...Profit Property Organic Marketing...

# Preface / Introduction

· ...Many Tools and Programs at your fingertips,...No need to go off in 10 different directions... · ...24-7 Support,...Live Business Center,...There is always someone to greet your prospects at the door... · ...Built from the ground up for the masses,...Doesn't matter if you are novice or expert,...Organic Marketing will put Traffic, Leads, and Money easly within your reach... · ...Our lives have changed,...Make the decision and comittment to start your own Organic Marketing Business Today..

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# Getting Ahead in the Popularity Contest: Tips for Submitting to Link Directories and Increasing Website Traffic

Web directory submission can be a very efficient and cost-free method to build links and drive traffic to your site. It's the equivalent of joining a club offline just to get exposure and increase your prospects. However, it can backfire badly if it's not done well. Here are ways you can use link directories to increase your web popularity: Make sure your website is link-ready. Don?t submit a website if there are pages that are still under construction. Link directories don?t exist for the sake of linking one website to another ? they actually have a job to do. Before submitting your website to a directory, check to see if it's ready for viewing by other people. Get objective points of view from people you trust or at least allow your website to run for several weeks or months. That way, a number of people should have seen it and could give you feedback about your site. Check for broken links and old, irrelevant entries. Avoid too many advertisements and pop-ups. And lastly, make sure your website is an original, not some self-replicated site from your affiliate program. Verify with the web directory about their preferences so you avoid any rejection or delays. Look for web directories Your next step is to find the appropriate web directories to which you can submit your site for link building. Try Yahoo! (dir.yahoo.com) and DMOZ (dmoz.org). You can also check out stpt.com and lii.org. Read their FAQs carefully to make sure you follow certain rules they might implement. Some websites, for example, prefer your list of keywords separated by spaces instead of commas. You might also want to check the type of categories available in each directory, so you'll have an idea with which group you'll be listed with. Prepare your site details. Use your computer's text editor and type your site information. This will allow you to cut and paste the data and immediately use it for submission. Type your site URL, your site's heading or title and a short description of what your site is about. Use the third person point of view. Next, type your name and e-mail address. Use your full name and not your screen name. Include the relevant keyword to help visitors using search engines find your site. If you have more than one, separate each keyword with a comma or a space, depending on the requirement. Don?t make the mistake of promoting your site here ? don?t use exclamation marks and no hypes, please. The directory will want to see your site's description and not your ad. Web directory services: are they worth the money? For those who have no time to submit to link directories themselves, using a web directory service may be a good idea. The fee varies, depending on the number of web directories the service will submit to, the time period they will continue the submissions and the type of PageRanking these directories have. If you're using these web directory services, make sure they offer you an opportunity to appear in numerous directories. Otherwise, it will be a waste of money. Using web directories Web directories are the equivalent of your local Yellow Pages. It gets you categorized and helps people find you. Learn how to use this web resource from The Barking Videos' 'Web Directory Traffic'. You'll find the essential steps on how to submit your site to a web directory and begin enjoying the traffic sent your way through your newly established links.

# Choosing a Niche Market to Drive Traffic to Your Site

Innovative thinkers over the internet have successfully proven their point when they said that niche marketing generate more sales than traditional marketing techniques. Your niche market refers to the narrowed group of people that qualifies as your potential customers. With that, niche marketing pertains to attending to the special needs of a specified group of people, rather than accommodating everybody, regardless of their social classification. Niche marketing requires you to focus on the special needs of those people that belong to your chosen group. Maintaining several niche websites could generate enough traffic for your website. For example, you're selling bathtubs. To apply niche marketing to your business, you have to offer bathtubs for a special group of people like the disabled, children, and families. In one website, you'll sell bathtubs especially made for the handicapped. You'll then proceed to list all the goodness of your tubs on that page. On another website, you'll offer bathtubs that are kid-friendly. You'll then proceed to promote that tub in the light of a kid's special interest. All materials should be relevant to kids alone. Finally, you make a website that offers bathtubs for families. These are the tubs that can accommodate several people at a time. Your subjects for this site should be fathers, mothers, and even extended family members. Now to make niche marketing work for you, you have to tie all these sites together to one main source. And that would be the website you'd like to delegate all traffic to. With all the traffic these individual sites generate that leads to your main site, you should be able build up traffic necessary to make your site popular and productive. With substantial amount of traffic, you should be able to generate good income to your site as you wish. To create niche sites that's perfect for niche marketing techniques, follow these tips: 1. Know your products or service. To create a good niche, you have to analyze each and every product that you have. Try to classify them accordingly. Group the products that you can sell to different segments. The more niche markets you can create the more traffic you can generate. 2. Analyze the current trends in the market. The main purpose of creating niche markets for you is to generate enough traffic to your main site. But it is not right to just create those niches aimlessly. You have to specifically select the markets that you are sure are going to be profitable. Some niches include more people than others. Choose the niche that has better traffic than the others. You can find that out by analyzing the current market trends. 3. Please your niche. To please your target niche, you have to make sure that you give them exactly what they want and what they expect. Pamper your niche if you must. This is the only way you can attract more visitors to your site that would eventually provide you with the results you want. Niche marketing is a good way to generate substantial traffic to any website. If you do it well enough, your site may just rose to popularity in a matter of a few months. And with that much traffic, you have power in your hands.

