

# 3 HIGH CALIBER REPEAT TRAFFIC TIPS!

By Larry Dotson

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Larry Dotson  
bizreport@sssnet.com

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### 1) MEMBERS REVISIT

Turn part of your web site into a members only web site. Instead of charging for access, allow people to join free. You could add member only information, message boards, e-zines, etc.

People enjoy these member or club communities because it makes them feel a part of something. Most members will return to your web site again and again to be part of the community.

### 2) BONUSES FOR VISITS

Offer daily or weekly visitor bonuses. This will increase your repeat traffic and sales because your visitors will visit regularly to get the visitor bonuses. It could be free ebooks, reports, prizes, money, etc.

You could also offer discounts as visitors bonuses. You could offer a discount on a different product everyday or if you only have one product you could offer different bonuses with it each day.

### 3) E-ZINE TO WEBZINE

Publish only your e-zine on your web site. Have people subscribe to a "new issue" e-mail reminder. You'll get subscribers and repeat traffic at the same time.

Plus, when you publish your e-zine on your web site, you could use more subscriber attracting features such as graphics, audio, video, pictures, interactive communities, etc.

#### QUICK READ SUMMARY

1) Design a section of your web site as a members only web site to increase repeat visitors.

2) Reward your visitors with bonuses when they revisit your web site.

3) Only publish your e-zine on your web site to get repeat traffic for visitors and subscribers.

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