

Wealthy Web Writer

Grow Targeted Search Traffic Organically

Speaker: Natasha Vincent

Host: Denise Ford

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Denise Ford: Hello, ladies and gentlemen. Welcome back to the Wealthy Web Writers webinar series. It's our great pleasure to welcome back Natasha Vincent. She was with us before and has agreed to come back and help you learn how to get targeted traffic to your websites, something many of you have been writing into Wealthy Web Writer about. She has

much to say. So it's my great pleasure, Natasha, to welcome you back.

Natasha Vincent: Thank you very much. It's definitely good to be back. And as long as you'll have me back, I'll be here to chat. If you can tell you already, I get excited when I start talking about web content, web traffic, and how to monetize your content as well. And we'll definitely be touching on some of those points today. But the main focus is about how to drive free targeted traffic to your website and why it's so important.

Now we talked about NaNoWriMo and how it could be something that helps push you along in your site's progress. But it's one of many things that you can concentrate on. And really there are so many things that could pull your focus away. NaNoWriMo might be the thing that gets you the content you need for your site. It might be something else.

We're going to go through a lot of these strategies and tactics over the next hour today. Michael was saying at the top of the call; if you have any questions, feel free to use the chat function or the Q&A module, the Q&A interface. And then during the Q&A session near the end, I'll certainly address them. There are points for interactivity within the presentation as well. So you won't just have to listen to me drone on, I hope, if you participate. So please pay attention to those interactivity points like me asking the NaNoWriMo and things like that.

But let's move on. I just want to clarify that when I talk about websites what I'm really talking about with that term is a personal website that's any online property that you can control and for which you

own the domain name. That includes blogs, but not things like HubPages which I think—yeah there's a screen shot here or Squidoo lenses or Wikis and things like that. We'll be talking about those elements today, however. But when I say website, I mean your own personal website, the one that you own a domain name form.

Now I know you already know about the importance of website traffic because you really come across those terms on a daily basis if you've been online for any period of time. You don't have to have a website of your own to have heard about things like SEO, right, which stands for search engine optimization, or high quality targeted traffic because you just don't want any kind of traffic, and things like pay per click. Now that's the what of traffic.

But today we're going to talk about the how. How do you get this mystical targeted sustainable traffic to your website that you don't have to repeatedly pay for, right? And that's the key. Getting it for free is always good, right?

I'm Natasha Vincent, by the way. I didn't officially introduce myself. But thank you, Denise, for the introduction. And to go a little further to who I am, I'm the SiteSell education coordinator. I work with several instructors to help everyday entrepreneurs with online business training. Now I've got a journalism degree under my belt. And I know a bit about writing content even though I haven't written a novel and at least well, you know, that's what the degree says.

But it's a little bit different in the newspaper industry because there's an entire team that has

separate roles, right? You may write the story but someone else gets the graphics. And another person writes the headlines. And yet another person is in charge of editing it all. Online though, it's typically just you like you're the guy or the gal as the case maybe. And your writing is about getting the kind of positive attention traffic that will translate into cash.

Now I'm a website owner. There's a little screenshot of one of my sites. And I've had this particular one for over seven years. So traffic is an evergreen interest of mine. And it's got to be one of the first things that a web master learns about in their own online business.

Now we cover in the SiteSell program five steps for traffic. There are five ways to getting sustainable traffic to a website. And this is all based on what's known as CTPM. So I'm going to break it down for you a little bit. So this is the theory piece before we get into those strategies and tactics to get really everyone up to speed on why traffic is important.

So CTPM is the name for a process that was created by SiteSell several years ago. It's improvement process and I really want to share it with you today so that get a real good understanding of why traffic helps your online business. Now CTPM stands for content, traffic, pre-selling, and monetizing. So let's look at each one a little bit more closely. It will take like 10 seconds for each one because again we only have an hour.

So content is all about writing high quality content that's in demand by your prospects, as well as your current clients.

When we talk about traffic, it's really about attracting targeted traffic. Really, you only want to have prospects and your current clients coming to your site. You don't want people who are not interested in what you have to say. That's why I always try to warn students about writing about things like celebrity topics or anything with the word free in it because those types of things when you include them in your keyword tend to attract untargeted traffic. When you get untargeted traffic, folks who come to your site will certainly get there, but they won't stay there. Whereas if you're using targeted keywords, search engine optimization, the traffic that you get will be interested in everything that you're talking about.

The next step that is in the CTPM process is what's called pre-selling. Pre-selling is not about the hard sell. It's really about building relationships before you suggest a product or a service as one of your recommendation. So pre-selling is all about again building relationship. We'll talk a little bit about that because it really helps with traffic. So things like social media, having conversations in social media is a quick example of how you can pre-sell.

The last step in the process of building a sustainable web business, one that's going to last you over the long term, is monetizing. Really that's just the short for, you know, getting the money, right, earning some revenue from the work that you're doing.