# Driving Traffic to your Site Using Paid Reviews

The internet is full of talented writers. If you have a pool of them, you're lucky. An indispensable tool is right within your disposal. Do you know what are the biggest pull products and services have these days? It's rave reviews, that's what. If you have good reviews about the things you offer, chances are, people will come looking for it. Your website will definitely drive the traffic you want for your site. Using paid reviews would help you help your website popular. For one it would help you spread your link all through out the Internet. Paid reviews would naturally have your links embedded on the articles. Aside from the organically driving traffic to your sites with the use of search engines going through the articles in your paid reviews, it would also create a certain image for you website. Creating traffic is basically making your website popular. By using paid reviews, you can help increase the number of your visitors. How? If someone read through these articles and reviews, they would certainly check out the site that the review is talking about. This would not only give you just any kind of traffic, but it would give you quality traffic. Choosing the website that you would place your paid reviews is a very crucial. It would be wise to choose a website with a high page rank. If not, you are not likely not have visitors check out your site since the paid review website itself is not attracting visitors anyway. Nevertheless, placing your reviews in low page rank would strengthen your link building. You should choose a website that has a page rank and has quality visitors. Aside from the fact that placing your links in high page rank sites would help you be on top of the search engine results, it would also mean that you have a much bigger audience. More and more people would get to know your website and thus create more traffic to your site. The quality of the website that you would place your paid review on is also important. For instance, if you were selling bracelets, rings and accessories on your site, it would be best to place them in websites talking about fashion or girly stuff. Doing that would give you the traffic you need for your site. Paid reviews could take your website to a different level. It would definitely get you the amount of visitors you need. Paid reviews are all about good feedbacks about what you have, what you market, and what you are offering. It is something people are looking for before they buy anything. And if in case the paid reviews are created for your website itself, people also would come streaming to your site because they have heard from someone or have read somewhere that your site is good in term of content, credibility, and quality information. Web surfers are always looking for data. And if they are lucky enough to get them from your site, they are more than willing to share what they have found to other people. This is how important paid reviews really are. So if you want to promote your site and gain enough visitors to last you a lifetime, go for quality paid reviews. You'll never regret the investment at all.

