

21st Century Bulk Traffic Generation

By Rickson R

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I get over 20,000 visitors per day to 1 site, with no Search engine
Placement, and without spending even a minute on traffic generation.

Are you yet using old school techniques to get visitors to your website?
Do they work?

For most of you, I'm sure the answer is NO.

Your success lies in what other promoting and marketing
experiments you may have carried out. If you have been diligent to
move with the times, your traffic stats will resemble one side of a
steep hill. Going upwards.

But what really is your position?

Have you increased the eyeballs viewing your website & salivating
at the sight of the much sought after (pun intended) receptionist
you placed on your homepage?

To be a winner in this Dotcom era, is to evolve from the marketer
of yesteryears for whom FFA's, Classifieds & Newsgroups were
uncomplicated moneybags. Using & abusing these zones one
would prosper in ecommerce, irrespective of whether the product
was an eBook, Diet Pills, T-shirts or Hotel Rooms.

A few years into the new millenium, ebooks have broken Moore's Law.

From possibly below 100 eBooks on the scene in 1999-2000,
today there exist over 10,000.

How can eBook authors promote in such competitive marketplaces?
The heat of the battle is clearly visible, with several thousand marketers bidding between 1-10\$ per click on PPC's.

Yes, that's right. They will pay the Search Engines 10 full Dollars to have you click the listing & visit their website. Fierce isn't it?
And you then hear some talk about getting on the Engines for free ;)
Now are they jokers or have those Overture bidders really lost their minds ?
Below, in short, I will explain you why the answer is - the latter.
You can get Traffic WITHOUT the big bucks.

Your experiments with promoting your websites through various media and techniques should be a continuous process, and in this way you will evolve, over the rest and be a guru in your own right.
Before I begin to share some secrets, let me confirm with you one of the longing questions that most of you have....
"Does Guru Jack Smith really make that much money?"
Well the answer ofcourse is a resounding NO.

There are scores making thousands & many make their millions too, but your average popup-wielding Guru asking you to join his newsletter to learn tips on how he made over 1,000,000\$ last year, is pure BS. To continue learning from them will not just get you nowhere, but may lead to a gazillion emails and then some money spent on recovering your hard-disk from a malicious virus in one of them.

Before we stray again, here are a mix of some proven medieval techniques and a few modern ideas that really, I repeat really do work.
(This article is an excerpt from an ebook I've written, and to keep it short I'll include below two modern and HIGHLY productive ideas)

#1 Expired Domains (Modern Technique)

Here's the information for those of you who do not know it.
You've been to websites where there's nothing but keyword links right?
And probably multiple pop-up windows.
Some may have realized these are domain names with undeveloped sites, all pointing to a common search//links directory.

Well did you know that the owners of expired domains earn 1000's of \$\$\$ every month just from people clicking those links ?
Now think if only those thousands of visitors came over to your website & signed up as leads in that hot new MLM program, or bought your latest eBook, think if just 0.1% of 10,000 visitors purchase your 50\$ product. You make 500\$ a day. That's 15,000\$ a month.
Ofcourse you won't get such sales if the expired domain you own is goodchildrensdiary.com and you're selling Ford spares on your site ;)

But what if you had the choice to register domains that are Targeted and getting traffic without any promotion.
How is this possible some of you may ask?

Well, because of existing links on sites pointing to this domain, through bookmarks etc....

But how do you know whether the domain is a potential source of traffic? You can check it's link popularity to find out.

And, guess what, if the domain name is also listed in Yahoo's directory.... that means you are in Yahoo for FREE (worth between 299\$-999\$)

****Action Plan -**

- a. List a few keywords you'd like expired domains to contain.
- b. Register targeted domain names and experiment with your product sales.

****Good resources -**

- a. <http://www.localwhois.com>
- b. <http://www.linkpopularity.com>

#4

Misspelt Domains (Modern Technique)

Do you also remember making a TYPO for a Domain Name (website) you normally visit & then landing on a search-engine-like site with dozens of keyword links & multiple popups?

The magic of misspelt domain names.

Some of these domain name holders will sell their visitors and some will direct them to their own sites. Bottomline, they earn heaps from these domains.

You can use the same simple technique of registering misspelt generic domains to welcome visitors to your website. Again if your offer is good, the sales start ringing in.

Consider my experience as early back as 1999 when I registered domaen.com out of sheer vanity value. I wanted to resell the name and was offered a modest 2000\$. I refused. Little did I know visitors would pour in without even submitting my site to the search engines. There was READY traffic. Best of all the visitors were targeted !

Since people entering "domaen.com" were looking for domain names, it was easy for me to get sales on my site. You must look for spelling variations in common dictionary words. Note, you must not register variations of registered trademarks, or the next thing will be lunch with your lawyer.

List keywords that describe your product & find variations in the spelling.

For the 1st time now, one can generate misspellings in a software that's recently launched and what's amazing is you will even be told how many visitors to expect on your website if you register that domain name.

That removes any guesswork and prevents you from registering dozens of domain name blindly. The software's called Simonsaystraffic !

This is something very new, and can generate quantity as well as quality

visitors to your website. Since relatively just a fraction of people know or do this as compared to dealing with expired names, your chances of accumulating traffic is much higher here.

With just a few names you can reach over a 1000 visitors in a day.

****Action Plan -**

a. Write down 10 Keywords that match your website, service or product.

b. Think of possible misspellings and variations and register them.

Tip : Variations can be keyboard replacement errors like booj.com instead of book.com or spelling mistakes like boook.com

****Good resources -**

a. <http://www.simonsaystraffic.com>

b. <http://www.wordtracker.com>

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Rickson.R a webmaster since 1995 with over 200 websites in his portfolio, specialized into Internet Marketing in '99. He usually gives free advice to those who ask, and is available for consultation on Webmaster, Marketing & Business Development issues. Prefers to network with entrepreneurs and is open to joint ventures. mailto:rickson7@yahoo.com
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