Now after more than a decade of working with online entrepreneurs, we've seen this process. The CTPM process gets positive results time and time again with the tens of thousands of websites that are powered by SBI and that's what we call our website building suite of tools. SBI is short for Site Build It.

So back to this screenshot again because I did mention that we cover the process of traffic in five steps, right? So that first step is a module that we actually use called Content 2.0. But really it's all about adding interactive social media to some of your pages. It's like making your site a mini MySpace or a mini Facebook. If you've got a blog, there might some widgets on WordPress and things that help you do that beyond just a regular commenting feature. But, really you want to be able to talk with your visitors as well as have them talk with each other. So that's the first step.

The next step in that five-step process is making sure that you're working the free search engines and we've got four listed here because they're the major ones. And again why buy the cow when the milk is free? If you can get your website listed in organic search as opposed to having to pay for a pay per click then why not. So again we really advise working the major search engines.

The next step is about avoiding tweaking exercises. You don't want to get too focused on the analytics because that in and of itself is the whole entire industry. And you can get probably spend days, weeks, months looking at the analytics of a website, but you actually have to run the business itself too. So focus on what matters. Things like editing your

content is important for quality, of course, but you can't edit forever. So keep it moving by focusing on what matters most and that's creating more quality content.

The second to the last step, step four, is about building links. You want to build a high-quality linking program that's going to increase your site's popularity. You've got these two little monsieurs, these two little people getting ready to link to each other after finding each other online.

And that last step is about tooting your own horn. That's exactly what that little graphic is doing. You want to toot your own horn and create a buzz about your website. It's in your best interest. And better yet, why not give your clients a boost by mentioning their successes especially if it was due to any of your product and service recommendations.

So again those are the five steps that we cover in the Site Build It process. We call it the action guide. It's like a user manual to your website, as well as for working the software. And we devote no less than an entire week to traffic as that part of the four-part CTPM process, more if we count the other key business building elements that are related to traffic like testing your conversions and other key metrics. But we don't have a week today. We've got an hour, a little less than an hour; 45 minutes at this point. So what we're going to do is cover three of these points in a way that allows you to turn around and apply the proven skills to your website right after this webinar if you so choose.

All right. So, I mentioned the word skills there in that last section. And that's a term that comes up

online and actually even offline for entrepreneurs all the time. Skills. Skills. Skills. You got to have them. As a matter of fact, you have to have a lot of them as a business owner especially if you're online. And if you don't have those skills, then you don't have the business, right? If customers don't exist and you don't have the skills to attract those customers, then you're not going to be in business for very long. So that means you need traffic.

Since targeted traffic generation is probably not your specialty, writing is, and I understand that you're all wealthy web writers and that in and of itself again is a whole entire industry. So since traffic and getting traffic, especially targeted traffic, isn't your specialty, you probably end up spending a lot of time, right now, trying to figure it all out in the hopes that you're going to end up knowing how to get the right kind of traffic to your site that's going to make you money.

Now when we talk about time, it's really a finite kind of thing, right? Time, there's only 24 hours in a day. We all have the same 24 hours regardless of which time zone you're in. And that's the time that you could be spending writing or networking or managing clients. And gee, I'm sure you've got a home and social life too, right? We're coming up on the holidays. So you have to factor in family time and get together with friends. I've been there myself.

Again, I've got my own website. I've gotten through the ebbs and the flows of traffic. The first time I got a hundred visitors in a day was within 45 days of launching my site and that was way back when in like 2003. And from then until now where I can tap more than a thousand daily visitors on my small niche,

there continued to be times where I have to focus on doing the work necessary to not only sustain my traffic, but grow it at the same time. So I definitely sense the frustrations that webmasters can have when it comes to getting traffic.

But certainly once you get the hang of it and once you know those strategies and tactics on how to get it, it becomes a lot easier. You can't avoid the time that you're going to have to put into it. I'm going to give you some tips on how to spend probably a little less time and get the most effectiveness out of it that return on investment kind of term, ROI. So again we'll be covering a lot of these strategies, actually four specific strategies in this webinar today.

Now you've likely been spending time figuring out how to get more traffic and realize that it can be hard to juggle the work-life balance because like I said I've done it myself. You probably read a lot. You take a lot of notes. And you're likely really diligent about it all and may even be able to see how making a bit of money if possible with the theories that you come across in the tips and articles and techniques that you read online. But it can take a lot of time that in and of itself, the research on how to get traffic, if you're not careful. That isn't time well spent.

What is time well spent, though, is attracting prospects. Attracting prospects, keeping your current clients because prospects are the ones that are most likely to become the visitors that follow through with your most wanted response. Now every page on your site, by the way, should have a most wanted response, MWR for short. What a most wanted response is it's the

action that you want your visitors to take on a particular page. Maybe it's to get the sale from a sales letter for your latest book or get the sign-up to your writing newsletter or maybe get a click to an affiliate product that you've reviewed.