# Best Ways to Purchase Ads on Other Sites

Advertising is one of the oldest ways to promote products or services through the years. Advertising has been done through different mediums such as print ads, magazines and televisions. Technology has changed the way advertising is done. Now the most effective way to advertise is to place them on popular websites. Internet based advertisements really made a boom to every business. May it be a car business, pesticides, shirts and many more. Now the question is this, ?How can a business owner place their advertisements online? Simple, to jumpstart their business on the internet they need to purchase online ads. What are the ways to purchase online ads? Read on to know how it is done. 1. Focus your mind that you need a great deal of financial investment, time and energy. 2. Next find sites where you want to purchase online ads. To start negotiating with most sites, you need to know their official rates. Make sure that it is neither a fast rate nor a hard one. 3. Phone around sites you want to put advertisements on. You could actually set the price you want to pay. Tell the sales representatives that you are always ready to pay checks whenever they want to deal business with you depending on your terms. 4. Know your target audience depending on your product. They could be a homeowner, car enthusiasts or parents. Make a good search where most people spend their time when they are online. Definitely those sites are the best place you want your products to be seen. Find sites where most people became customers. 5. The effectiveness of the ad is very important. When you?re going to purchase them, learn first how good it works. The most common ads are banners. These appear as boxes on the Web pages. But it will still depend on you what kind of ads you want. 6. You need to negotiate your prices. Always choose the price terms that will work out for you. The following are some of the price structure requirement for some online ads. Per impression ? You are going to pay a CPM (Cost per thousand) price structure when your banner appears. Per click through ? You are going to pay every success your ads get. Per lead ? You are going to pay when somebody gets online registration or they request some of your catalog. Per sale ? You are going to pay when someone purchase the products you have advertised. These are some of the payment terms for ads. Anyway you can negotiate your prices since there is actually no ?standard rates?. Rates are always variable depending on your negotiation. 7. Choose the best sites to cover your advertisements. You don?t want your efforts and money to go futile since you?re talking about serious business here. 8. After you have purchase ads, you need to review the results. Make necessary adjustments if needed. Some changes might occur and they might be completed within days. So check if your ads met your standard goals. Those are some of the guidelines when purchasing advertisements on other sites. Online advertisements should be attractive enough for your main customers. Online advertisements made a real impact on the businesses. Business enthusiasts should be very careful when choosing the site where they want to advertise their products. Let your business grow! Online advertisements - a sure fire for your business.

# Tell A Friend Form Is The Easiest Way To Get Referrals and Increase Your Website Traffic

Web owners are always looking for ways to increase website traffic. In fact, they do everything ? get their website listed on top search engines, submit their website to big directories and exchange links with similar websites. Viral marketing is also very important. Viral marketing is using different methods in order to get customers refer your website to their relatives, acquaintances and friends. Personal referrals are very important as these are, according to experts, the greatest tool for getting website visitors as well as sales. When a person trusts somebody, most likely that person will trust his or her referral as well. The "tell-a-friend" form is one effective way of getting referrals. The "tell-a-friend" form makes it very convenient and easy for existing customers or customers who have visited your site and liked your service to refer your website to their friends. A recent survey revealed that about 53 percent of web users had taken the time to visit websites which were referred by their family members and friends in the last 4 weeks. A ?tell-a-friend? form typically is a kind of form which you can easily include in your website. A ?tell-a-friend? form permits your customer to fill out this form in detail then tell another individual about your website. Yes, you can hope that people would refer your website to their friends using their own e-mail or by word of mouth, but usually they don't ? it?s too much of an effort for them or they just forgot about your website. The ?tell-a-friend? form works better. Take a look at these ?tell-a-friend? form benefits: ? Automated promotion of your website. Just put up the ?tell-a-friend? program and the rest is up to your website visitors to do the promoting of your website. ? You get higher quality and targeted website visitors. This is because your visitors or customers will only refer your website to people who are really interested in your services or products. ? Your email will not be considered as spam. People who will participate in your ?tell a friend? referral will only be those that visit your website and therefore the email will be sent only by individuals which the recipient is acquainted with. You can find different a variety of ?tell-a-friend? forms in the internet, several of which you can link to your website and others can be scripts that you can run on your web server. You will generally get the best outcome with a ?tell-a-friend? form when you offer your web visitors an excellent reason to utilize them. Individuals won't just tell their family and friends in order to be of help; they want something for them in return. So offer incentives and think of a great twist. Keep in mind, however, to check out rules on paying ?tell-a-friend? forms. Additionally, make certain to put your ?tell-a-friend? form in a very strategic place in your website, ideally close to the most attractive content on every page of the website. If your visitors can not see your ?tell-a-friend? form, they won?t use it. Here are guidelines on how to maximize ?tell-a-friend? form: 1) The navigation bar or not? You will notice that most websites put the ?tell-a-friend? form on or near the web?s navigation bar; perhaps it?s because that the navigation bar is mostly used compared to any part of any website. But is it a strategic place? Although experts would say ?no? to this question, they recommend placing your ?tell-a-friend? form in your website?s navigation bar for the sole reason that it will establish consistency for your website. 2) Scatter links. Place a ?tell-a-friend? link to interesting contents. The ?tell-a-friend? link must open immediately the referral ?tell-a-friend? form without the page that is viewed by the customer being refreshed. 3) Make it fast and easy for your visitors. Your web visitors, at most, should click only once in order to open your ?tell-a-friend? form and they should fill out just few fields and submit it. Internet users want everything done fast, so don?t make the mistake of having them to out a long survey before reaching your ?tell-a-friend? form. 4) Let your web visitors know that you won?t spam any of their family or friends. One reason why web visitors don?t want to fill out a ?tell-a-friend? form because they have to enter their friends? or relatives? email account. So make certain that you promise them that you will not sell or spam their email adds by incorporating a short privacy statement or link where they can check out the privacy policy of your company. 5) Express your gratefulness by saying thank you. Place a very short note on your ?tell-a-friend? form and offer freebies such as free ebook download, discount code or

