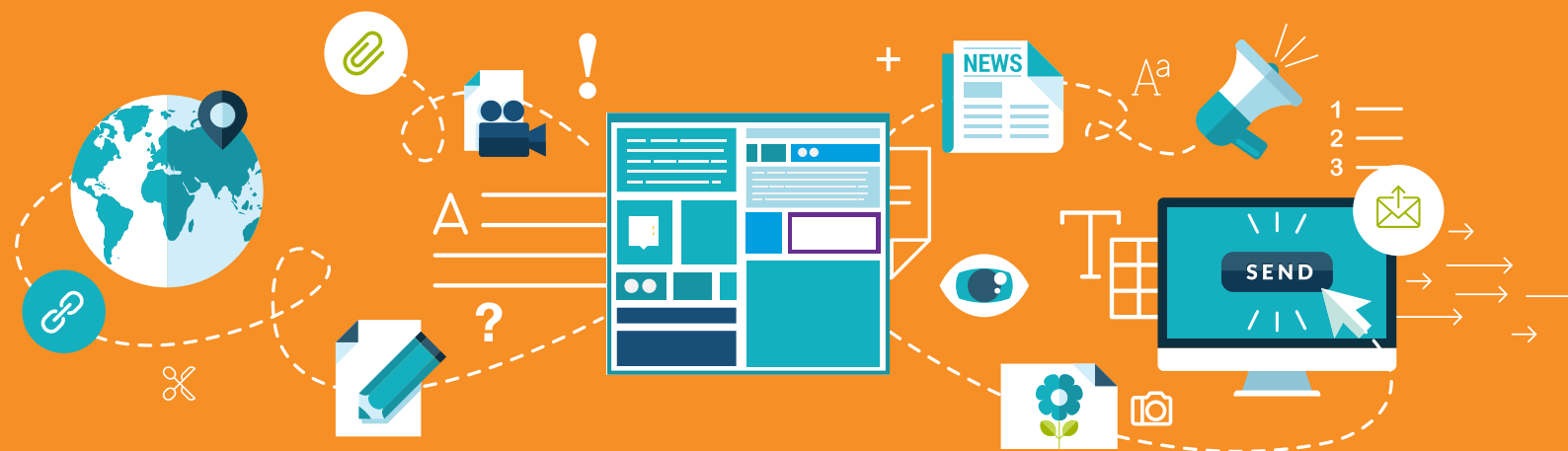




**JORDAN HUNTER**  
DIGITAL MARKETING

# 37

## Bulletproof Methods to Drive Free Traffic to Your Website





Getting website traffic is the most important responsibility a website owner has. After all, without traffic a website is meaningless. It's just out there in cyberspace collecting dust. There are numerous companies that offer an array of website traffic services. It's even possible to buy a particular number of Facebook likes, Twitter followers, or visits to your website. However, it is also possible to get website traffic absolutely free.

Here is a thorough collection of 37 Bulletproof Methods to drive free traffic to your website:



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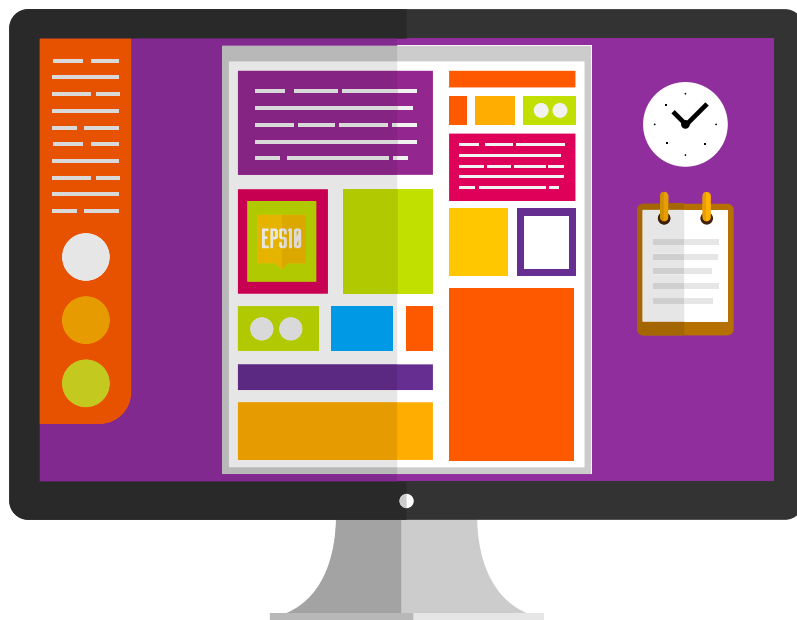
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# 1 Optimize your website for search engines.