Those are a few scenarios. But the gist is that if you're going to drive traffic to a page, if you're going to spend the time to learn how to drive traffic to a page, then you need to plan in advance for what you want your visitors to do once they get to your page. The ones that will help your business thrive while building a community of active fans and networking partners who are willing to give you a hand, now that's the type of traffic that we're going to talk about today because you don't just want to spend time researching it. And you don't want to have it take up so much of your time. I definitely understand that.

So before we get to the strategies, let's talk about where you are right now. So this is where some of that interactivity piece comes in. For any of you who have sites right now, I wondered what would you do to get an extra 10 visitors to your site next week? What pops into mind? What would you do to get an extra 10 visitors to your site? Again anything, use either chat function or the Q&A function.

All right. Nothing's coming in. That one might be drawing a blank and that's okay. I was actually going to do this exercise with an extra 10 visitors to your site in seven days, perhaps an extra 100 visitors to your site in a week, and again ask you in a third scenario what would you do to get a thousand or more visitors to your site in a week.

I've got some examples handy that you might want to keep in mind. Let's say you want to get 10 new visitors to your site. You can do something like display social bookmarking tools on your most popular pages. Social bookmarking tools, those are things like a Tweetname where you can just click the button and there's an automatic message that goes to that visitor's twitter profile and "Hey, I'm reading." And then there's a link to your site. So doing that again on your most popular pages is probably going to get you 10 new visitors in a week.

If you want to get something like a hundred new visitors in the space of seven days, then I suggest that you start participating regularly in at least three social media, maybe two, two or three social media sites by joining in on the conversation and adding some quality relevant comments. Of course, when people look at your profile, "Hey, who's this person giving me all this great information?" They're going to see your website link. They'll come and visit your site. You've got a new prospect, perhaps even a new client.

Now what would you do to get a thousand new visitors to your site in the space of seven days? Well that would probably take a little bit more planning up front. But if you interview a well-known blogger and announce it on your site and become a guest blogger on two or three other major sites, then you could probably hit that thousand new visitors a week mark within seven days.

So no one chimed in. but that's okay. There's going to be some other points for interactivity because I do really want to know what you've tried, whether it's worked for you or hasn't worked for you.

But it's okay if you didn't chime in because the biggest challenge online for any business offline or online is certainly getting those interested visitors to your business.

Now moving a little bit along with the theory. There's really only two ways to get traffic online. You're either going to get links or you're going to write a lot of content that your visitors have demonstrated that they need. To break it down another way, you're either going to get traffic from search engines because of your content or traffics from links because of your content. It boils down to content, right? And again you want high-quality content keyword focused content pages.

So let's start looking at traffic from search engines first. So there's that term again KFCP, keyword focused content pages. When you write for the web, you're going to get a lot more value out of your time, again there's that time analogy, if you keep search engine optimization in mind. It's all about working with search engines and that involves six steps.

The first step again is about building keyword focused content pages. If you've got a blog, you've probably not set up your structure, your content structure like this. And even if you've got a regular website that doesn't have those interactivity features, you might not have thought of structuring your website like this either. But having this kind of tier structure, which is what we call it at SBI really helps. The search engines flow to your site really easily as well as your visitors, right, your prospects perhaps or even your current clients.

So if you've got your home page, really have a clear structure that's got perhaps a navigation menu that's not miles and miles long that's got several key choices on how to dig deeper into the content of your site. And as people dig deeper, make sure again that you're continually building and uploading pages that really provide the information that your visitors are seeking. So again building keyword focused content pages is the first step.

The second step is to ensure that your pages once you write them and spend so much time on them are actually getting into the search engine databases. You can save time by using something like SBI where we've got a built-in program that once you write your page you can analyze it, you can preview it; it tells you if it's search engine optimized. So all those SEO pieces, if they're all in place, once they are, boom! You build it. And, you can then track to see if it's actually gone into the search engines because we've got that functionality too.

And actually I'll show you a little bit of a screenshot. There that is. Once you've actually clicked that it build it button, you can check on search engine spider visit; you can check on search engine indexing. If you've got a website that's not powered by SBI, you should be able to have access to this kind of information easily and not in a way that its too technical because sometimes people are technophobes, I'm in that group too. But if you can get access to your logs and figure out when your pages were submitted and when the spider from the major search engines came to visit it and then as a result when did your page actually show up in the search

engine results then that's perfect. You really do need to keep a track of that kind of performance.

And then once your pages are submitted, the last two steps to keep in mind is all about evaluating your individual page performance with simple metrics and tracking your overall site performance again with simple metrics. Like I said, I can be technophobe sometimes. So having my pages listed out like this and this is literally some of my analytics from my website. I've got a site on dreadlocks. Again I showed the screenshot near the top, and I'll be referencing my site a couple of times during the next few minutes.