special report. Remember, simply asking the recommendation of your customers is not enough. Place a ?tell-a-friend? form or a link on each website page, you?ll be glad you did!

# How to Drive Traffic to a Web Site Using a Mind Map

When you start a web site project for you or for you?re client, you would probably generate lots of ideas about your final project. Ideas are either vague that you need to flesh them out more or they could be too specific that you must keep them organized and realize the real reason behind them. To put it simply, you need an efficient plan to drive traffic to your web site and make it a success. What is a mind map and what is its use A mind map is an illustration used to symbolize tasks, words, ideas or any other items which are linked together and arranged accordingly around the innermost key idea or word. It is simply used to visualize, produce, constitute, and categorize ideas and generally aids in the organization, study, and decision-making of carrying out a plan. A mind map is quite similar to that of a cognitive map or semantic network, however, the difference between them is that a mind map has no formal limitations on the types of links used. The elements are normally arranged instinctively according to the relevance of the ideas and more importantly, they are structured into branches, groupings, or areas. All this well-organized group of ideas aids in making your plan easier and simpler. With a mind map?s centralized structure of ideas and their connections with each other, it can always encourage a brainstorming approach to a given task. Thus, it eliminates the difficulties of establishing the right and important theoretical framework to the work ahead. Creating a mind map to drive traffic to your web site The success of a web site will solely depend on how you are going to plan out all the ways that can possibly drive the most traffic in a site. This is where you need a mind map in constructing your web site. To make your mind map useful, you have to follow these guidelines in forming a mind map: ? Begin at the center having an illustration of the topic. ? Make use of symbols, images, dimensions and codes throughout you mind mapping. ? Each word or image must have its own line. ? All lines must be connected and could all be traced by the central image. ? Make the length of your lines correspond with the length of their images sitting on them. ? Make use of color coding to be familiar with your own mind map. ? Create your own style of your mind map. ? Emphasize the things that are of great importance and show associations in which how all of the things are linked together. ? Always make sure that you have included everything in your mind map and make it as neat and understandable as possible by the use of numerical order, radial hierarchy, and outlines to hold together all its branches or groupings. When you are done with your mind map, you may immediately carry out your plan in creating the web site that would drive the most traffic. One should need not spend a great deal of advertising the site; instead one could always use his mind to generate out ideas that leads to the success of the site. You could always improve your ideas and link them together to obtain positive outcomes. With the use of mind map, these brilliant ideas cannot go into waste and may lead you to your web site?s success.

