

Insider Blog Secrets To Free Web Traffic

How To Get A Flood Of Free Web Traffic To Your Site Using The Power Of Blogs

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Getting Started Blogging

by **Andrew Cavanagh**

Many people feel intimidated by the world of blogging but creating your own blog is actually very simple and can be completely free.

If you go to www.blogger.com/start you can set up your own blog free in a few minutes and literally start blogging.

You don't need a website to have your own blog – in fact...

**“Some Small Businesses
Are Using A Blog As An Alternative
To A Web Site.”**

Here's a couple of very simple tips...

If you're cutting and pasting your blog from your word processing program use a larger font like 13 or 14 point so your blog can be read easily.

Just do it.

Blogging really is simple and free and once you've made a few posts to your own blog you'll find it very easy indeed.

Once you've written your blog you'll want to “ping” it.

Basically “pinging” your blog lets all the big weblog sites know you've added a new post. This is essential if you want search engines to find your blog.

Pinging really is very simple and you can “ping” your blog completely free at <http://pingomatic.com>

Increase Traffic to Your Blog from Search Engines - The Top 5 Tips

by: **Tinu AbayomiPaul**

Your favorite thing about having a blog may soon be this - they naturally attract search engine traffic.

Blogs already have optimized site architecture. Most are set up with a clear navigation, where every page is set up to link back to the other main pages.

They also have the inherent potential to be well-linked.

**“If you haven’t already submitted
to blog directories, you are missing out on
some great one-way links.”**

Many of the top directories can be found on Robin Good’s Top 55 list at MasterNewMedia.org.

But before you head over there and start submitting, you should know a little about how to optimize your blog. Then your new listings can help your site get the best keyword placement in the major search engines.

These are my top five tips for lucrative blog search engine optimization.

Lucrative Blog SEO Tip #1: Lucrative Keyword Choices

You have a choice. You can target a general high traffic keyword you have little chance of ranking well for and get barely any traffic.

Or you can shoot for a keyword that gets a moderate level of targeted traffic resulting in more subscribers and sales. I like to call this a “lucrative keyword”.

Whatever you call them, here’s the most important thing: They may not get you the most traffic, but they often bring the most profit.

You may be surprised to learn that there isn’t always a correlation between high traffic and high sales. Many of the most profitable sites in the world get moderate traffic because their lucrative keywords result in a much higher ratio of visitors to buyers.

A recent article in Information Week stated that...

“The Highest Conversion Rates From Search Engine Traffic Comes From People Who Do Four Word Queries.”

The great thing about your blog is that it can get so well-indexed that you have the potential to show up for any number of four word phrases that are relevant to your industry.

It isn’t just the four word phrases that get converting traffic - there are two and three word phrases that can bring you traffic and sales.

Targeting your blog discussion to a two or three word phrase that has a high yield of traffic, and yet has little competition, is not a dream of past Internet days. Another recent study revealed that surprisingly high percentages of search engine queries debuted as late as 2004.

As long as there are new developments, new products, services and trends, you'll never have a shortage of these terms if you learn how to discover them.

Lucrative Blog SEO Tip #2: Keyword Placement

Your blog can be set up to repeat the keywords that you want to target just enough times to establish a theme.

You can take full advantage of this in your post titles, your category names, the pages URL names, or even a combination of Technorati tags and the text of your permanent links that appear after each post.

Lucrative Blog SEO Tip #3: Timely Posting

Instead of pinging at 15 minute intervals when your site hasn't been updated, or even pinging after every single post, you can actually get better results if you update or ping just once during one of three sweet spots in the day. Here's one that you can use today.

Check your web site statistics. If you're getting spidered every two weeks or even monthly, you can increase your number of spider visits by blogging on the anniversary of the period that the spider comes to your site. It takes a bit of monitoring, but you can often predict when the date of your last spider visit was.

An even faster way is to ping at a time when the spider is reading a page that carries your update. (This is a little harder to explain, as I've mentioned, but I have a resource that explains this process in-depth at my site.)

Lucrative Blog SEO Tip #4: Get Linked

Turn on your site feed(s) and use them to promote your blog. Robin Good's guide can get you some great one way links.

If you sparingly include the lucrative keyword you selected in tip two in your title and description, all those link backs will contain the keyword term you most want attention for, which is often noted by the spiders as they follow the link through to your site.

Once there, if you use these and other tips to skew your blog a little more to the search-engine-friendly side, the synergistic effect is better, more profitable traffic.

Lucrative Blog SEO Tip #4: Frequent Updates

The more you post, the more food for the spider, which can cause the spider to react by splitting up its job into several visits, whereupon you have even more content, and so on, until the spider just adds you to a more frequent schedule of returns.