But when I go in and check my progress when I want to evaluate how my pages are performing on an individual basis, boom! I know where they're ranking. And I get a gist by seeing a screen like this all at once where my overall site performance is. I can see where I can do better; I can see where I'm already doing well; and I could do it by search engine if I wanted to. Like if you look at this example, I'm not sure if you can see my cursor. But there's a column here that's Yah short for Yahoo. So I can be doing a little better in Yahoo for some of my pages. I'm doing good in Google, Bing, and Ask, so not much more that I can ask for. But certainly I can definitely try to get a little better in Yahoo.

Now if you want to grow free organic targeted traffic, then it's got to be done through effective keyword research. Your writing has to be keyword focused because it helps search engines better understand what each of your pages is about. You blend those keywords into excellent content. And again all of you write excellent content. That content, the purpose of it, is to create human delight. You want to

have your visitors say, not even by the time they reach the end but maybe after the first paragraph or two, "Oh my gosh! This is exactly the information that I was looking for."

Search engines actually measure human delight. They might not call it human delight, but they measure how long a person stays on a page after having clicked through from the search engines. If they only stay for like two seconds and they bounce out back to the search engine results, you know, that wasn't the thing that they were looking for. If too many people do that over time, you may find that that particular page actually starts getting ranked lower in the search engines.

So maybe you're on the first page of results. A lot of people started bouncing out of your page. You're going to slip down to the third page, to the fourth page, and then you might as well not even exist if you're anywhere beyond even page three. So you want to make sure that you're delivering on the human delight because again search engines measure that.

Now this screenshot here really goes to page criteria. And the type of page criteria that you want to consider when you're building your own pages on whatever Internet website building interface that you might be using. You want to make sure that your keyword is in your final name. It certainly has to be in your title. You might even add in a link or two. This is called keyword density. And it really is a powerful way again for the search engine to understand that your content is focused, it's niched, and authoritative. Your site will be seen as being more relevant compared to others in your niche. And because of that, you're going to get more traffic.

Now the more pages you have ranking in top 10 positions on the major search engines results pages or SERP's for short, the easier and the faster it will be for your target group to find your site and find your business. So there's an example. I think I took this yesterday or early this morning. It's fresh in any case from Bing. I didn't want to use Google because everyone uses Google as their example, but Bing, Yahoo, Ask. You want your visitors to enter any simple search terms.

In this case, again I'm not sure if you can see my cursor moving, but in the search engine box to enter the query it was really just a two-word phrase, dreadlocks instructions, which is a popular phrase for my particular site. And there you go. My site is number one for this particular result. And you definitely want to be in the top 10 results when you target a particular keyword in the search engines.

Now the key to do items when we're talking about getting traffic from search engines then is writing quality content and tracking your performance. And again when you track the performance, you want to do it page by page as well as site wide. And once you do that, the snowball effect of traffic starts to grow. And it will grow for a while if you're truly consistent with your writing. The on-page criteria, that we just covered, isn't enough for a sustainable traffic in and of itself though.

So you don't need to look at off-page criteria as well. And by off-page criteria, I'm talking about linking. And you can get linked traffic or buzz from two main sources. One is word of mouth and the other is by being proactive online and getting links for your site.

Now when you meet the search engines off-page criteria, you're seen as having an authoritative website. And the higher your page ranking scores will be, the more traffic you get, the more off-page behavior will be generated by humans. For example, spontaneous links to your site because, hey, this site is great information that I want to share with my own readers or time away from search engines after a click to your site because, hey, I just found a site and the information here is exactly what I was looking for. Let me see what else they write about. The more and the better your off-page criteria gets, the higher your keywords are going to rank which brings more traffic. And there we've got that snowball analogy that's snowball is going to grow and grow.

Now word of mouth buzz websites include social media properties like Facebook and Twitter and LinkedIn. We've all heard of those with MySpace with its new revamp. It's probably going to get a lot more traffic and attention now. Now while you've got much less control over the content in these sites, even the content you post yourself you do want to spend some time considering the values of social media traffic in building word of mouth buzz for your business.

Now a few buzz building specifics include writing articles or buying ad space in Ezines if the fit is right. You can participate in wikis or post in forums and groups. You can literally ask for referrals from other people. Tell a friend about my site. You can use a signature file in every single email that you send out that's related to your business. You can even consider like this example here in the screenshot, social bookmarking. I would just suggest that you keep it real and definitely don't overwhelm your visitors

with too many buttons. So something under 10 in terms of the amount of choice that you give your visitors is perfect.

It's really all about building community. What makes the buzz work better? Well you know you can again ask for specific referrals from people. But the niche your site, the better. You should have at least 30 content pages. Let's say 30 to 40 keyword focused content pages that KFCP term I was using before. And you should always, always, always be offering high value traffic—sorry, high value content. You have traffic in the brain. So always be offering high value content to your visitors.