# Good Connections: Ways Social Bookmarks Drive Traffic to a Website

Once again, it has been proven that no man is an island when it comes to the internet. Thanks to social bookmarks, website owners and online entrepreneurs have found an innovative and highly efficient way to promote their businesses through electronic mass distribution. Social bookmarks have also become the avenue of choice for people who want to increase the popularity of their sites. Social bookmarks may be used to drive traffic to a website in three major ways: Through exposure In the internet, exposure is key to getting nearly everything ? an audience, a market and of course, traffic. Each time a visitor finds a website that he likes, he can use a bookmarking icon to vote for it. The catch here is that he 'can', not he 'has' to. However, this opportunity can spell a huge difference should a good number of visitors view a website. Let's say for example a website receives 1,000 visits a day. Out of these 1,000 people, about 100 give the site a vote by bookmarking the page. The figure may not seem a lot but it has the potential to expand exponentially. A hundred bookmarks means that your website was viewed by 100 people who thought it good enough to bookmark it. This gives the website a fighting chance to appear in a bookmarking site and gain even more exposure. Free promotion Once a website gets bookmarked by plenty of visitors, it can appear in social bookmarking sites. These are websites dedicated to showing only the best stuff ? best web pages, best stories and best websites. To be seen here, a website has to be voted for by plenty of visitors to give it a boost. Social bookmarking sites are not lonely archives where records of favorites are kept. On the contrary, they are active sites, with millions of visitors each day browsing to find the best stories about their field of interest. Anyone looking for an article on affiliate marketing, for example, will find plenty in bookmarking sites, with write-ups ranging from tips to grow an affiliate business to the pros and cons of affiliate marketing. Within a social bookmarking site, it wouldn?t be long for a very useful article to get promoted. When that happens, the article itself becomes a natural beacon to drive immense traffic to a website. Best of all, everything is done free of cost. No need to pay for a service or hire someone to do some special work. Targeted traffic Another advantage of social bookmarks over the more traditional means to drive traffic to a website is that they can be used to find targeted traffic. This is the type of traffic which is more attuned to what a website offers since their interests and needs are exactly what the website is about. This is advantageous in many ways, particularly because it makes a website relevant to its traffic, nearly 100% of the time. An internet marketer who gets this type of traffic sent to his website knows that his efforts at marketing and promotion are not wasted on visitors who will not be interested or asked to participate. Do social bookmarks always work? The most common mistake website owners make when trying to drive traffic to their website is overlooking value. Social bookmarks are not perfect mechanisms. Just like any tool online and off, they only work perfectly if certain factors are considered. The most important of these is quality. In terms of content, structure and functionality, a web page or a website has to offer value to its visitors. Is it informative, useful? Does it offer genuine advice and recommendations? Is it fun and entertaining? Social bookmarks may drive traffic to a website but from there, it's the website owner's responsibility to make sure the traffic comes back.

# Squidoo? Will Do: How Squidoo Can Drive Traffic to Your Website

Why should Squidoo matter to you when you have your eye on traffic? Well for one, Squidoo is currently one of the top Web 2.0 sites in the internet that enjoys consistent popularity. Furthermore, many of those who choose to publish and post using this site have had some excellent success in attracting traffic to their own websites. If one of your main concerns is finding a means with which to drive traffic your way, you might want to take a look at Squidoo. How does Squidoo work? Squidoo is one huge website that allows you to build your own web pages and post your own content. Joining Squidoo is like renting a stall space in a mall that is frequented by a large volume of visitors, except that with Squidoo, you don?t have to pay a fee. Once you sign up with Squidoo, you have two choices: use the modules Squidoo provides or build your own web pages, called lenses. Each method has an advantage and which one you choose will really depend on what you want to do. If you prefer to use a Squidoo module, you simply have to find the niche that fits your interests and business. That way, you will be placed in the right category along with others in the same industry. If you want to create your own web page, you can do that as well. Squidoo is user-friendly and does not require a lot of technical knowledge to conquer, so there is no reason for you to fear the vicious learning curve. How Squidoo can drive traffic to your website The main advantage of Squidoo is that you already have a ready traffic just waiting to be converted to become your site visitors. This is free, by the way, which can mean a lot to your bottomline later on. Squidoo can drive traffic to your website several ways, including: Providing visibility When you join Squidoo, you get your very own Squidoo URL. This will help identify you as a unique web page owner. By appearing on this site, you expose your content and your website to the millions of visitors that frequent Squidoo each day. Since they can link back to your site through your Squidoo web pages (or lenses), you can easily drive traffic to your website without doing extra work. Just imagine being a virtual unknown and having your website recognized by many of Squidoo's regulars. Just by being there, you have the potential of attracting more traffic than you would had you chosen to go at it on your own. It's like having a captured market that you can promote your website to without too much effort. Facilitating traffic composed of a targeted audience Visitors to Squidoo drop by to actively seek content related to their interests and preferences. That means anyone who finds their way to your website did not arrive there by accident. They followed the links from Squidoo to your website because they have the intention to find out more about the topic you provided. Being one of the best Squidoo is also known as a site that provides excellent quality content. If you've come across mediocre write-ups and stories in the internet, chances are you won't find these on Squidoo. That means you are more likely to drive traffic to your site by virtue of having the reputation as a trusted and reliable content producer. And don?t think you can cheat either. Squidoo maintains a high standard of quality for the lenses that post from its site. So if you want to compete and keep that traffic coming, you had better produce great content. In terms of visibility and providing a platform with which to get the word out there about your website, Squidoo offers top service. Provided you maintain a standard of quality in the content you use on this site, you can, in time, drive excellent traffic to your website just be doing what you like to do.

