

# 17 Ways to Boost Traffic to Your Site that Actually WORK

To earn money as an internet marketer, you really only need 2 things:

- **A Marketing Funnel** [This is an automated selling mechanism that presents 1 or more paid offers. Your paid offer(s) can be your own products, or products you're promoting as an affiliate]
- **Targeted Traffic** [real visitors who are likely to be interested in your offer(s)]

Although it sounds relatively simple, in order to earn money you have to be able to send visitors through your marketing funnel (which will normally include front end lead capture and a series of automated follow up emails) in a way that costs less than the value of the sales your funnel generates.

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Even if you're just using free traffic strategies, you have to be able to send enough real, interested visitors through your funnel for your time spent on getting traffic to be worthwhile, and to cover the cost of your autoresponder, hosting and click tracking.

You can create an automated marketing funnel without having your own hosting, paying for an autoresponder or even paying for click tracking using a free resource called [LeadsLeap](#), but you still need a way to generate real traffic that doesn't only earn you 1 dollar a day.

The purpose of this report is:

- to show you where you can find paid advertising which is likely to be profitable with effective marketing funnels.
- to show you free traffic strategies that actually generate meaningful quantities of targeted visitors.

One thing that you need to understand about traffic is that it's never *really* 'free'. You always pay for it in one way or another. If you're using paid advertising sources you pay for it with money. If you're using free traffic methods such as posting content on social media sites or clicking other peoples' ads to earn credits to promote your own ads, you pay for it with your time.

As there are only 24 hours in a day, your end goal for your traffic generation plan should be to leverage your money rather than your time by promoting funnels which generate more than they cost to advertise and then scaling up your advertising and resultant income. Leveraging money rather than time means that your income is potentially uncapped. Leveraging money is what most successful, real-life businesses do. It's best to regard your internet marketing business as a real-life business rather than a 'free money hack'. The easy money delusion is what prevents marketers looking for the 'ultimate 1-click income software' from achieving any lasting success.

That said, money to test advertising sources is not always available so the ability to drive traffic with free, albeit time-consuming activities is an essential part of an effective promotion plan, even if it's just to reach a stage where you can scale up your business with paid advertising.

Another thing that needs to be understood about traffic is that quality is much more important than quantity. If traffic isn't 'targeted' it isn't going to work for

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you. In other words, 10 people landing on your offer who are actively looking for and willing to pay for a solution like the one your offer provides is worth far more than 1000 people who aren't interested.

In short, getting lots of clicks does not mean a thing unless those clicks are made by engaged visitors.

One more thing that's important to understand is that, excluding offline advertising eg. flyers, newspapers, posters and tv ads, the traffic you receive comes from other websites that are already getting traffic because they have engaging content. Your job, with both free and paid traffic strategies is to siphon people to your website (and onto your mailing list) from other websites that already get traffic. Having good content makes those new visitors more likely to 'stick', that is, look around your site, bookmark it for future visits, take more interest in your offers and subscribe to your mailing list. Basically, content drives traffic. You MUST have engaging content to boost your traffic organically.

As regards email marketing, the reason it's so beneficial to have your own email list building system is that your mailing list is a targeted traffic source that you control and it's outside the influence of other traffic sources like search engines and social sites.

Another vital component of an effective traffic generation strategy is a system for measuring the effectiveness of your traffic sources by tracking conversions. Among other things, you can learn how to track conversions with a free [Boost Traffic](#) account.

Below is a list of traffic sources that have been tested and proven to get results, especially for people who promote online business and internet marketing related offers, along with tips for promoting with each traffic source.

1. **Traffic Exchanges:** Traffic exchanges (and ad exchanges) are usually 'freemium' traffic sources (free to use but paid advertising is available if you want to save time). This promotion method involves clicking other peoples' ads and visiting their websites to earn credits to promote your own. The people who visit your website are doing so because they have something to promote from which they're hoping to earn money. For

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this reason, some of the people who view your website will be interested in it, as long as your offer relates to making money or getting traffic. As your site is shown in a frame and people only view it for a few seconds, it is VITAL that you don't try to sell anything on the front end of your funnel. Instead use an attention grabbing squeeze page, or a splash page which opens your lead capture page in a new frame for best results. You can then present your offer to people after they have been added to your mailing list.

