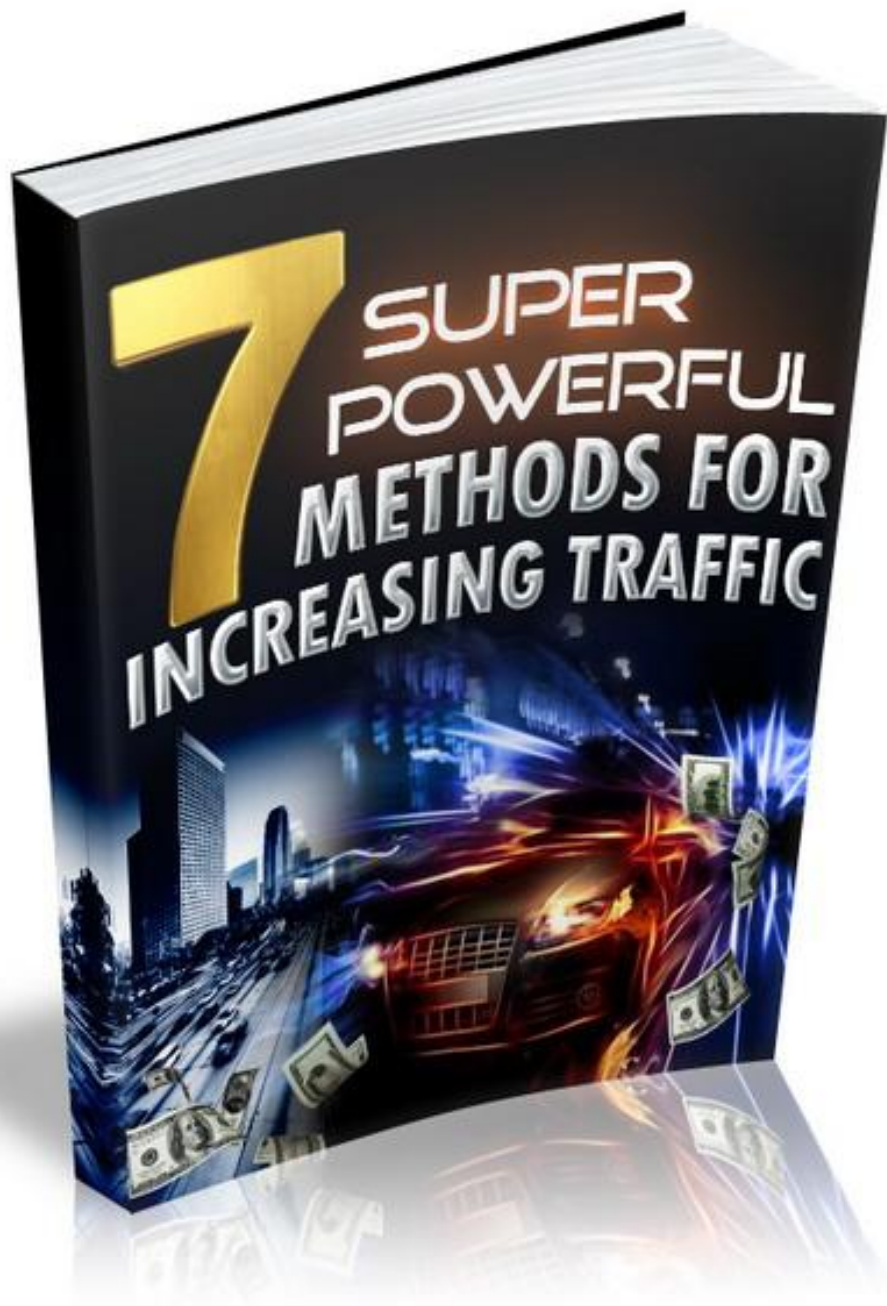




AFFILIATE
BLOG
ONLINE

7 SUPER POWERFUL METHODS FOR INCREASING TRAFFIC TO YOUR BLOG

| AffiliateBlogOnline.com

Before we begin...