# How To Drive Traffic To Your Site Using Videos

Since the conception of the World Wide Web, or most commonly tagged as www, it has been used to serve various purposes for people from around the globe. While most people use it to promote certain product or services that the individual or a group tries to advertise, posting of matters of personal interest to the developer, or if simply used as a tool to disseminate information, it has proven its worth over time. A website may be organized into various functions. This includes the following: ? Personal ? Non-profit organization ? Commercial ? Government Below are some tips on how to drive traffic to your site for various purposes: 1. When websites or blogs are used for business purposes: One of the most common reasons for setting up websites is to promote a certain product or service. Mainly it contains the history of the company, a list of the product or services being offered and its highlight features, the rate, and other matter of importance in product or service awareness. Adding up links that is related to the nature of the business is a good attraction and would sure contribute in adding traffic to the site. Also, using videos can contribute much to adding traffic. There are various sites that offer free video postings such as Google, YouTube, Revver, Blip and a lot more. For example, posting an attention-grabbing type of ad in YouTube about your business, under a common category that is usually one of the most searchable items on the net, could increase its popularity and eventually traffic to your site. 2. Site is used to post matters of personal interest to the author Blogging for most people had been a medium to post diary-like entries about themselves. By adding up videos tagged under a common or searchable category, this would likewise increase traffic to the site. The stated videos may be made by the blogger or individual themselves. Others enlist the help of professionals in making the same, that and the best possible venue on where to strategically place it. Videos are an integral part of most blog, for usually it is what drives traffic towards the specific site. Below are some tips on how to maximize the use of videos: 1. Create searchable tag under the video file 2. Make the video a creative one, something that could draw attention by itself, if not about he article inside the site 3. Update the video links, or add up videos that are timely. For example, videos pertaining to the coming holiday season might be appropriate when discussing the weather or tips for the coming occasions. 4. Be sure to make or add up videos that are not too offensive in nature, and that would draw the attention of the majority of possible readers. 5. Videos should be attractive to almost any age group. If this can not be the case, make sure to have several that could cater to a specific group. 6. Still, make sure to not overdo adding up videos or links to a video that is connected to the matter inside the site. Wherever these videos are posted, the most common attraction-drawer is if it done in a classy, if not funny way, that hits the target point-blank. That and the manner of how it is presented would make or break the benefit of adding up one.

# 6 Quick Tips to Drive Traffic from Ebay to Your Website

Selling your products and services on eBay has been profitable, but you have various reasons to want the same people browsing through your eBay store to visit your website as well. If that?s the case, here are several things you can do to achieve your goal. Tip #1 Make good use of the signature of your email. Every time an eBay user sends you a message, it will go directly to the email address you?ve used to register your account. Your response will not only let the prospective buyer receive your answer but also get the chance to see your email signature. Of course, your signature should contain an invitation to visit your website ? make sure the link works perfectly! ? if you want to drive traffic from eBay to your site. Tip #2 When you make a feedback, there are various ways for you to insert the link of your website without violating any of the strict policies of eBay. You may, for instance, send thanks to the buyer by stating ?thank you from http://www.blah.com?. As long as none of the other eBay users report you to the management then consider it safe to continue using the same approach. Tip #3 Use of images will also allow you to display the link to your website. While the images are in the process of loading, the image source will be displayed. If the source is your website then of course, eBay users will be able to see the link. Secondly, those links are also indexed by search engine spiders and will contribute to improving your website?s search engine ranking and drive more traffic to your website. Tip #4 Be smart when choosing your USER ID. Again, eBay may have strict policies against using your website as your username but there are always ways to go around it. While you are not allowed to use a username like ?blah.com? but you could escape notice if you use a username like ?blah_dot_com? or something similar. What?s important is making your website?s URL clear to eBay users without making management notice. Tip #5 The About Me Page that eBay has offered its users to provide greater details about their profiles is another tool you can use to drive traffic from your eBay store to your main website. But once again, you have to be careful about what and what not to say. The policies are clear. Read it to ensure that you don?t unknowingly commit any violations. If you?re creative with words, there is a great number of ways for you to discuss your website without violating any rules. Indirect references to your website without spelling out your website?s URL would not wave a red flag in the eyes of the management but it can definitely get your message across to prospective buyers. Tip #6 Lastly, do use your username in eBay as another keyword in your website. This way, when prospective buyers type your username in the blank field of search engines, your website could come up as one of the results and then they?d know that you also have a website. Using eBay to drive traffic to your site should not constitute as stealing traffic or cheating. Rather, you should think about giving prospective customers a chance to know more about your products and services, details that your eBay store might not be equipped to display effectively.