For example, my main site gets spidered several times daily by Google, and yet I can go a week without an update with no change in spider visits. This means my pages get indexed more often and my new pages show up faster.

Think of what that could do for the launch of your next product.

You'll be happy to know that you don't have to slave over long blog posts several times a day, all day long to get similar results from your blog. In fact, some blog software will let you set up your posts in advance, so that you can have posts show up daily even though you technically only blog once a month.

Bottom line:

A few small changes to your blog can draw more search engine traffic without turning off your blog visitors. Done properly, this gives your audience more of what they were searching for in the first place.

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About The Author

Tinu is a web site promotion specialist and the author of several books on search engines, blogging, and RSS. You can read more tips in her blog at <http://www.FreeTrafficTip.com>.

If an RSS feed is the Yahoo backdoor Is a Blog Google's?

by: **Tinu AbayomiPaul**

Though the answer is in a book I wrote this July, the question is still asked of me repeatedly. Why does it work for some sites and not others? And how come some blogs get indexed in a day and then are dropped, and others stay in Google indefinitely?

Well, let's take one question at a time.

**“The Answer To Whether
You Can Blog Your Way
Into Google Search Results Is Yes...”**

**“...Sometimes In Six Weeks
Often In 24 Hours!”**

Yes, you read right, in less than 24 hours. Under certain conditions, the search engines actually want you to succeed at this.

I'm aware that these statements may cause some controversy, but that won't make them any less factual. Since September, Google has been set up to show you proof of this, which we'll go over in part two. My new blog has been spidered and indexed daily since it was created.

Not only is this possible with your blog...

**“...The way that blogs are set up
make them one of
the most conducive web site mediums...”**

**“...To attract more traffic
from multiple sources quickly...”**

The trick to getting this to work for you, is in understanding which conditions have to be met first.

And we'll come back to that shortly. First let's talk about what's typically wrong with the process most people take to get their sites listed.

Most people submit their sites to Google and wait six to eight weeks to see if they were included. Other people know that the fastest way to be spidered is to leave your link at a site that is already getting spidered.

But even among those people, when they don't see their site in Google exactly the way they'd like, they give up, and say it didn't work.

So what went wrong?

“The place that the majority of people go wrong is in trying to trick the Googlebot...”

into thinking their site matches its standards for inclusion for their desired high traffic keyword, instead of aligning themselves with the purpose that the search engine fills.

You may think that if you study all the search engine tricks, you'll have the traffic from the search engines and it will then follow that yours will be the site people come to for the keyword they want, which in turn, will get 1% of those people to buy what's at your site.

If you think that, I'm not here to tell you that you're wrong - sometimes that works. I'm just saying that there are other easier, faster, less expensive ways. Some of them only have subtle differences from the way you know.

The truth is, even if we could somehow reverse engineer the secret Google algorithm, it periodically changes. So mastering that system would be temporary, even if you could do it.

Did you know that...

“You don't even need the traffic for your most desired keyword to be successful?”

“You just need some targeted traffic that converts well..”

Some of the most financially successful sites generate amazing profits in the tens or hundreds of thousands with a few hundred or thousand visitors every month.

The method I most suggest to get the kind of search engine results that can power those kinds of sales, is aligning your site with the purpose the search engine seeks to fill. It is faster, more effective and involves far less effort.

You should still make sure your blog meets all the basic search engine optimization guidelines. However, the very nature of a blog makes it easier to meet more of these requirements with less continual struggle.

Let's look at the facts, and see how blogs align themselves more closely with one of Google's purposes as a search engine.

Here's what you need to keep in mind:

1. If you get your site's link in the path of the search engine spider or robot of your choice, in this case Googlebot, it may follow it.
2. The way to get it to follow the link is to make sure it can “see” your link
3. If your content fills a need that the search engine's database of links has, it will include your link, and,
4. If your link fills a deficit better than any other site, in accordance with Google's secret formula or algorithm, it will rank your page well.

So now, the only missing component necessary to our success is now finding out how to be the best site Google finds for a category that has a deficit.

One of the strengths of Google, as perceived by people who like it, is the vast amount of fresh content it contains that is relevant to almost any topic, or keyword, typed into it, no matter how narrow or broad.

It follows then, that one purpose of this database of links

“Is To Provide Fresh Relevant Content On Topics

Its Users Desire...”

The freshest, most relevant, most topical information found on the web today are in blogs, as well as their corresponding RSS or Atom feeds.

A blog’s very function is to contain constantly updated focused content, on one topic or field.

When blogs first started, the topic was often a person’s life. Business blogs, instead, are updated records of a certain kind of information relevant to an industry, a company or a topic, aligned with the interests of their visitors.

So you need to know the following things in order to get your blog included on Google’s search engine results pages.