2. **Safelists:** This is roughly the same as traffic exchange traffic as the people who see your site are trying to make money by promoting offers of their own. Although it can take a lot of time and effort to get results with both traffic exchange and safelist traffic, these sources can nonetheless generate a regular income if you focus on siphoning your visitors out of the 'surfing / earn credits' frame, building a list and promoting offers related to traffic generation and earning money. You can join and build profitable downlines at multiple safelists and traffic exchanges that are getting results with a free [Boost Traffic](#) account.
3. **Classified Advertising:** This is a free method you can use to post advertisements for offers in any niche, which can generate leads and sales. Although you can use classified ad sites for free, they nearly always have paid ways to boost your ad reach by making your ad appear more often and with more prominence on the ad listings pages. There are lots of classified sites you can use to post ads such as Craigslist, Free Ads Time, The Free Ad Forum and ClassifiedAds.com. Classified advertising is time consuming so ALWAYS track your clicks and conversions so that you can focus on using sites that are getting you results.
4. **Solo Advertising:** This is the fastest way to send targeted visitors to online business related offers. You can learn more about solo advertising in the training area, if you create a free Boost Traffic account. [Udimi](#) is a solo ad marketplace which gives you access to a massive number of other marketers who sell clicks to your website via solo ads sent to their lists. With Udimi, it's important to do your homework and ensure you check the buyer reviews, 'got sales' ratings and the percentage of repeat buyers for each vendor from whom you are thinking of buying advertising. [TrafficForMe](#) is another provider of high quality email traffic. In both cases clicks are priced between 0.50 and 1 per click.

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Although this might sound expensive, don't forget these are real unincentivized visitors who want to learn more about your offer. With a good funnel you can make money with email traffic. The best email advertising strategy is to test a funnel with a 100 clicks or so from a particular email traffic source and then scale when you find a profitable funnel / source combination.

5. **Forums:** Forums are discussion platforms that can be used, albeit indirectly, for marketing purposes. Posting your link as you would at an advertising site is not the right way to use forums. With forums, your best strategy is to join the discussion on niche related topics and *add value*. Your profile can contain a link to your website which is how you can use forums to siphon visitors to your offer. Warrior Forum is an example of a forum which is specifically for internet marketing related discussion.
6. **Referral Traffic:** If you're promoting your own product, using an affiliate program is an excellent way to get much more free, targeted traffic to your offer. For digital products, JVZoo, Clickbank, WarriorPlus, PayKickstart & Thrivecart are easier alternatives to managing your own affiliate script. Share-A-Sale is a good solution if you have your own physical product.
7. **Incentive Traffic:** One way to extend your marketing reach is to incentivize your visitors to promote your lead capture page by advertising your offer or sharing your offer to their social media followings. You can do this by offering them a valuable reward like a high quality report or training course, for sharing your content. You can use a tool like [DiddlyPay](#) to create campaigns where people either pay to access your content or promote it to earn access. Another resource you can use to incentivize visitors to promote your website for you is Raffle Copter. This enables you to launch prize draw contests where people earn entries to the prize draw by completing specific tasks like sharing your content to their social media followings and joining your mailing list.
8. **Linkedin:** LinkedIn is a business targeted social network. For best results, post content that adds value rather than bare-faced promotions. You can post directly onto your activity feed and these posts do sometimes get attention, especially if you have a lot of active connections. You can also join and post content in groups which focus on a specific business

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topic. You can attach hashtags to your posts to tag them with keywords related to your content.

9. **FB Groups:** Rather than direct product promotion, the goal of creating a Facebook group is to create a discussion arena for people who are interested in your niche where you can share content like useful blog posts and ask questions which encourage discussion and activity within your group. You can also use the group as a platform for building your email list by offering free content like reports and checklists. If you join other peoples' FB groups, remember to add value rather than just spamming affiliate links by sharing useful blog content (which can obviously contain links to your offers).
10. **FB Pages:** Ensure you complete your page profile and Include your website link, an avatar and a cover photo. Invite your existing contacts to like your page to kickstart interaction on the page. Create a tab on your FB page where people can sign-up to your email list. You can use FB pages to take advantage of the wide reach of social media content by posting videos, memes, inspirational quotes, infographics and other sharable forms of media. Ensure you attach a link to your website to all of your content to siphon traffic to your mailing list and offers wherever possible.
11. **FB Promoted Posts:** Normally, Facebook only shows your page posts to a small group of people. This paid method of promotion extends the reach of your FB page posts so that they are shown to more people. It is only likely to be cost effective when your promoted post links to a free offer which builds your mailing list.
12. **Create More Engaging Content:** Creating content that is more likely to get attention and get shared is a powerful strategy for boosting your traffic. High-quality content encourages people who reach your website to stay on your site and interact with it. Visitor engagement is a positive search engine ranking factor and creating content which creates engagement is essential to your success. People browsing the web have a VERY short attention span and if your content doesn't 'grab' them very quickly, chances are they will bounce quickly away from your site. High bounce rate has a negative effect on your search engine rankings. Content which includes photos and memes, images with memorable quotes, videos and infographics is much better for boosting your traffic than content with nothing but paragraph after paragraph of unbroken