# Paying for Traffic Flow: Yes or No

As most people already know, internet traffic is the lifeblood of any good website. The higher your traffic volume, the better your chances for revenue. However, focusing exclusively on this fact often leads to some websites going into bankruptcy as they spend large amounts of money on various programs or ideas which are meant to generate greater traffic but ultimately wind up costing them too much. So, how do you know if you should spend money to increase your traffic rate? Here are some tips, and questions you should ask yourself. Will The Increased Traffic Guarantee Income? This is the first thing you should consider. If the way you make money is from direct sales only, then maybe you should consider low-investment means of increasing traffic, limiting your focus to your target markets first. If, on the other hand, your site has alternatives like generating income from ads on your site, links to other sites, etc, then paying more for means to increase your traffic rate is probably a good idea. If your website actually gets paid for every visitor regardless of any actions they take (and there are a few sites set up like this) then and only then will investing heavily in traffic generators would offer a high return on investment. How do you Make Money From Traffic? Always consider how your site makes money. This allows you to balance cost versus effect. Crunch the numbers to see how many hits your new software, ad campaign, or whatever it is you're using to increase traffic, will generate for your site. Keep in mind the ways you get money from the people going through your site, and consider that you may be just as well off going by word of mouth recommendations or perhaps a simple and cost effective ad campaign. If on the other hand your web site will benefit from an aggressive traffic-generating strategy then go for serious investments into your new toys. Traffic generating software including viral ad programs work wonders for people who make money through volume of traffic. Are There Free Traffic Generators Which Can Suit Your Purposes? Lastly, remember that there are actually free software packages available online which can help you generate more traffic without having to shell out a buck. Search engine optimization (SEO) programs, free subscriptions to monthly SEO articles, and downloadable ad generators are just some examples of the many free offerings on the internet that can help you get your traffic up. Granted, the effectiveness of free software is rather limited compared to paid software, but when starting out you may want to employ free packages first to get yourself familiarized with how traffic generator programs work. If later on you find that you're more familiar with how they work and want to swing an even larger increase in traffic, then you can purchase the paid programs. Last Bit In short, it's all about balancing cost versus income. That's the bottom line. Before paying for any means to increase your site's traffic flow, always check to make sure that you will actually be making more money from the increased traffic than you will be spending to make it happen in the first place. As long as the money in is substantially better than the money out, you're good to go.