If you have entered the realm of affiliate marketing then you are probably looking to make money with your blog or website and to do this successfully you need to increase the amount of traffic you receive to your site. After all, you can spend hours and hours building a beautiful website full of valuable content, video and audio but without traffic you are not going to make any money.

Traffic is really the key...HOWEVER, there is no point in having tons of traffic if it isn't relevant to your website. Your goal is to get **targeted** traffic not mass amounts of traffic just for the sake of it.

You've probably seen those websites that promise to bring in thousands of visitors to your site - but are those visitors targeted? Let's put it another way...suppose you own a website selling outdoor fireplaces and I say to you that I can either send you 1000 random people who are just surfing the net or 50 people who are seriously looking to buy an outdoor fireplace, which would you prefer? I know which one I would take...I would want those 50 highly targeted buyers.

Just remember that the key to success with building traffic is **quality not quantity**.

Getting Backlinks

Backlinking is an important aspect of generating traffic. A backlink is a link from another website to your website. Google sees your site as having value if it has lots of **good quality** backlinks and will therefore rank your blog higher in its search engine.

So the points listed below not only tell you how to get traffic to your website but also how to find good quality backlinks, which will also help your website ranking...so you'll get the best of both worlds!

Getting the Most Out of This eBook...

- It isn't necessary to use every single one of the techniques listed below in order to improve your traffic but if you are serious about succeeding then you should try at least a few of them. Keep in mind that to keep Google happy your traffic and backlinks should preferably come from a variety of sources.
- A good traffic plan involves a progressive approach. So keep working on these techniques over a period of time and not all in one hit. When Google sees thousands of backlinks all coming into a site over a period of a week and then nothing for months at a time, they

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see this as a technique to try and manipulate their search engine and they could penalize your site as a result. **Keep your efforts consistent!**

What You Shouldn't Do

- Don't sign up to those sites that guarantee to get thousands of visitors to your website.
- Don't bother with reciprocal linking – this doesn't work like it used to and will just be a waste of your time.
- Don't bother submitting to hundreds of directories. Like reciprocal linking this method also doesn't work like it used to. Stick with a handful of very strong directories only.
- Don't submit articles to article directories – like the above two, this doesn't have the impact it once did. You need a lot of articles to make it worth while and you may as well put them to use on your own website.

*****In February 2011 Google hit a number of article directories pretty hard with their latest update. Sites like EzineArticles.com for instance were one of the hardest hit. If you are going to submit to these types of sites ensure that it isn't the only type of backlinking you do. You don't want to have to rely on one site only for traffic.*

So Let's Get To It...

Below you will find a list of **7 powerful techniques** to help increase traffic to your website. We've tried them all and they are the ones that consistently provide the best results for us....we hope they do the same for you!

#1 Write Good Quality Content

Now I know what you are thinking...you've signed up for this ebook that promises you super special techniques for getting traffic to your website and you're wondering why I've included something as obvious as this.

Well it may seem obvious but 90% of people just don't follow this advice...even we are guilty of it on some of our old blogs.

If you don't get this bit right, then the rest of the techniques described in this document will simply be a waste of time. If your content is poorly written or does not provide indepth, quality information people will visit your site and very quickly click away to find a site that does provide them with well written, well researched reviews or information.

Also, Google has come down hard on sites with poorly written duplicated content. If you are going to make a living online then you have to be ready to write quality content that is unique...or at least get someone else to do the work for you.

Good content has many benefits:

1. It brings people to your website.
2. It brings people back to your website
3. It builds your reputation as a quality resource so through word of mouth you get more traffic.
4. Other blogs and websites will link to your posts and articles because they are worth linking to.
5. You may get noticed by authority sites, the press, etc.
6. Visitors are more likely to leave comments.
7. Google loves quality content.

So what is good quality content?

Good quality content is anything that provides real value to the reader. Something that helps them move forward, something that shows them how to do something, or something as simple as a review that provides real value and is honest and unbiased.

How to go about it...

1. Know the subject - The more you know about a subject, then generally the better the quality of the article. Flesh it out first and see where you can provide value. Don't just provide a description of something - add your opinion, your thoughts and provide links to other authority sites.