SEO, or search engine optimization, is a very necessary step in any plan to increase website traffic. For on-site SEO, you should use current best practices for title tags, internal links, image alt tags, meta tags, content on pages, website structure, and keywords.

Without proper SEO, many search engines and directories will not index your website.



# 2 Add a blog to your website.

The most popular blogs are updated frequently; providing fresh content to visitors on a regular basis. People and search engines love popular blogs for this reason. When you add fresh content, people will return often to see what is new and search engines will crawl your site and update your listing on a regular basis. Adding a blog to any website is a must. Updating it frequently is also an absolute must.



# 3 Create good content.

I'm sure that you have heard the saying, 'content is king'. Well, it's still very true, content is king. People love good content. When you offer informational, interesting, and/or entertaining content to your readers you gain loyal followers who share your content across their social networks.

People are not the only ones that love great content; search engines like it too. The more popular your content is the higher search engines will rank your site.



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## 4 Create an XML Sitemap.

When Google crawls your website in search of pages, some URL's are missed. An XML Sitemap is an easy way to let Google and other top search engines know about all of the pages on your website. Bing, Yahoo, and Ask use also use Sitemaps.

Submit your Sitemap to the search engines, especially Google and Yahoo. You don't want to wait around to see if these top search engines find your Sitemap.

## 5 Add an RSS feed.

RSS or Rich Site Summary is a format for delivering frequently changing content. If you have a news-related site, blog, or publish other content on the web you can syndicate your content as an RSS Feed. Enter your RSS feed into search engines and be sure to put a clear link to your feed on your website.

## 6 Add social sharing buttons to your site.

Take a few minutes to add social sharing buttons to your website so that readers can easily share your content. Be sure to include Pin It buttons with any media so that readers can share to Pinterest.



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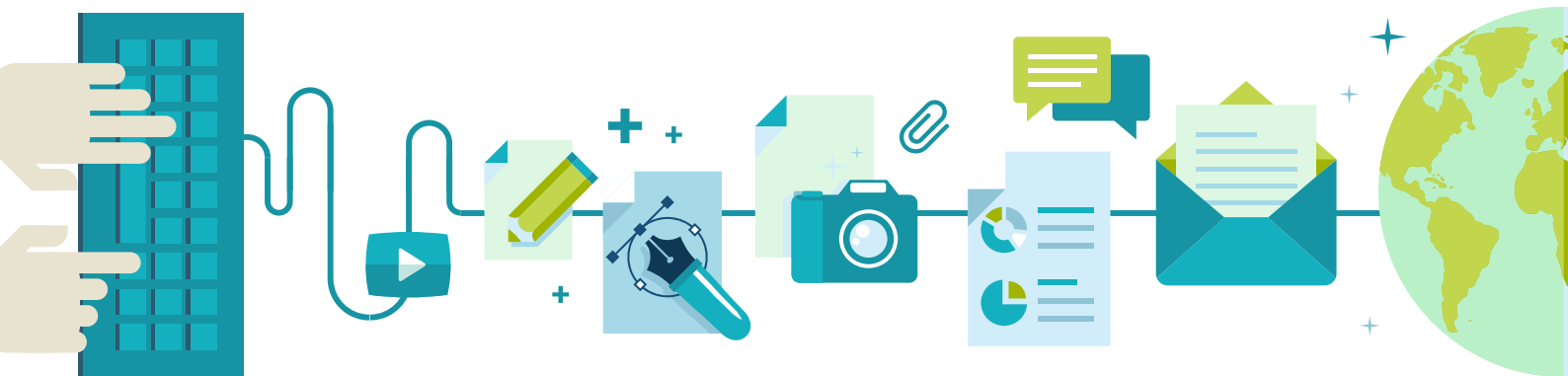
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## 7 Give visitors something free.

