



Paul Hendrix

Traffic Till You Drop!

The Nuts and Bolts of Free website Traffic...

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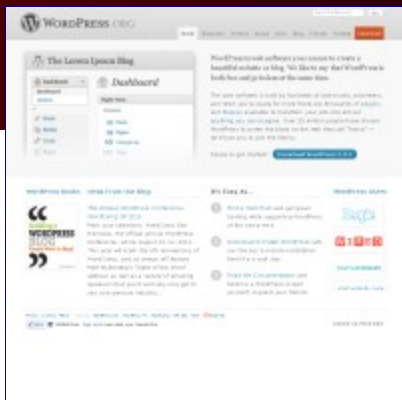
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#001 – Get WordPress

WordPress is a very popular software to manage your own website. Even with your website already up and running...if you are not using wordpress, you are leaving a ton of easy traffic on the table.

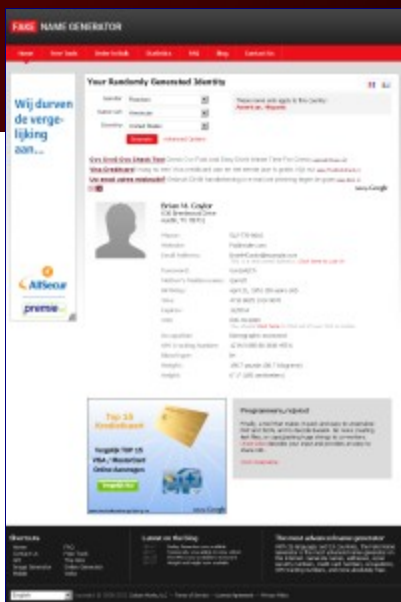
- Get some good and affordable hosting with cPanel like HostGator or such. Also get your own domain if you don't have one yet. Make it as close to your main targeted keyword/search term as you can.
- Install wordpress using the one-click installer or better yet, use ftp-software to install it yourself. Choose a template and configure the system to your liking.
- Connect your wordpress to the many services out there, like twitter, facebook and more, using plugins. Start posting and automatically update your accounts all over the internet.

Note! If you are not familiar with these processes you must do some homework first. It is that important...

[Download WordPress](#) | [Get Hosting and Domain](#)



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#002 – Create Identities

Creating different author profiles can be usefull. It gives your website visitors the appearance that many people are active on your website. But it also is a widely used way to protect your identity. Authors and Artist do it all the time...

- Be a girl! It's proven...being a girl increases conversion. An image with a low cut shirt too...
- Your age should be around twenty four if you are going for the above approach, but be older when life-experience is a pré. Selling morgages as a twenty four year old girl is not going to have the same impact as someone old enough to have survived one!
- Generate unlimmited profiles using one of the many name generator services available. Here are just a few...

Note! Our personal favorite is [FakeNameGenerator](#)

[FakeNameGenerator](#) | [Dipnames](#) | [Kleimo](#) | [IdentityGenerator](#)



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#003 – Username Availability

Before you start creating profiles all over the internet make sure your username is available so you can be recognized by others and don't need to remember 101 usernames to login to your accounts.

- If at all possible try to make your username speak for itself. If you have a car-parts website, your username can be "CarParts" or something like that. Or you can just use your domain name.
- When you find a good username and it is available on most places but lacks a few, just add some extra text or digits to your username for those particular accounts. "CarParts" then becomes "77CarParts" or something, be creative!
- Check your username availability using one of the many services available. Here are just a few...

Note! Our personal favorite is [KnowEm](#) and it is strongly recommended you get a free account to keep track of all your profiles.

[KnowEm](#)



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#004 – Distribution Channels

Although most of the time you still need to register accounts at all services you intend to use, that doesn't mean you have to login to every account to add content. Some websites already cater to the need for easy content sharing over multiple networks...

- Make sure you write down how you connect things to avoid double entries.
- Follow the instructions and let them guide you through the signup or connection process.
- Get an account at the sharing or distribution websites mentioned below.

Note! This is not a free ticket to spam all the networks, some have very strong policy and will block you for it. Also note the difference between profit and non-profit...

[PixelPipe](#) | [Ping.FM](#) | [Posterous](#) | [Hellotxt](#)

It is possible to send from one distribution network to another like this...

[PIXELPIPE] >> [PING.FM] >> [POSTEROUS, CUSTOM URL]



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#005 – Direct Connections

Once you've done all the work setting up a website it would be great to let all your friends and contact know about changes you make...Automatically! There are a few websites you want to associate directly to your website or yourself. These should be well maintained and free of any spammy stuff.

- Create or connect your main FaceBook account through your favorite distribution network.
- Create or connect your main Twitter account through your favorite distribution network.
- Create or connect your main YouTube account through your favorite distribution network.

Note! There are also wordpress plugins that can do the job for you, but why should you?...It only increases your bandwidth while these guys made a sport out of it...for free!

[FaceBook](#) | [Twitter](#) | [YouTube](#)

You should end up with a construction like this...