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text. As regards subject matter, people are very likely to share content that is funny, inspirational, surprising or helpful so that they can enjoy the attention and approval of their friends. It's also important to make your content easy to share by adding easy to use social share buttons and even a strong call to action encouraging your visitors to share your content with their friends.

13. **Pinterest:** Pinterest is a very popular image sharing site that can be very useful for sending free visitors to your sites. When you post an image on your blog, or use one in a funnel, submitting it to a Pinterest board related to the subject of your blog or funnel can help generate organic traffic to your site by enabling your image to be found in search engine results. You can link each 'Pin' (image) on your Pin Board to whatever link you're promoting so that people who find your images can also be referred to your sites. Signing up for a free Pinterest business account provides you with analytics data so that you can measure your results. You can also use relevant keywords in your bio and profile, Board titles and descriptions, Pin descriptions and Pin image alt text to optimize your chances of being found in search results for keywords related to your niche. Pinterest also offers paid advertising options.
14. **PPC Advertising:** PPC (Pay Per Click) advertising is an extremely targeted and fast way to promote your offer. There are several PPC networks you can use including Google Adwords, 7 Search PPC and Facebook ads. Google, along some other PPC networks, enables you to target specific keywords by bidding for a position in internet users' search results for specific keywords. To make PPC advertising work, you need to have money available that you can afford to lose, so that you can test how your ad campaigns perform with different keywords, and to measure how altering certain variables in your ad campaigns such as title and text affects profitability. Very targeted keywords which relate to a very specific niche related topic are likely to get better results than broad, generic keywords. For example, if you were selling a training course related to building a shed, the keywords, "how to build a shed" or "shed building plans" or even "buy shed plans", would likely perform a lot better than "sheds", as you would get much more targeted visitors. AdHitz.com is a lesser known ppc network where you can get pretty cheap clicks. You don't target keywords but you only pay when someone clicks your banner or text ad, so keeping the content of your ad

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consistent with your offer is important to ensure your traffic is targeted. It is quite good for promoting online business and 'make money' related offers as the sites that publish Adhitz ads are mostly related to making money from home.

15. **MLM Gateway:** If you have a network marketing offer, one way to put it in front of targeted prospects who are interested in network marketing and mlm offers is with a free [MLM Gateway](#) account. They do have paid memberships that boost the effectiveness of your membership but a free account is still useful if you're into network marketing. Both free and paid MLM Gateway accounts come with the ability to use credit-based PPC advertising. Credits can be earned by referring people to the site and publishing business announcements.
16. **Media Buys:** This is a paid advertising method which involves buying banner ads and/or text ads on high traffic websites. These sites can be general interest sites like Reddit which enable you to show your ad to a niche-targeted audience, or sites with content related to your niche. You can set up Reddit campaigns at [redditforbusiness.com/advertise](https://redditforbusiness.com/advertise). Many popular niche sites are willing to rent advertising space and sometimes feature instructions on how to contact them to discuss advertising opportunities. You can also use advertising networks like Adblade or OutBrain to quickly put your offer in front of lots of potential leads and customers with "news article" style ad placements on their publishers' sites.
17. **Twitter:** Marketing with Twitter requires you to have a Twitter following. One thing you can do to increase the chances of people following you is to ensure you have a good profile. You can optimize it by adding a photo of you (not a logo or icon), a bio description which tells people who you are and what you do, and a Twitter background customized to you. Including your Twitter profile link on your website and other social profiles will give ensure you don't waste any opportunities to get followers.

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