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2. Research, research, research - If you don't know much about the subject then research it and research it well. Sites like Wikipedia are an excellent resource and although Wikipedia is not 100% accurate, it comes pretty close so it's a good place to start.

Do's and Don'ts

Do:

- **Provide your readers with value and give away your secrets if you have them.**

This can help to bring in a whole lot of traffic. If your readers find that you provide them with a lot of valuable information that helps them with their lives or their businesses then they will keep coming back to make sure they don't miss anything.

Of course there has to be a balance to what you give away and what you don't ...you have to make a living after all. The best way to do this is create a list with two columns and on one side write down all the secrets you would be prepared to give away and on the other side all the secrets you could maybe put into an ebook to sell. Then use this list as you develop your blog and ebook if that is the route you want to take.

- **Provide additional resources even if it means linking to a competitor.**

Never be afraid to link to other blogs or websites, even those that may be in direct competition to you. If they have something of value and it will help your reader, then link to it.

This will have a couple of benefits. Firstly, it will portray you as being honest and open and secondly, if you have linked to a blog then you may receive a trackback or you may get noticed from that blogger and they may link to you.

Don't:

- **Add a post without value, simply for the sake of adding a post.**

This sort of behaviour will affect your credibility as an honest and reliable source of information. Better to wait until you have something worth saying.

Ideas for Good Content

- 'How to' type articles
- Top lists eg. Top 10 Ways to Lose Weight, Top 20 Wordpress

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- Themes
- 'What is' type articles
- Stories about your experiences with your particular subject
- Honest and unbiased reviews of a product or service
- The latest news relating to your niche

#2 The Best Blog Concept

We have had a lot of success with this one on a few of our blogs. It is a relatively simple process but highly powerful. The basic concept is this...you find a blog on the net that is related to your topic and you write a blog post about it.

So What's the Point?

Well it's a great way of getting backlinks, traffic and a bit of recognition. Why?...because once the owner of the blog finds out that you have written a blog post about them they will generally do one or more of the following:

- They will write a blog post saying how wonderful it is that someone has written about their blog and link back to your site.
- They will tweet your blog post.
- They will head over to their friends blogs and let them know by leaving a comment.
- They will email their friends and/or family and let them know.
- They will head over to Twitter, MySpace, Facebook etc and let everyone know.
- They will write about it on their favourite forum.
- They will come over to your site and leave a comment thanking you for the lovely blog post.
- They will do nothing – this rarely happens.

How to Choose a Blog

The key to this is choosing a good quality blog but not one that is so highly successful that they couldn't care less whether you have written about them or not.

Look for a site with the following features:

- It has well written articles.
- It is regularly updated.
- It has a regular readership – check the comments for this.
- You want a blog that has an average of 10 comments per post.

How to Write the Blog Post

The blog post doesn't have to be an epic nor does it have to be a complete review of the blog. You just want it to be relatively short but complementary so say nice things about it. Don't just make it up...ensure that you have chosen a site that you really like so that the words you put

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down are what you really feel.

You might say something like:

"I just found this great blog while surfing the net and couldn't resist adding it as my favourite blog of the week. The site is "Mary's Cookie Blog" and it is just a haven of yummy recipes that just make my mouth water. I am definitely going to try the Chocolate Chip Deluxe recipe. It looks really simple but really delicious.
The owner of the blog, Mary, has been baking cookies for over 10 years now and has even studied in France under the famous chef Pastel Moniue. <--- Check their About Me page for this sort of info.
I love how Mary uses color in her photographs – she really knows how to take great food photos. You almost feel like you could grab the cookies right off the screen they look that good.
Etc, etc....

Now just make sure you have added a link to her blog home page and one to a particularly good blog post of hers and you are done.

You might like to title the blog post something like "My Favorite Blog of the Week – Mary's Cookie Blog".

The Final Step...

The last step in this process is to head over to that blog and leave a comment saying that you liked their blog so much that you featured them as a 'Best Blog' on your site. Make sure you leave a link to the blog post just under your comment.

And that's it!