[YOUR SITE] >> [DISTRIBUTION NETWORK] >> [FACEBOOK, TWITTER, YOUTUBE]



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#006 – Internal Connections

This is already pretty nice but we want to make sure that our facebook and twitter friends don't miss out on new videos. So

let's change the network by using the features already offered and available.

- Login to your Youtube account and connect it with your Facebook.
- Login to your Facebook account and connect it with Twitter. Or...
- Login to your YouTube account and connect with twitter.

Note! Whatever works for you...If you are more active on your YouTube channel you might consider to redirect all traffic there in addition to your website. Otherwise facebook is a good second place to send visitors that don't click through to your site.

In addition to the above structure, this is the second structure...

[YOUTUBE] >> [FACEBOOK] + [FACEBOOK] >> [TWITTER]

Or...

[YOUTUBE] >> [FACEBOOK] + [YOUTUBE] >> [TWITTER]

Both structures will result in a double entrance on twitter and/or facebook. One will lead to the post on your website, the other leads to either facebook or youtube depending on which structure you used.



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#007 – Keeping Track

This is probably one of the hardest things to do yet maybe the most important. If you don't know where your stuff is, you'll be wasting time. The whole thing is already pretty time consuming so let's not add up to that....

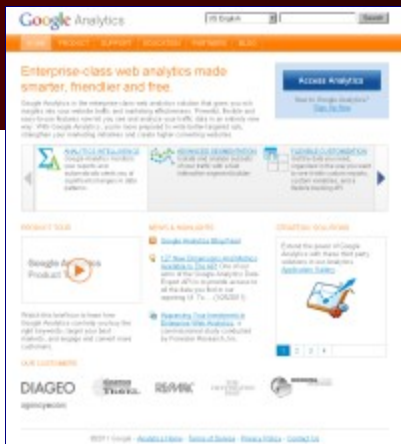
- Create a new free Gmail account to get registration and admin emails without messing up your main email inbox. Use this to join all websites that need registration
- Get RoboForm or any other good password manager to keep track of your login details from all the accounts. Make sure you save your login details after creating new accounts.
- If possible add your new accounts to your KnowEm profile so you can easily find them back again, all from one convenient place.

Note! This is just so you can easily recover your data and account details, not ment for website traffic tracking purposes. For more on website tracking, read on...

[Gmail](#) | [RoboForm](#) | [KnowEm](#)



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#008 – Website Tracking

You might wonder why this wasn't mentioned before creating the accounts. Well, there is nothing to measure if there is no traffic. By now you should at least

have been able to generate a few clicks, so tracking is now usefull...

- With your Gmail created in the previous step, signup for an account at Google analytics.
- If you are on WordPress (which is recommended) get an SEO Optimizer plugin to help
- Follow the instructions to add the code to your website, use WordPress plugins or get help...

Note! You can use other tracking services if you like but Google Analytics provides a lot for free. Keep in mind that it takes to the next day for the stats to become visible. That is the only reason besides individual tracking to use something else then Google Analytics. Unfortunately I'm not aware of a gooe free one offering these features...

[GoogleAnalytics](#) | [SeoUltimate](#) or..
[Search For Another Wordpress.Plugin](#)

Another thing you might want to consider for real time statistics is to activate AwStats from your howting control panel.

#009 – Scale Up

When everything looks cool and you are satisfied, let's see if things are really as cool as they seem. Scale up on what is working and ignoring what doesn't!

- In your stats search for the referring websites. Find out which ones got you good traffic.
- Also in your statistics find the keywords that people searched for to find your website.
- Create a new Gmail account and start the above process over with new accounts targetting the keywords and linking back to your other successful main profiles (facebook, twitter,..)

Note! The fact is, we are bending the rules a little at this point. Which makes it a bit risky to send all traffic directly back to your own website. Instead we limit the direct backlinking and buffer the traffic. Using an alternative identity or pen-name can be usefull.

[STATS] >> [SEARCH TERMS] + [STATS] >> [REFERRERS] = [NEW CAMPAIGN]

Sufficed to say that your content must be optimized with the most popular keywords and submitted to the sites that brought you good results as confirmed in the statistics.

THIS IS ALWAYS A WORK PROCESS...KEEP SCALING UP!



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#010 – Signal The World

Creating hundreds of accounts all over the web doesn't mean the search engines will find it persé. There for we can use a technology called pingging. It basically sends out a signal to the search engines that there is new content on a certain location.

- Login to your KnowEm account(s) and grab all your claimed profile links. Put them into a text file for easy editing.
- Login to your blog and install the Cnet Pinging Plugin and follow the instruction to add a good ping list. This will automatic ping new posts and pages. Collect the link of the posts and pages already in there and add them to your text file.
- Collect all your other important links and add them to the list in your text file. And ping everything by adding the list to a ping service.

Note! You can keep doing this with every new link, profile, video, pdf or whatever you have that is openly available online...be creative. Ping accounts, files, videos...everything!

[KnowEm](#) | [CbNet Ping Optimizer](#) | [PingOmatic](#) or [PingDevice](#) or [ProfitInstruments](#) or [Pinger](#)

An affiliate link might not work...unless you do a proper redirected from one of your own domains. A free hosting provider could solve the problem if you persist on pinging affiliate links. One other idea is to use short-link services like [Bit.ly](#) or such...Honestly? I don't know...let me know if you find out!