- Where to leave your link so that it will get spidered
- How to make sure Googlebot sees your link
- How to set up your blog so its content fills a deficit
- The best way to make sure your blog does this better than other sites.

There’s a specific formula of success for this, one of many that will work not just one time, but repeatedly.

We’ve run out of space for the moment, but part two picks up with the specifics of how your blog needs to be set up and how to determine exactly where Googlebot can find your link.

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About The Author

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Read part two of this article at <http://www.freetraffictip.com/goblog> or to find out how you can learn exactly where to leave your blog link down to the time of day.

Signing up at the link above will give you a FREE 45 page excerpt of the excellent ebook...

“Lucrative Keywords For Lucrative Traffic”

3 Overlooked Ways To Get Hundreds of Links and Prospects to Your Blog

by: **Tinu AbayomiPaul**

Did you know that there are free ways that you can get links back to your blog overnight? That after a few days they can number in the hundreds?

No matter what you market on the internet at some point you'll face the issue of increasing the number of visitors to your site. What most people don't know is that there are literally hundreds of ways to get free traffic. Here we'll focus on three overlooked ways to get additional traffic to your site using a blog.

3 Way To Get Links To Your Blog...

The third most overlooked way to bring traffic to your site with a blog is to read and comment on other blogs.

Now, maybe you've done this before but stopped, because you're becoming concerned about being considered a link-spammer. In that case, leave a link to your site after your comments, instead of in the comment form that hot links it.

In the near future, blogmasters will be able to use special code to prevent spam in their comments section, so this will become less of a concern.

Besides, getting clicks from people who read comments, or visits from search engine spiders through your comments, isn't necessarily your direct objective, though it's definitely a plus.

What you want to do via commenting is to...

**“Enter the
blog community that corresponds to
your target market.”**

Get to know who the players are and make agreements with them to cycle traffic between you.

Or lurk to find out where your target market typically hangs out when they're online – you'd be surprised at how many inexpensive and targeted advertising sources you can find through this method.

(If you're looking to get linked, there's another way that we'll go over next.)

This tip alone has earned me a few dozen links from prominent blogs in the past four days alone.

**“These links are worth ten times
a reciprocal link because they send targeted traffic
from established sources...”**

**“And come from
experts with records of proven results...”**

You can be sure these kinds of people will check you out before they linked to you, since they may be judged by the quality of the information they share.

2 Way To Get Links To Your Blog...

The second method to more blog traffic is the most confusing for newer people, and this is probably the reason its benefits remain overlooked.

In the simplest of terms, Trackback is kind of a remote commenting system that incorporates linking. It allows the reader to follow a topic around the web to see other bloggers remark on the same subject. It enables the publisher to remotely cite references to the issue on which they've written.

Once you've made yourself familiar with the blogging community you have entered, you can often pick up the pulse of conversations within your site's theme. Then, when you see issues that you want to expound on, you can send the other site a notification to let them know you cited them on your blog. That link will appear on their site, and often draws visitors to you.

Bloggers who use Trackback often enjoy greater control over this function in their blogs than they do over linking, as they have the option to reject your reference - so there is a lesser incidence of fraudulent linking. That also gives your link a greater chance of being displayed.

So why don't more people use Trackback?

One reason is that what is arguably the most popular free blog system, Blogger, doesn't have Trackback. However, Haloscan.com can remedy this with their free service – it's a cut and paste away.

Many new bloggers don't get what it is and how it differs from commenting. And of course, the dynamics of it are a little more complex than I've stated. But learn to use Trackback properly, and you won't need to beg for links to your site ever again.

It's harder to estimate an exact number of visitors that come as a result of trackback links. But if you posted five days out of seven, and was able to get a trackback link to your site three times a week, by the end of the year you'd have almost 150 topical links back to your site, which are more valued by search engines than a typical link trade with an unrelated site.

1 Way To Get Links To Your Blog...

The most overlooked source of traffic for a blog is through article submission. To start with, turn your longer posts into articles and submitting them to ezines or directories.

Look especially for directories that ask for the direct link to the article on your own site, and input the permanent link to the post on your blog.

Make sure that your Auto-Discovery tag is in place and it can mean hundreds more prospects, links and subscribers.

It's a shame this is the one of the least used traffic methods for most sites, let alone for blogs. In four days, this method generated just over 1000 visitors. 157 newsletter leads, 98 new feed subscribers, and 206 links to my site. You may not get these same results right away, but using these simple strategies can still get you more exposure than you have now.

These aren't normally the highest quality links, as they rarely make sure of anchor text. However, bloggers are citing me using Trackback, sometimes in lieu of linking to the site where they originally found the article.

To see this in action, do a search on "Can A Ping Really Help Your Blog Get Top Search Engine Rankings", the title of an article I submitted earlier this week.