It is such a simple process but it can pay dividends if you choose the right blogs to write about. Just don't overdo it. You wouldn't want to add any more than one blog a week.

#3 Blog Comments

Blog comments are messages that you leave on other people's blogs at the end of one of their posts.

Many people spend a lot of time leaving blog comments in the hope of getting traffic and backlinks but most are doing it all wrong.

For one thing, leaving a blog comment is not the way to get a backlink. The reason for this is that most blogs are by default set up with the nofollow tag on comment links. This means that you don't get recognition for that backlink by most search engines so it has little or no value to you in this respect.

Blog comments are better suited to bringing traffic to your blog rather than as a way of building backlinks but you have to do it in the right way which we will get to shortly.

So How Do Blog Comments Increase Traffic?

Blog comments can increase traffic in a couple of ways:

1. It allows you to leave a link to your website against the comment which other readers may click if they like what you have to say.
2. It can get you noticed by other bloggers which may result in them linking to your blog or website.

How to Get the Maximum Benefit From Blog Comments...

There are three rules to follow in order to get the maximum amount of traffic from blog comments:

1. Choose blogs with large amounts of traffic. There is no point going for a blog that gets no traffic as you may at best get only 1 or 2 people clicking through on your comment. Find high traffic blogs with lots of comments per post – at least 30 is best but try for more if you can.
2. Choose blogs relevant to your topic. To do this, in Google type in a keyword that relates to your blog or website topic with the word 'blog' next to it eg. 'dog training blog', 'affiliate marketing blog' etc.
3. Be the first person to leave a comment on a post. This is extremely important. You want to try and be in the first 2 or 3 comments. Your link is more likely to be clicked if you are at the top of the list

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of comments.

Note: *In the first version of this ebook we wrote about a free piece of software called Comment Sniper that notified you when a blog had submitted a new post. This made it easy to be one of the first to leave a comment.*

Unfortunately that piece of software is no longer being supported. We have found sources around the internet where you can still download this software (simply type in 'download Comment Sniper' into Google to find them) however we can't vouch for any of them so please download with caution. If anyone knows of an alternative to Comment Sniper please [let us know here](#).

Do's and Don'ts

Do:

- Leave a highly relevant, helpful or informative comment. Don't just say 'great blog post'...this is the sign of a spammer and will probably get your comment deleted.
- Put some effort into it and make it interesting so that people are more inclined to click your website link.

Don't:

- Leave regular comments on the same site – this may cause the owner to get a little suspicious that you are always the first to leave a comment on every single post and may think that you are a computer generated script leaving automated comments. Be natural about it and only leave a comment where relevant. You should be adding to more than one blog anyway to vary your comments around the net.

#4 Guest Blogging

Guest blogging involves you writing a quality article and giving it to another blogger to place on their blog.

This has a number of benefits:

1. It can bring traffic to your blog as people click on the links you've placed in that article.
2. It gives you one or two backlinks which can help to improve your ranking in the search engines.
3. It can introduce a whole new audience to your website. The goal here is to get your article on a really influential or popular blog. This can bring a lot of prestige to your blog along with the accompanying traffic.

This is our favourite form of backlinking as it results in very high quality backlinks.

What You Need to Do Before Submitting an Article to a Blog

First of all, and most importantly, you need to have quality posts on your own site. A decent blogger will not post your article and link to you if your site is full of short posts with little or no value to the reader. If this sounds like your blog then get to work writing up at least 10 good solid posts before even trying to submit an article somewhere else.

Also keep in mind that if your blog is full of annoying ads and popups then it is less likely that another blogger will even consider adding your article. They will want to know that they are linking to a reputable website that has value for their readers. So clean up your blog and get rid of any ads that may make your site look spammy.

So How Do You Get Your Article on Someone Else's Blog?

This isn't as difficult as it might seem as there are thousands of bloggers out there that would love someone else to write up content for them. This not only gives them a momentary break from writing up their own content but it can also bring fresh ideas and a different perspective to their blog which helps to keep their readers interested.

