating a Face book 'like' button and Tweet button (and other sharing buttons) into your blog helps to make your content sharable and potentially viral. I also use a WordPress plug-in to automatically post a Tweet and a Face book message with a link to my blog every time a new blog post is published. You should also think about Face book Advertising but we won't go into that this time.

## Traffic Method #5 -Video Marketing

Back in May 2010, YouTube announced that the videos on their site were being watched 2 billion times each day. That's 730,000,000,000 times each year...and it's always growing!



Business owners are now really waking up to video

Marketing using platforms such as YouTube - it's about time you started delivering video content too!

Here are a few types of videos that you can create to promote your business:

### 1. Screen

If your product is some kind of software or website, you can create a screen video walking and talking the viewer through your product, showing them how to use it. This is also great for affiliate marketers reviewing software products on video. You can use tools such as Catania/Jing/QuickTime/Screen flow to record your screen and edit the video.

### 2. 3rd Party

This is where somebody else is talking about you and your product, like a testimonial or endorsement.

### 3. Interview

This is where you interview an expert or authority in your field about industry issues or to give your followers another insight from a different angle. Also, through the power of association by interviewing an industry 'celebrity' you will build your own credibility with others who see the video.

#### **4. Talking Head**

This is a video of yourself talking about your product or giving some good tips and advice to your viewers. Use this opportunity to connect with your viewers so they know who you are and can get to know you through your videos.

**Remember, your YouTube videos shouldn't be an 'advert'. They should be used to connect and share information with your followers in order to build more credibility for yourself.**

## Traffic Method #6 - Podcasting

This is a new entry in my top 10 traffic generation strategies for the 2012/13 edition of this eBook simply because of the impact that this medium is having on the ability to reach a new/wider audience.

I personally know of many marketers who are enjoying thousands of new click throughs, opt-ins and buyers as a direct result of publishing a regular podcast via their blogs to the iTunes podcast directory.



Many bloggers and content creators don't realize how easy it is to create a series of podcasts using existing content that they either already have or are going to create for their blogs anyway. Podcasting is also essential in order to reach those people who don't quite want to subscribe to your newsletter by email or follow you on the social networks but still want to access relevant information that they are genuinely interested in. It also gives you access to all those who cannot read or watch your content on a computer because they are commuting or travelling frequently. Always remember that your audience can consume your information in all sorts of different ways, so leverage your content on different platforms as much as possible.

### **A quick 4-step guide to creating a podcast series:**

1. Write a blog post as your normally would

2. Turn that blog post into a video (see Traffic Method #5) for YouTube. Your video can be a slideshow of points or you on video talking through your article
3. Strip the audio from that video and upload the MP3 to your blog as well as the embedding the video and the text article
4. Optimize your iTunes Podcast Channel with relevant keywords, images and information to build your podcast subscriber audience.

There are lots of free podcasting plug-ins available for WordPress such as Blubrry or Pod Press.

I have also created a 20-minute tutorial video where I show you how to setup a podcast on your blog - <http://youtu.be/gq5utjBj6a4>

## Traffic Method #7 - Joint Ventures



A joint venture by definition is 'a legal entity formed between two or more parties to undertake an economic activity together' (according to Wikipedia - [http://en.wikipedia.org/wiki/Joint\\_venture](http://en.wikipedia.org/wiki/Joint_venture)).

Online joint ventures can take simpler forms such as basic reciprocal linking (i.e. you link to my site and I'll link to your site) or more complex product launch JV partnerships or event and seminar promotion JVs.

A very common mistake that I see happening a lot online is when two friends (lets say one is a will writer and one is a hairdresser) decide to do each other a favour and link to one another's blogs/websites. The reason I see this as a mistake is because in this example, there is no relevancy or connection in the two businesses. I agree that a hairdresser's clients may well need a will writer and vice versa, but this would merely confuse visitors to each website as its not relevant to what the visitor is looking for. It is also not good for SEO purposes. A reciprocal link JV may not be the best form of JV in this case, but a product launch JV may be more suitable for this particular example.