That article was published within a week of this one- the results speak for themselves. Many of these sites aren't the ones where my articles are normally published.

There are, of course, plenty of other ways you can leverage the content in your blog or RSS feed to increase the traffic to your site. The methods outlined here may be a bit outside the norm, but, as you'll soon find, that's part of the reason they are so effective.

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About The Author

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6 Ways That Blogging Can Save You Money

by: **Tinu AbayomiPaul**

Even though I've had several personal blogs for years, I've only been officially business blogging since 2003. So in going back over expenses for the last quarter, you can imagine my shock when I realized that my overall business costs were down about 19%. What saved me so much money? Surprisingly, blogging.

How can you save money with your blog? It's pretty simple, so I'll be brief.

1 Way Blogs Save You Money...

Attract search engine traffic without paying the big bucks

If you want Google, Yahoo and MSN to pay attention to you, blog.

It doesn't have to be a whole new site, just add a directory to your existing site and start blogging. Most blog software solutions are either cheap or free.

And you can find out most basic blog information online for free (really, sometimes just typing your question into Google will do it.) by people who've actually done it. For less than \$100, you can build a small library of blog tips and secrets, written by successful business bloggers.

Instead of buying links, get one-way links from blog search engines and directories, as well as getting your RSS feed content displayed at other sites.

**“Linking is a great way
to get search engine attention
and click traffic...”**

Some people get links by trading; others by including their links at the end of freely distributed articles. Others pay to be listed, or to get linked.

In each of these scenarios, some type of trade takes place, money, free content, or a link back.

When you blog, you'll find plenty of search engines and directories that are willing to list you free of charge. For the most part you won't need to link back - you'll get a one-way link from site favored by search engines, often using text that you select yourself.

If 90 or more of these free, legitimate links back to your site is worth your time, then get you blog in motion.

Not only that, if you update frequently, other sites may want to display your RSS feed content on their sites. To encourage them to do so, put a link on your page with instructions on how to do so. Ever since I put one on the front of my site, various feeds from my main site have turned up in the most unexpected places.

2 Way Blogs Save You Money Cheaper way to study your audience.

As your blog gets more popular, you may start to find that on any given day, you have a representative cross-section of prospects and clients at your site. If you have a question for them, you can just... ask.

True, you can post a link to a survey in your newsletter or on your site, but these are not as interactive as the ability for your audience to comment. They will comment, and you can reply to ask them to expand, or clarify. Conversation gets going and before you know it, a bond is formed, a much stronger bond than occurs in a one-way conversation.

3 Way Blogs Save You Money Cheaper (and faster) way to start a resource or authority site.

Five years ago, if you wanted to start an authority site, your best bet was to build a portal with a specialized directory at its core. Three years ago, you were better off starting a forum with a resource section attached to it.

Last year, your top bet was a feed-enabled content management system, especially as more parts of content management systems began to have content feeds related to them. (I have 12 feeds for each of my PHP-Nuke based sites, though they don't work as well with Google Tap.)

Now, if you want to be the expert, you want to start a blog.

If you're blogging consistently, you have a hub of information collected that will inspire return traffic. You have a collection of links to articles, sites, and tools. You can constantly write up your own opinion editorials on each of these items, as well as fact-based analysis of news and events that can help your audience make better choices.

As blog software matures you can now categorize, and alphabetize your links, and with the ability to ping multiple sources as well as leave trackback links to other sites, you can send your readers through a ring of related, freshly updated information that ultimately leads back to you.

4 Way Blogs Save You Money

Spend less money on advertising as your blog becomes more popular

I can't promise you that you'll never spend another red cent on advertising costs. However, the amount of free advertising you get from having your blog link or RSS feed listed in dozens of search engines and directories, and popping up in feed readers is not to be underestimated.

You'll probably still want to do some ezine advertising when your new ebook or software release is debuted. But you may not need to buy as much advertising or purchase as often.

Then there is the fact that many newsletters that are also published to RSS feeds have wider reach. I've found that it's worth the extra money to appear in both versions – ask your favorite publisher for details. For publications that allow this, it's normally only 20% extra

5 Way Blogs Save You Money

Save money by retaining visitors

You've probably heard a thousand times that it is easier to sell repeatedly to an existing client than it is to find a new one. So how do you get that visitor to come back, and possibly buy again?

A constant stream of new information on a particular topic work is enough to keep people buying a daily newspaper, subscribing to a magazine or viewing a television series.

Frequent updates can work the same way for your site.

Finally...

With bloggers being named People of the Year by Time magazine last year, if you're not blogging in 2005, you're going to be left in the dust by other sites in your industry that do. It doesn't have to take up a lot of extra time, and the time it does takes is made up for in the money you can save.

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