Now social media is shiny and brand spanking new even though we've been talking about it like Twitter for, what, two or three years now. But it's still shiny and new. So a lot of attention is getting paid for it. You don't want to ignore good old Link Building though. And having said all that, the key to-do items when you're building your links are getting listed in key niche directories, completing a few value exchanges, and this is beyond reciprocal linking. You want to get involved in social media strategically. And I emphasized strategically because if you don't do it strategically it can take up a lot of your time. It's a big time commitment if you're not careful. And you want to add some high quality out-pointing links, so link to other websites in your niche.

Now at the end of—whoops! I skipped over too fast. At the end of today's webinar and probably when the recording is ready, I'm going to be sending Denise a link to a page that we've got available to SiteSellers but why not share it with all of you. It's

a link-building checklist that's what we call it, the link building checklist. It's basically a handy reference page that will help sites of all sizes and online entrepreneurs of all levels of experience, whether you're just starting out or you've been at this for a long time like me, to better manage the incoming links to their website.

So again, Denise, I'll make sure that I pass that link along to you. And then when you send out the recording you can definitely include so that they can take a look because it really could be helpful again no matter where your site is at in terms of helping you get more traffic through links.

Now that's all traffic building series that we just covered, right? It's basically all the writing keyword focused content and generating valuable links to your site and really important to understand. And I hope you learned something new even though you might already be familiar with search engine optimization and link building.

But let's not fall into the trap of talking theory and leaving it at that. We've got about 25 minutes left. And with that time, we need to talk a little bit more about the specific traffic tactics that are going to get you the 10, 100, and maybe 1000 visitors in a week that we've talked about earlier on the call. So we're going to stop monkeying around and we're going to move on now.

Now I've got this little analogy here with the balloons, right? So this is what you don't want to do. You don't want to get into article spinning. As web writers, you know that for getting traffic you need content. And quantity isn't really the end goal. It's

the quality of your content. That's why article spinning is a traffic strategy that you want to avoid, epic fail as they say online.

Ken Evoy, the SiteSell founder, recently wrote on his blog, "If you're not adding value to the web by creating your own original article content, you're on the wrong track." If you're doing something purely for the search engine, you're on the wrong track. If you're duplicating content or making small changes here and there so Google won't realize it and submitting it to myriad of location, then you're taking the wrong track off the wrong track. So to say it simply, article marketing—sorry, article spinning is something that you want to avoid.

So what's better than article spinning then? Well it takes a bit more time, but if you already have an established client base, then just ask your clients. You can do a survey either directly on your site or in an email or if most of your clients are offline, then do a regular paper kind of survey and ask them about which information they most need to solve their problem of the day online. It's not a problem of the month, the problem of the year. It's not even a problem of the minute. It's like the problem of the day. And you want to make sure that you're able to answer your visitor's problem and have a solution for them.

Now the more open ended you make your survey, the more varied your responses are going to be. And that's fine for smaller sites if you're getting less than 500 visitors a day or a manageable handful of clients every month. Anything more than that, though, and you're probably going to spend the better part of the week just wading through the responses. So if you've

got a good established traffic base already, then offer a list of top 10 topics related to your niche and have your clients take a vote for their favorite.

Now other than that, the best free traffic building techniques are high yielding and sustained. In other words, you've got to get big traffic returns for your time and effort and ongoing traffic that's not short term or in one time spits and spurts. When you get it right at the search engines, they deliver high volumes of traffic for months, even years. And that's more than you can ever ask for. And that's why organic traffic is best written when it's both in your current client and your prospect's interest, right? Good old keyword research comes in handy here. So be sure to pick high demand keywords of interest to you and your business that other webmasters are ignoring.

I've got—well I thought I had. It's probably in another slide. But there's a little interface that we use called the master keyword list. And basically it lists all of the keywords that you're using for your website and again how much in demand it is by visitors at the search engine. If there's any other web masters who are currently writing on that particular topic and using the ratio or the numerical value—I make it sound complicated but really the interface makes it really simple—but using the ratio you can see which keywords makes more sense to write about first.

Now how much time will something like this take if you're going to write content that pleases both prospects and clients? Well it depends on how fast you write, edit, and upload. The most important thing to remember is to stick to a schedule. You can find tricks to make yourself even more efficient like having an editorial calendar.

Sorry, I got confused with the question and I'll answer that in a second. So yes, in terms of being efficient, you can have an editorial calendar. You can outline before you start writing. And I'm sure you've got way more fast writing tips than me. But if you really take advantage of the tips that you've come to learn as a wealthy web writer, then it can certainly make your writing speed up faster and lets your turn out more high quality content.

Just remember. As you write, ask yourself. Why am I writing this page? Is it real or is it just for the search engines? Am I adding value to the Internet, yes, the entire Internet? By actually writing this particular page, am I adding to the conversation? Am I adding something new? And if you are a search engine a big one like Google, would you consider this article to be good original content? So those are some of the things you want to keep in mind for getting organic traffic.

