

Bspoke Marketing Magazine

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Your Online Business Startup

Traffic Is King

Imagine your shop in an abandoned shopping complex in a deserted town.

Cobwebs are growing at every corner and you've wasted tons of cash on goods you've never been able to sell.

That's what it's like when your website has no traffic.

We know that it is important.

That's why it is highly crucial that we spend at least 30% of our marketing efforts to draw traffic to our online businesses.

Traffic isn't something that is formed on easy terms.

Thankfully, these traffic generation tasks can be outsourced.

But first, you must have a thorough understanding of how each method works before you can teach your subordinates to draw traffic for you.

But with so many traffic generation methods available, how do you know which is the right one for you?

The best choice – Learn and apply as many techniques as you can.

You can never have enough traffic, as they say.

But don't do things half heartedly.

Whatever task you embark on, make sure you see it till the end.

That is the only way to create true results for your business.

Let me show to you a couple of surefire methods to create massive traffic for your online business.

#1: FREE TRAFFIC

For those on a shoestring budget, free traffic is definitely the way to go.

Even if you have a steady cash flow, the potential of free traffic sources in bringing you extra eyeballs shouldn't be overlooked.

Free traffic is essentially drawing visitors to your site without having to pay for advertising fees.

There are several ways to draw free traffic to your site, such as:

-Article Submission

-Search Engine Optimisation

-Link Exchanges

-Ad Swaps

-Offline Traffic Methods

Article submission basically involves submitting articles related to your niche topic to high traffic article directories so that people searching for information will find your articles, which leads them to your website through an author's resource box.

Search engine optimisation is the art of getting your page to the top of Google or Yahoo's search engine by targeting high search volume "keyword phrases".

Link exchanges is the exchanging of links between your site and other people's websites so that visitors from the other site will visit yours and vice versa.

Ad swaps basically entails mutual promotion of 2 partners websites through email marketing or blog posts. When used correctly, it can hugely benefit both parties.

Offline traffic methods deal with promoting one's website through offline methods such as banners, flyers, direct response marketing and name cards.

Article marketing was one of the most widely used traffic generation methods in the past, and still is widely used today.

As mentioned earlier, it involves posting or submitting articles to article submission directories to draw traffic to your website.

Here are some commonly used article directories, which you can submit articles to:

-Ezine Articles (www.ezinearticles.com)

-Article City (www.articlecity.com)

-Article Alley (www.articlealley.com)

-GoArticles (www.goarticles.com)

Bear in mind, each of the directories has their own set of submission guidelines. So be sure to read and adhere to the guidelines of article writing if you don't want your articles to be rejected.

#2: ARTICLE MARKETING

As a general rule of thumb, write an article ranging from 300-500 words (or more) which is unique, filled with keywords related to your topic.

Then, sign up for a free account at any of those article directories. Make sure you create a solid author's resource box which talks a little about yourself and has **backlinks** (one or two max) to your website.

Whenever you post an article and it is approved, your article will appear on the website directory along with your author's resource box.

People searching for relevant articles will read your article, and from there if they wish to find out more information, they will visit your website.

For this matter, it is important that your article titles are highly optimised for keywords so that they can be found and also must be catchy enough to stand out from the crowd.

Example: 8 Goal Setting Mistakes You Should Avoid.

This is good because it contains keywords and also is eye-catching enough for readers to want to click on your article to read it.

Remember, content is key. You must have uniquely written content as plagiarised content are often penalised and is frowned upon. If your content is good, it will further entice the readers to find more information through the links to your website.

Here's your job:

Consistently post 3-5 articles per week to multi article directories and soon you'll start seeing a steady flow of traffic come into your website.

#3: EFFECTIVE SEARCH ENGINE OPTIMISATION



SEO stands for ‘Search Engine Optimisation’ which is basically the art of getting your website onto the first page of the search engines such as the big “G” (Google), Bing and Yahoo.

The SEO technicalities change from time to time, but there are still many basic SEO techniques for getting your website favoured by Search Engines which I am about to reveal.

The first of all is in-site optimisation.

Basically, it involves tweaking your website and blog posts in such a way that it's easy for Google “Spiders” to crawl your website and index it so that people can find your website easily.

For example, you should always include keyword phrases into the titles of your blog posts as this will help you articles get found by people who search for these phrases in the search engines.

Also, it is helpful to include keyword phrases and keywords in the first sentence of the first paragraph and bold or italicise them. This is often favoured as well.

The key is to find a good balance between SEO optimisation and user readability.

You don't want to sound like a robot in all your blog posts as this will turn people off.

Next is backlinking. The more links your website gets from outside **authority** websites, the higher your page will rank in Google.

As a general rule of thumb, it is better to get more quality backlinks (e.g more reputable websites of similar niches) than many links from smaller websites – A move that is often frowned upon as may seem as “link farming”.

You can also link between blog posts within your website to boost SEO points but this does not contribute nearly as much as outsider links.

Recently, a new trend has emerged in SEO which is social interaction. Which means, people must actively interact on your website, whether it's through sharing, tweeting or commenting on your blog posts.

This is favoured by search engines and will greatly boost page ranking for those that make their websites interaction friendly.

However, exercise caution when using keywords as excessive keywords will come off as “spam” by Google spiders and your website may well not be published.