Some of the following techniques will help you find bloggers willing to take your article:

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- One of the easiest way to find blogs is to look for ones that already take guest articles. To find them, go to Google search and type in one of the following:

[keyword] guest blogger

[keyword] submit a post

[keyword] articles

For example, let's say your blog is about dogs. You could type in one or more of the following:

dogs guest blogger

dog guest blogger

dog articles

dog submit a post

dog articles

You could then change the keyword to something else like:

dog training guest blogger

dog care guest blogger

dog health guest blogger

dog health submit post

dog health articles

The sites you will find using this method are usually ones that already take articles and are desperate for more. Just ensure that they aren't an article directory but a regular website or blog.

Now you simply send them an email and ask them if they would like a free article. Ensure you let them know that in exchange for the article you would like to add a two to three links in the article back to your website.

- Another way to find blogs to submit articles to is to use sites like [Technorati](#) for example.
- One final method of finding blogs takes a bit more work and time but it can be very beneficial. This involves becoming known to the blogger – this means that when the blogger sees your name in an incoming email they are more likely to read it and accept your offer for an article. 'Becoming known to the blogger' involves leaving regular comments on their blog and providing worthwhile feedback to their blog posts. You would follow them on Facebook, Twitter etc and generally become a name that they recognize whenever they see it come up. Don't overdo it though as you may be perceived as a stalker or just plain annoying!

What Do I Write About Once the Blogger Has Accepted My Offer?

If the blogger has seen the content on your blog then it is most likely that they like what you have written, which is why they have accepted your offer. So in many cases, it can be just a matter of writing them an article as if you were writing for your own blog.

It is always worthwhile to research the blog you are going to be writing for. Look at their past articles and get an idea of their writing style and the type of content they like to include. Also look at the length of their articles and try to keep yours to the same length.

You can also ask them if they have a particular topic they would like addressed.

How Many Links?

The number of links to your blog that you add in the article is really something that needs to be discussed with the blogger in question. Some bloggers might be okay with 5 links, others may only want 2 or even 1 – discuss this with the blogger before you even write the article so that there are no surprises for either party.

Don't forget to attach your Author Bio to your article. You will also want a link back to your site in your Bio.

#5 Blog Contests

This is another very effective way of getting both traffic and backlinks and it can also be a lot of fun to run. There are various ways to go about this but it all depends on what you want to get out of running the contest:

- Do you want people to link to you from their website?
- Do you want people to leave comments on your blog?
- Do you want traffic?
- Do you want people to sign up to your newsletter?
- Do you want people to follow you in Twitter?

So work out the reason first – and bear in mind that you can have more than one reason.

How to Write Your Blog Contest Rules

Your contest rules are important as it ensures there aren't any arguments later on. Clarify the rules up front so everyone is clear from the start. Here's an example to get you started:

Contest Rules

1. To enter this competition you must:

- *Leave a comment on this blog post.*
- *Write a blog post about this competition on your blog.*
- *Follow us on Twitter (@affiliateblogon)*
- *Sign up to our newsletter.*

Note that the more rules you apply the less people are likely to enter your competition. I've only included the list above as an example so when you are writing your own my suggestion is to only include 1 or 2 rules.

2. You must be 18 years of age and a resident of the US.

Note that you don't have to limit your contest to the US but keep in mind if you are giving away a prize from Amazon for instance that some products are only available to US residents

3. The contest begins from now and finishes at midnight 22 November.

4. Winners will be announced on 24 November on my blog and will be contacted personally via email.

Just be aware that these types of rules are very specific and can limit people who don't have a blog from entering. It can also reduce the number of people who enter as they feel that this is just too much work. This can often be overcome by the type of prize you offer. If it is something that everyone would love to have then it is more likely you will get people writing up blog posts for you.

What Kind of Prize Can I Offer?

The prize can be just about anything and it doesn't have to be expensive. We often give away Amazon gift cards. *An Amazon Gift Voucher may be accepted in a number of countries and you can check this information in Amazon.*

Prizes can include:

- Coupon codes
- eBooks
- A months free membership on your site (if you have a paid membership site).
- Actual physical products.
- One-on-one tutoring
- Books
- Gift cards
- iPhones, iPods, Kindles, laptops are always popular

What Do I Need to Do to Get Started?