I've got three more things that you want to think of. One of them is getting a link strategy. Now any time you do something purely for the engine, you're heading in the wrong direction. You really got to focus on pleasing humans instead. Now in the case of link building, restrain yourself from getting links that are just based on page rank. There are sites out there ready to charge you hundreds of dollars a month to give your site reviews, and I'm doing reviews in air quotes, on other websites that have page rank.

Now keep in mind that page rank is a Google concoction that assigns a value from PR 0 to PR 10 on the individual web pages of a site. And even Google admits that they don't put too much stock into PR

anymore when deciding where to rank a site in their search engine results.

So remember, relevance is key. If you have a site on medical copywriting and then get a link from a high PR site that's all about rhinestones, then you're not going to get listed any higher on the search engines for medical copywriting, right? So keep it relevant. Don't chase page rank.

If you focus on one kind of site from which to get links like, "I'm only going to get links from blogs or only from paid directories like Yahoo, or I'm only going to look at local online classified ads like craigslist." Then you're doing a bit better. In some cases, though, it makes it really expensive if you send money on a directory hoping that it's going to draw lots of traffic.

I've heard from a lot of web masters who were disappointed with their weak traffic boost after paying for inclusion in the Yahoo Directory. Yahoo has got an annual fee that costs like hundreds of dollars per year, right? And it's got to hurt especially if you're not getting the kind of traffic that you thought you were going to be.

Of course, there's free traffic directories that can help. So focus on the ones that cater directly to your niche. And above all else, keep in mind that you'll have underperforming traffic if you keep a myopic focus. So branch out and get links from multiple sources and make sure that you're doing that on a monthly schedule, a regular schedule. The best way to get links is to diversify and keep at it. So secure a few high quality inbound links on a regular basis.

Okay. What's regular? Regular is different for everybody. But let's put a hard line on it. It's two or three confirmed links in a week. That's about 10 a month. It's very doable. In fact, I'm doing it right now again for that dreadlocks site, mydreadlocks.com. Now the results aren't instant, but they are sustaining. It's like the rising tide, the boat in the rising tide, right? Slowly, the boat kind of creeps up creeps up and so after a while, you don't realize that you're not sitting on dry sand anymore; you're actually floating along the ocean.

If you keep on building your links and again doing it on a regular basis, don't do it in spits and spurts, then you're going to find that you're going to get more traffic over time and that's sustainable traffic.

So how much is that going to take? Again, I said two or three confirmed links a week, fifteen minutes a day. Now after that, you want to build buzz using whatever is relevant for the target market business and circumstances of your particular niche. So that means harnessing social media.

Now when it comes to social media, the last thing you want to do although I see a whole bunch of people doing it, tends to be on blogs I find, but it's having several widgets on the side bar and dozens of social media buttons popping up at you to share with your friends. Now the concept is perfectly fine. You do want to encourage people to share. But if you give too much choice, it's almost like you're giving no choice at all.

And I mean just ask yourself when you're reading a blog how often do you actually click on the tweet

me, you know, figure out what that JavaScript pop-up thing is asking you to do. How am I going to share it with my friends? And I've got to log on and dah dah dah like how many times do you do that as a reader. So it really works and it's taking up a lot of real estate on your website and that's real estate that you actually can use for more content.

So pare it down to the essentials and consider perhaps joining a social media network. And don't just join, you've got to join and participate. So again Facebook, Twitter, LinkedIn, your future clients are there, so you should be too. Just be careful about the amount of time that you spend in these networking sites because while it's great to share yourself, you do have to get down to business, which is why I would suggest that you gradually feed your links into the conversation when you're in social media.

By that I mean you want to join a social media network. Join in on the conversation and take an active part in it for a while. And that's when you can continue to talk with prospects while you toot your own horn every once in a while. And I realize it's not all about you, but you do need to work your niche.

Now how much time will that take? Thirty minutes a day. I don't know, depends on what everyone is going to be willing to admit, but some people spend more than that in social media, some spend less. But, when I'm talking about 30 minutes a day, it's really about having that focused business conversation. And it could be less if you outsource or purchase templates, which can help you get started up in social media faster. Once your page is up, it's about adding content, right? There's that content word again through your social media network.

Maybe you remind people to check hour RSS feeds. You offer a contest. Or you write an exclusive tip that only your social media context gets to see. Now I'm learning that if you make it exclusive, then you'll actually make more friends. So really try to offer content that's different, a little bit different from what's on your website. Make it a little bit exclusive.

The next thing you want to do is to grow your network. Now growing your network is less about clients and more about businesses and joint venturing, JV contact. Now if this is one of the reasons why you've joined the network in the first place, then make it known beyond a mere mention of your profile page. Reach out to other members who match up with the type of person you're interested in speaking to. You're actually going to be surprised at how many people are willing to talk to you when it's based on a mutually beneficial relationship.

The next thing you want to do or the next level, I guess, that you might want to consider is contacting niche bloggers with your opportunity. I put that again in air quotes. When your site is new, though, and you have no content foundation to be considered an authority site, you may be seen as overreaching if you contact established business owners. It's a fine line betweenchutzpah and being bold and taking risk or being too assertive.