# How to Drive Targeted Traffic from Amazon.com to Your Website with Customer Reviews

More and more people are getting creative with their accounts in eBay to enjoy even just a small chunk of the daily traffic that the popular auction site gets. If you?ve enjoyed similar success, let me point out a new direction for you to employ your strategies on. Let me ask you first: does the name Amazon.com ring any bells? Step 1 Create an Amazon account. Use your business email address for registration. Fill up the online personal form, validate your account, and then proceed with editing your profile. You?ll be given the option to upload a photo of yourself. It?s highly advised that you do so because letting people know how you look like sort of affirms your credibility and trustworthiness. Step 2 Think SEO when filling up the About Me section. Your first sentence should not only introduce yourself but your website as well. You can start with something like ?Hi, I?m Joe Smith, and I?m the CEO of www.joesmith.com?. It?s critical to get your website URL out in the open with your first sentence. This, together with your email ? services@joesmith.com ? will make it easier for people to remember your website address. Step 3 Amazon.com is best known for being a bookseller so it?s their books that you should focus on. Books sold in Amazon.com are categorized in various ways and it?s important that you look for the categories that best reflect your products or services. Step 4 Look for books that you?ve already read and make customer reviews about it. Unlike other types of online content, book reviews can handle more length than usual. You don?t need to be especially brief when reviewing a particular book. In fact, the more detailed your review, the more people would appreciate your work. Step 5 Customer book reviews must showcase your talent, knowledge, or expertise. It must drive home the fact that you?re practically a guru when it comes to the subject at hand. Your introductory paragraph must sum up your feelings without giving everything away or it could detail your previous expectations of the book. Either way, it?s important to make them interested in reading more. The body of your review should make it clear to everyone that you really did read the book. If you can include excerpts and give its respective chapter or page number, so much the better. Remember to keep an open mind when reviewing a book. Being able to see the pros and cons to a book will impress your readers more. Include personal stories or anecdotes so that readers could see how you?ve applied what you?ve learned from the book. It gives your review a more intimate feel and fewer readers would assume that you?re reviewing the book for some personal motive. Be forgiving when you rate a book. It?s possible that there are a few vengeful minds out there and if they see that you?ve given a harsh rating for a certain book and disagree with it, they could choose to retaliate by writing a similar review ? even if it?s undeserved ? for your works. There?s no need to invite people to drop by your site in the end of your review. What you can do is use anecdotes related to your business so you could mention your website in passing. Step 6 Every time you write a review, your profile description ? including your website address ? gets displayed. The more reviews you write, the more exposure your profile will enjoy. And when people like what they read, they?re sure to click on your website to know more about you. It?s very important therefore to write as many quality reviews as you can.

# 5 Sure Fire Ways Worldprofit helps you GROW your online business - get more leads, MORE results!

For over 26 years Worldprofit Inc., has helped people worldwide grow their own online business, here's how.

1. Your own website, take note, this is your own DOMAIN BASED hosted website

The power of this?

Permanence, accountability, branding and promotion, importantly SEO. It's your website so when you promote it you are promoting YOURSELF not someone else. Your business may change, your links may change, your site pages may grow - but your domain name, your website stays the same. Think about how valuable your website would be if you had booked a domain name 25 years ago? It's not too late. Do it now. Worldprofit hosts your site, provides customizable design and website management tools, control your content and your SEO.

2. Advertising, Leads, Traffic Generation

Why does this matter to you?

You get it all - TRUSTED Advertising, Proven Traffic and REAL Leads, in Worldprofit's popular Silver membership business platform. You are going to need all 3 - to get people to your site, to get HUMAN eyeballs on your offers, to get interest in what you offer. Worldprofit provides our members with a multi-faceted comprehensive marketing system developed over many years, put simply, it works. 2.5 Million Worldprofit members know that already.

3. Reseller Program / Affiliate marketing

What does that mean for you?

Worldprofit members can refer people to our popular Web-based services and earn a commission on the sale. We provide you with the ads, the links, the marketing copy, the banners, the social media resources to do so. We also provide upgraded members with the ability to use World profit's marketing system to promote recommended vendor partners for additional sources of income. Got your own programs to promote? Even better! Use World profit's juggernaut marketing system to grow that business too!

4. Software, Business Tools, Business Resources

How does this benefit you?

World profit was one of the first, if not THE first company to offer an affiliate marketing program back in 1994. We put our expertise into creating and sharing our unique software and business resources with our valued Members so they can grow their own successful online business.

5. Training and Support

Why this is the "not-so SECRET" way to making your business profitable! We know that handing you a bunch of gizmos and gagdets are no good to you without training and support on how to use them effectively to actually earn money online. At Worldprofit, George Kosch and Sandi Hunter don't believe in hype, fakery, or pie-in-the sky promises. It's about a system that works and putting work into that system to get results. What we insist on is providing our Members with quality, unique, cutting edge products and services and - IMPORTANTLY - backing it up with expert training and support, 7 days a week, 365 days a year.

Who is Worldprofit?

George Kosch and Sandi Hunter are co-founders of Worldprofit Inc., and have been helping people worldwide to build an online business since 1994. Put our knowledge to work for you!  Beyond that Worldprofit is an online community of people worldwide with the same goal:  to build a reputable online business that will prosper for years to come.

Learn more about Worldprofit here and get a free Associate Membership.

# Resource

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