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#011 – Grab Instant Content

After you see your traffic go up you might want to think about feeding your visitors with usefull content. There are many ways to pull content from the internet but one of the easiest for WordPress blogs must be through RSS feeds. There are a few ways you can gather content and re-distribute it...

- Combine up to 8 news feeds in to one that you can then feed your blog with YahooPipes.
- Combine even more feeds in to one that you can then feed your blog with FeedKiller.
- Use a WordPress RSS feed aggregator plugin like to pull in avery feed you like.

Note! Take Caution...Don't take this lightly, feeds can be very powerfull and can also seriously mess things up. Drop the feed in your wordpress and it will be distributed over all your accounts. You can also drop your feeds anywhere else...but maybe you better use your blog feed for that, to get direct traffic.

[YahooPipes](#) | [FeedKiller](#) | [WP-O-Matic](#) or.. [Search For Another RSS Aggregator Plugin](#)

When using the wordpress plugins you can usually choose to link the title to your own blog. This is highly recommended if you'd like to see any traffic from your efforts, rather then sending it right to the original authors website. So, configure it to NOT make the titles link to the original authors website...



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#012 – Fresh Traffic Resources

There are many other ways to promote yourself or your website. One thing that strikes me is how many ebooks are dedicated to finding stuff on google. Logical search seems not to be logical at all...so here are some tips for finding places to promote on...

- After finding a good place, check the bottom if you can discover a powered by link. Something like "powered by Wordpress " for instance.
- Look for the text that indicates you can submit something. Like "Submit Your Comments Here" and even "You must be logged in to comment".
- A recently published report that got a lot of attention talked about authority domains. Domains like .edu, .gov and so on.

Note! You must be creative in building your search queries. A good start is to use Googles advanced search. But once you get this, the world of free unlimited free and fresh traffic resources opens up to you.

Here is an example search query as mentioned in the Authority Code report...

site:.com "Powered by BlogEngine.NET"site:.edu inurl:blog "post a comment" -"comments closed" -"you must be logged in"

Notice the [""] and [-] signs as well as the [**site:.com**] and [**inurl:blog**] all things you can use the indentify new traffic resources without help.



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#013 – Waves Of Traffic

Get even more traffic with an unlimited supply of resources. Here is a list of places to help you get started...surely you will never be able to use them all...

- Visit the directories , read their guidelines and stick with it. You don't want to get blocked.
- Create an account if needed and make yourself comfortable with the environment, you will be using it a lot if all turns out right.
- Start submitting your articles, files, links and much more...

Note! These are directories of websites totaling thousands upon thousands of real traffic generating resources. However, you should always check your statistics to see what really works for you. Nobody can guarantee that what works for him or her also will work for you.

START PROMOTING...



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#014 – Link Building

This service will help you build backlinks from many websites. Find many resources in their Directories List, Bookmarks List, Forums List, Blogs List, Articles List, Press Release List, RSS Feed List, Classified Ads, Yellowpages, Social Networking, Website Review and Q&A Sites.

[BuildMyLink](#)



#015 – Article Submission

Also called bum marketing because it is both, cheap and effective. Not all article sites will approve your articles. Some have very strict policy and pick only authors they feel are qualified.

[Free Article Submission](#) | [Article Distribution List](#)



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#016 – Video Submission

Although this is a paid service they allow a number of free submissions per month.

Note that the free version doesn't allow commercial content and they will bann you for it. They might ask you to jump through a few more hoops like putting a link to them on your website. It's free and submits your video to many video networks.

[TubeMogul](http://tubemogul.com)



#017 – Forum Discussion

Forums are always a good way to learn and communicate with others about very specific things. Many forums will allow links in their posts or forum signature, Making it ideal for promoting your site. Don't spamm the forums, it will not work

for the long haul. Best results can be expected when genuinly participating.

[BigBoards](http://bigboards.com)



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#018 – Press Releases

They can be extremely effective when done right. Note, a rule of thumb is not to spam but give real value. This service will see to it before they submit the press release.

[PrLog](#)

to spamm but give real value. This service will see to it before they submit the press release.



#019 – Software Submission

When you have a software to offer things are pretty different. Sure, you can post a download link anywhere but to get your software on the big traffic download sites is a whole other ball game.

[PadSites](#)



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#020 – Developers API

An API can be used to connect different services to each other or to retrieve data from a third part service. Programming knowledge is required...A list of many available API's is below.

[Web Mash Up Api](#) | [Web2.0 Api List](#)
[Api Directory](#) | [940 Api Functions](#)



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Thank You...

..for taking the time to pick up and go through this report. Hopefully it will be of great value to you. I certainly did my best to provide quality content. You are also invited to contact me or discuss anything related on my website...

To YOUR Success..

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www.PaulHendriX.com

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P.S. Please forgive me for grammatical errors but, do point them out please. Let me mention that my native language is Dutch which makes writing in English more of a challenge for me. Hopefully you still got the best out of the report...

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