So wait until you have a couple of dozen pages. And at that point, you can approach your potential partners and they'll know that you're an authority kind of site because they are going to check you out. They're going to see what you have to offer for your visitors. So again 30 to 40 pages is best.

And I have a secret tip for you if you are interested in networking online. It's Twitter direct messaging. Now over the past two years, I can easily say that about 80 percent of my most meaningful business to business connections has been via this backchannel on Twitter.

Now how does that helped with traffic? Well you can connect with non-competitive people to arrange interviews that you can use as content to attract more visitors. Maybe it's content that's just going to be a web page. Or maybe it's a book that you're going to promote later on.

Now how much time will that take? Again about 30 minutes a day on the social media network of your choice. About 15 minutes to get caught up with the current conversation and any potential in's that you can leverage and then another 15 minutes to craft an introductory message to get the conversation started with your new potential partner.

So all together if you're tallying up all the time that I was mentioning, it's going to take about 90 minutes a day for those four tips; getting organic traffic, building linking strategy, harnessing social media, and growing your network. Again an average of 90 minutes out of your day. That's probably around the same amount of time that we hear on the news that we're all supposed to be exercising everyday. And we know how challenging that can be. But like exercising, getting traffic to your growing site is a priority. So break it down into manageable task and outsource some of it so that you can focus on what you do best which is writing.

Really the gist is to use the Pareto principle, the 80-20. You want to make sure that you're building and maintaining your own free sustainable traffic sources. That's the key thing to remember. Now I left a lot of space here for Q&A. I thought I left a lot of space. So we've got 10 minutes less. So I'm going to definitely look over the questions that we had come through. And one question again was about a value exchange. Please explain what a value exchange is and thank you for that question.

Now value exchange is really the term that we prefer to use at SiteSell as opposed to a link exchange. Traditional link exchanges were basically this reciprocal thing where I'll give you a link on my site if you show a link on your site, right? And then ostensibly, traffic was going to flow from one site to the other.

Now with the value exchange, yeah, you can do reciprocal linking. But you can also go beyond that kind of expand your horizons. Maybe you go beyond links. Maybe you swap articles. Maybe you do videos for each other. It really works out if your two sites are non-competitive, but still highly related. So again that's what I meant by value exchange. So I hope that explained that.

Now if there were any other questions, I would definitely take them now. But in the meantime while folks figure out if they do want to ask or not, I have a question for you. Which traffic tactic do you think you can implement today? I wondered perhaps if you figured out that one might take you longer to implement and if you thought that it would why in your particular case. So were there any traffic tactics

that you saw today out of the four, were there any that you are going to start implementing today?

Female Speaker: Come on. Don't be shy. Even if you're not sure you can implement them today, what traffic tactic did Natasha discuss that sounds that may be very useful for your site? Just let's have some feedback because one of the things we value about these webinars is that when we get professional speakers, we want to make sure that your needs are being met. And Natasha has put a good deal of effort into this presentation. So shoot us some responses here. Thank you.

Natasha Vincent: Today and I'm trying to get through today at an article. Ooh! Yay! Regarding a hot news topic. Very good. Very good. Now there was a question that came in and thank you for that. There was a question that came in. What is more effective, blogs, question and answers, or both?

By Q&A, I'm not sure what you mean, although I do know that there are scripts out there that allow you to have like an Q&A kind of forum on your site and the name escapes me. But there's this script that works for blogs for websites. And it is getting quite a bit of popularity.

Anything that will have your visitors to be interactive, again not only with you but with each other, is going to work. So it's not just a conversation where you push your content onto your visitors solely. You allow them to discuss it again with you. And that might give you more ideas for other contents. You allow them to cheer on each other or ask questions of each other. And because people will be talking to each other on your site, they'll be coming

back as return visitors, right? So it's not only traffic, one-time traffic, but it's repeat traffic. And repeat traffic is also highly valuable because the more often someone comes to your site, the more often they're going to be exposed to your most wanted response. And most wanted response is something that we spoke about earlier in the call.

So between blogs or Q&A or regular websites, they're all effective if you really put a focus on including an interactive element into your website. So I hope that answers question, Aida.

How about blogs? Using high value directories. The question is about using high value directories, but I'm not sure what the question is. So if you wanted to just clarify that, I'd be happy to answer, Mr. Smith.

Now is PRWeb a good resource to use to spread content? PRWeb, if you're on the call and not familiar with the name, is a press release site. So you basically draft up a press release. Hopefully, you've got something to release a book launch would make sense for the wealthy web writer industry or maybe there's something that's going on in your industry and you've got a particular spin on it. Maybe you've created what is called "link bait" a top 10 list or a top 101 list, and you can certainly talk about that in a press release and get traffic to your site that way.