Step 1: Determine what you want out of the contest – we spoke about this above so make sure you know what your ultimate goal is.

Step 2: Write up a blog post that announces the competition. Ensure that you include what you are giving away in the subject line and include your Contest Rules (discussed above) as part of the content.

Step 3: Promote your contest to as many other sites as you can.

Some ideas include:

- Tweet your contest on Twitter.
- Use other social networking sites.
- Post your contest to competition sites (see below).
- Send a broadcast to your mailing list if you have one.

The Best Form of Promotion

One of the best ways to get traffic to your competition is to submit your contest to sweepstakes, contest or competition sites. To find these sites simply go searching in Google using the following keywords:

- contest blogs
- contest sites
- competition blogs
- competition sites
- sweepstakes blogs
- sweepstakes sites

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- add your contest
- add your competition
- add your give-a-way
- add your sweepstakes

Most of these sites are free to submit your contest to. Some sites do charge but we haven't tried any of these – there is really no need as there are so many free sites that do the same job.

#6 Press Releases

A press release is a short newsworthy article that is intended to announce something of importance. Press releases are much underutilized but can bring in a lot of traffic particularly if your press release is picked up by a news agency or web network.

One of the best press release companies to submit to is PRWeb. Once you submit to them, they then approve your press release and will place it on their website.

You can literally generate 100's of backlinks using this method as bloggers who are looking for content will often add your press release to their blog.

However, one drawback is that since it is news, the site that uses your press release may delete your press release once the news is no longer current. This is why **regular** press releases are a way to keep on top. Submit one a month or more if possible and maintain the momentum.

How to...

1. Write up a press release or hire someone from Elance or Rent a Coder to write one for you.
2. Submit it to PRWeb or any of the other press release websites. There are lots of free ones – just search for 'free press release sites' in Google.
3. If your subject relates to a particular geographical area then submit your PR direct to local papers, radio stations etc.

Do's and Don'ts

Do:

- Ensure it is newsworthy otherwise the press release website will not approve it
- Get a Press Release written for you if you do not have the confidence to write your own, keep in mind that to get a press release written up is not cheap – it usually will cost at least \$100 or more.
- Have a go at writing your own press release. They are not difficult to write yourself as they follow a standard format. Peruse the press releases on PRWeb to see how they are worded. There are also plenty of free articles on the net that tell you how to write up a press release.

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Don't:

- Submit a press release if there is nothing newsworthy about your product or information.

#7 Add Massive Amounts of Content

This method takes a bit of work which is why we left it till last. It involves adding large amounts of content to your website or blog on a regular basis. We tried this technique for one of our blogs and it resulted in a huge jump in traffic and from there after that particular blog became one of our highest money making blogs.

There are however a number of drawbacks to this method. The first is that if you already have a regular readership the constant addition of new content may annoy them somewhat as they try to keep up. For this reason, this technique works best for new websites or those that aren't generating much traffic.

Also adding massive amounts of content also has the potential to burn you out. Personally we wouldn't do this again but it worked at the time by bringing in the traffic that we desperately needed.

When we tried this technique we took one of our niche blogs and added a massive 8 UNIQUE posts a day! That took a lot of work as you can imagine since we were writing the posts ourselves.

If you'd rather not write the articles yourself, you can get articles written over at [Elance](#) by professional writers at a very reasonable cost.

If you can manage two or three posts a day you will be doing extremely well.

And remember that you don't need to do this forever. Adding massive amounts of content should be done over a period of 1-2 months. After that you can start to steadily slow down the number of blog posts to a more manageable level.

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Congratulations!

If you've reached the end of this document then a big congratulations is in order. A good majority of people never make it past the first few pages of most ebooks...even the ones they've purchased! So consider yourself in the top 10% of people likely to succeed.

Thank you for taking the time to read it and we know if you follow the techniques described above, you can only succeed in getting traffic to your website.

Thank You!

From

Wanda & Paula

This document was written by Paula & Wanda from:

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