### **Simple guide to setting up enjoyable and profitable online JVs:**

1. Find a non-competing business which has access to your client base
2. Put together a special package/product/service to offer as part of the JV

3. Propose the JV to potential partners outlining the benefits for **their** clients (i.e. Why should they give you access to their clients?)
4. Always outline benefits to JV partner and their clients
5. Reciprocate by helping to promote your JV partner

An Australian marketer who I know called Kerwin Rae says a JV should always be a 'win-win-win' situation: the first 'win' for the end client, the second 'win' for the JV partner and the final 'win' for you - i.e. always have the end client in mind to give the first benefit to and get the most value from the partnership.

The joint venture model is a key part of my overall website traffic strategy and it has helped me build huge amounts of credibility within my industry because working with industry leaders and authorities in Internet marketing all contribute to my own personal development too.

## Traffic Method #8 - SEO



Search Engine Optimization (or *Optimization* if you're American!) is the process of improving the search engine ranking of your website. When you hear people say they can 'get you to the top of Google', they are talking about SEO.

Those who have seen me speaking at various events will know what I think about SEO and people who claim to be SEO experts (!). Over the last few years, the SEO bandwagon has gathered so much pace that it has become an entire industry of its own, which is quite dangerous because in reality it is just one small part of the bigger Internet marketing concept. Sure, it's important and plays its part but it shouldn't be the main focus of promoting your website and getting more traffic and sales. Besides, by doing everything else in this eBook, you'll be contributing a great amount towards your SEO anyway (sometimes without even knowing it!).

Always remember that **search engines don't buy anything, people do**. Too many business owners spend too much time and effort 'chasing' Google to manipulate its algorithms. Whatever you do online, do it primarily for human readers and not the search engine robots because they don't make great clients!

There are, essentially, two 'branches' of SEO:

### 1. On-page

This has everything to do with what is **ON** your website such as page titles, image tags, meta tags, content, etc. You should have a solid SEO foundation built-in to your website.

Regardless of how important individual SEO factors are, for the sake of completeness ensure as many on-page SEO factors are covered to give you a good foundation to start off with. By publishing high quality unique content, the search engines will give you a lot of attention and send your website higher up in the rankings. It will also encourage others to link to you.

## 2. **Off-page**

This has everything to do with what is **OFF** your website such as links **TO** your website from external websites. Arguably the more important branch of SEO, the simplified goal is to have more high quality and relevant links to your website than your competitors. This not only helps your rankings but also gives more opportunities for human visitors to click on the links to visit your website. Your external links should be on high quality and relevant websites.

# Traffic Method #9 - Pay-Per-Click Marketing



Although this eBook is predominantly focused on **free** traffic strategies, for completeness I have included this page on Pay-Per-Click (PPC) so you can form your own opinion as to whether you want to use this strategy. As always, I am going to be honest with you - I don't use many paid traffic strategies in my business. My reasoning behind that is that there is an abundance of free traffic available online by using the other strategies in this book, so why pay for it?

Saying that, on the other hand, I completely encourage you to think of paid traffic as an investment. When executed correctly, a PPC campaign can yield an instant return on your investment, unlike many of the other strategies in this eBook which require a consistent and patient approach and are not quite as instant as buying traffic via a PPC campaign.

Essentially, PPC is paying for advertising to buy traffic. The two popular platforms to run PPC ads is Google Ad sense and Face book Ads. Whilst this is a sure fire way of instant traffic, it has its pros and cons which you should keep in mind:

## **Pros:**

- High 'sponsored' rankings, instantly
- *Almost* guaranteed traffic (look into conversions and split-testing to increase clicks)
- Easy to track conversions and monitor which ads works and which don't
- You specify the demographic of web user who you want to show your ad to

## **Cons:**

- Can get very expensive, very quickly if not setup correctly

- Easy to lose money if you don't know how to "work" the PPC system
- You have to pay for it upfront
- Poorly optimized campaigns can yield no results, especially if you are not split-testing ads or measuring properly