Is it effective? It can be. It's all about the headline that you use. It's all about whether or not it's relevant to your particular target market. And you do have to pay attention to search engine optimization in those kinds of forums too. So if you

get that Trifecta in order, then yes, using press releases, media releases can work very well.

I meant to say that I would use blogs to improve traffic. Ah! Okay. Thank you very much. So in terms of what can be done today to help improve your traffic perhaps including a blog as part of your strategy will definitely work. And again as long as you make it interactive, then that makes a lot of sense for sure.

Scrolling through. Can that go to PRWeb? Sure there's PRWeb as one media outlet that you might want to consider, online media outlet that you might want to consider. But there are a few others. I'm sure if you just do a Google search or a web search for online media release or media release itself. Then you'll find quite a few. PRWeb, though, is one of the better known ones and they've got quite a bit of credibility. So you definitely want to check them out in terms of pricing and what they can do for you.

We have an authority article on whether or not body scanners in airports are safe. Yes, definitely topical. Lots of people are wondering about—I think it's the TSA is what you call it in America? And how to navigate airports and how to do it safely. Do I want to get the pat down? Do I want to go through the machine? Great, great article. I'm sure that's going to drive a lot of traffic to your site especially if it's relevant to what you talked about generally on your site.

I think we have time for another question or two if there's any more. Then now is the time to get it in.

Denise Ford: It looks like you might have answered them.

Natasha Vincent: All right. Perfect. And as the questions were going through, I was supposed to be toggling these two these asking folks if there's a traffic hare or a traffic tortoise. As writers, I'm sure you all remember the story of the tortoise and the hare. I think it's an Aesop's fable based in a European storytelling and folklore. But there's the story of the hare and the turtle who went into this race. And it ended up that the turtle because he was slow and steady actually won the race. And that's what you want to be like when you're going after your traffic.

Be slow and steady. It's not something where you want to rush out and buy. There's a million visitors to your site. They'll be there tomorrow. Yeah, but they're not going to be targeted visitor. So don't be a hare. Be more of a traffic tortoise and you'll definitely get those long-term sustainable results that we've talked about that are really important for an online business. That's going to be possible over time.

So in terms of checking out SiteSell if you want more information about traffic and how to get traffic or how to integrate the CTPM process in your own website right now, then please do visit us. There's three ways that you can do so really easily. And they're all on screen here, all easy to remember. It's something.sitesell.com, twitter.sitesell.com, facebook.sitesell.com or even at our blog, blog.sitesell.com.

And speaking of the blog, we just had Nick Osborne who is active with you over here at AWAI recently do a guest blog post is actually our first guest blog post. He has the honor of that. And I

really encouraged you to check it out because he wrote about the hidden reasons for using social media outlets like Facebook and Twitter. I believe it came out on November 16 or 17. So if you head over to blog.sitesell.com, then you can check out what Nick was talking about as our first guest blogger.

Denise Ford: That's exciting.

Natasha Vincent: Yeah! For sure. We were happy to have him give us a visit on the blog. Now I've got more balloons. So you thought you were over the balloons. But I wanted to wish everybody Happy Holidays, to you and your families. Now I know that in the U.S. everybody is actually getting into gear with the holidays. There's Thanksgiving. Then it just flips right into Christmas in the blink of an eye. And that period of slowing down often brings moment of reflection, a lot of it about personal goals like bettering your business. And I wanted to give you a heads up on the annual Site Build It two for one special.

Now it's going to be announced officially by the end of the week online at sitesell.com. And it is the only time of the year that you can get two subscriptions to SBI for the cost of one. So again you're getting a quick heads up so you might want to bookmark the site today and just remind yourself to go check in Friday, Saturday, and see if you're interested in getting in on the two for one.

Denise Ford: Natasha, that's good when?

Natasha Vincent: That is going to start on Friday and it's good—

Denise Ford: This Friday.

Natasha Vincent: For the entire holiday season.

Denise Ford: Oh! It goes through December?

Natasha Vincent: Yes, it does.

Denise Ford: All right. Great. I'll pass it onto Rebecca. I'm sure she'll love to remind people about it because it is a great holiday sale.

Natasha Vincent: Yes, it is. And again like I said, it's the only one that we do. All year, there is no other sale for SBI subscription. So if you are interested in anything that we talked about today when it came to traffic and generating traffic that's sustainable to your websites, then please do check us out.

Denise Ford: Okay. Well thank you so very much. This is an exceptionally good presentation.

Natasha Vincent: Thank you. It's always a pleasure to come and visit.

Denise Ford: And I'm sure we'll be—I hope we'll be working with you in the future. I want to thank all of you who joined us today and we'll be posting this for the rest of the group to participate in. And again, I encouraged you to use those email addresses that Natasha has given you if you have further questions. SBI is a great resource. Natasha, have a great holiday.

Natasha Vincent: Thank you. You too and everyone on the call as well. Have a great holiday.

Denise Ford: Bye, bye.

Natasha Vincent: Bye, bye.