**When setting up a new PPC campaign, consider these guidelines for your ads:**

1. Set up small ad groups of relevant ads (minimum 4 ads per group)
2. Keep ad groups very tightly focused (i.e. within specific niche markets)
3. Target specific buyer mindset (depending on ad group and keywords)
4. Target demographics within UK, USA, Canada, Australia and New Zealand – **Never** be tempted to bid worldwide
5. Consider commercial intent of your keywords (i.e. not 'free' key phrases)
6. Start with a high bid, then decrease it gradually
7. Use symbols such as '?' to ask questions – engage with the reader of the ads

# Traffic Method #10 - Email Marketing



Not many people would class email marketing as a traffic generation strategy, but more a tool to engage with clients, subscribers and prospects. Whilst that is true, email broadcasts can also be used to generate repeat traffic to your blogs, affiliate offers and social media profiles.

When I say '*traffic generation*' to people they immediately think I mean generating *new* traffic from unique visitors who have never visited their website/blog before....but what about the visitors who not only visited your website in the past but actually signed up to your newsletter or bought something? Would it not be worth focusing some effort on getting them to visit again as they are already further qualified than any 'unique' visitor and could potentially buy from you again?

**Traffic generation is not *only* about new visitors - you want to bring people back who have already visited you before too!**

For this strategy to work, you need to first start building your database of prospects and subscribers from your website or blog. The easiest way of doing this is by using cost-effective auto-responders and opt-in forms from [Aweber](#). You have already used Aweber (maybe without knowing it) because the form that you filled out on my blog to receive this eBook is an Aweber form which takes your name and email address then automatically emails you back this eBook.

I use Aweber because it's one of the easiest systems to use. You can setup multiple lists

for different blogs or to target different visitors. There are more advanced systems out there such as [Office Auto Pilot](#) which has many more features built-in than just email marketing.

To use email marketing to generate traffic to your blog, you can send your database:

- new blog post teasers with a link to read the rest on your blog;
- reviews of relevant products with links to full review on your blog;
- links to a survey or competition that is on your website;
- invitations to sign-up for products/services on your website.

When using email marketing to generate traffic, it's important not to spam your database with constant emails. Nurture your database and treat your subscribers with respect and they will remain loyal to you rather than unsubscribing because you keep spamming them!

## **BONUS** Traffic Method #11 - Guest Blogging

To be honest, I could have packed in another 10 traffic strategies into this eBook for you, but I decided to just add this one strategy in at the last minute because it is something using more and more myself.

There are two types of guest blogging strategies that you should know about:

### **1. Guest blogging for others' blogs**

One of the outcomes for good SEO is to get a good quality and quantity of links pointing to you from other popular websites. Rather than look for someone to do a link-swap with which is very 'old school' anyway, you can find a relevant blog in your industry that you can be a guest blogger for and have your content shown on their blog with a link back to your own.

This can really catapult your own credibility within your industry if you are able to have a guest blog or article (or even a regular 'column') on the blog of a well known person/company in your industry.

The easiest way to get started with this method is to ask blog owners if they would accept guest blogs and articles for their websites. They get good unique content and you get extra links and exposure for yourself: win/win!



## **2. Others guest blogging on your blog**

If you don't want to write your own content, you can get others who have lots of content ideas to write you a few unique articles for your blog and in return you can link back to their website.

This is also a win/win situation because you get the unique content you need for your blog with minimal effort!

## Putting it all together

Ultimately, your Internet marketing blueprint for your business should look something like this:



## Final Word

**All of the above information is useless.....if you don't take any action to implement it.**

I really mean that. Even if you take a few small steps to implement ***something*** you've read here, it will give you momentum to keep improving your systems and getting better results.

They say only a fool does the same thing over and over again and expects different results. If you're not getting the results you want from your website, don't be that 'fool' trying to improve it by doing the same thing that you've always done! Try something different and something that takes you out of your comfort zone to get better results.