Everyone loves freebies. Brainstorm a little and come up with something that your audience wants or needs, then give it to them free of charge. Make it something good too. It's not only okay to give good content away, it is sometimes good business.

## 8 Add your website to search engines.

Everyone loves freebies. Brainstorm a little and come up with something that your audience wants or needs, then give it to them free of charge. Make it something good too. It's not only okay to give good content away, it is sometimes good business.

## 9 Add your website to directories.

Many website owners do not realize how powerful web directories can be. There are thousands of high ranking directories that allow free listings. Add your site to them!



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## 10

## Learn the art of blog commenting.

Learn the art of blog commenting because most of those who post comments are simply wasting their time. Some are even harming their own website in terms of reputation and SEO.

The correct usage of blog commenting begins with a search for other blogs in your niche. The idea is to engage with the author of a post in a respectful and intriguing way. Visit the most popular, authoritative blogs and look around for posts or articles where the comments are open. Find a post that is of interest to you and is relative to your website. Read the entire post before you comment and then make a comment that is thoughtful and appropriate.

Blog commenting correctly will not only get more click-throughs to your website but it has its place in the algorithms search engines use to establish website ranking.



## 11

## Post in relevant forums.

There are an endless number of niche forums that can be utilized to get free website traffic. Participating in discussions and offering reliable, useful information to other forum members will definitely bring a little traffic your way. Include your website URL in your signature and anywhere that is appropriate in the profile for each forum.

Remember to stay on topic, be helpful, and always mind your manners. No one will click through to your website if you are a jerk or if you post a lot of self serving advertisements known as spam. As a matter of fact, spam will get you banned from most forums.



## 12

## Become a guest blogger.

Guest blogging is a great way to get free website traffic. Find high traffic authority blogs in your niche and submit guest posts. Your name and

a link to your blog will appear on guest posts that are approved and published by the blog's owner. Then watch the traffic roll in.

Having your name associated with a blogger who is an authority on your niche subject matter will increase your credibility and a link to your blog on such a site will add value to your website's SEO.



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# 13

Invite others to guest post on your blog.

When another website owner or blogger writes a guest post on your blog, he or she will no doubt share their post which will include a link back to your blog.

Many blogs have instructions for guest posts that include article categories or titles they might be looking for, the length that posts should be, and other guidelines. Consider adding a page like this to your blog for anyone who would like to guest post. You should contact authority bloggers directly to request a guest post. They are not likely to be trolling for guest posting opportunities, but may accept a request if you ask nicely.

# 14

Use social media.

There are hundreds of popular social media sites and when used correctly, they can be an amazing source of free website traffic. Rather than create a profile on as many social media sites and networks as you can find, it is best to have a consistent presence on just 2 to 5 of them. If you get comfortable bringing in traffic on those, feel free to attempt to tackle more.



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# 15

## Create a Google+ profile.

Google includes the information found in your Google+ profile in search results. Get started by completely filling out your Google+ profile. Add links in the Introduction field under Story. Explore and join relevant groups. Follow other Google+ users and add them to your circles, most will follow you back. Remember, it is better to have 100 popular, relevant followers than to have 1,000 unrelated to your niche.



# 16

## Create a Facebook page for your website.

Facebook is the most popular website there is. Everyone has a Facebook page and most everyone expects to be able to find their favorite websites, company's, and brands on Facebook. Make a page and then experiment with different Facebook applications to create a unique experience for your Facebook follows.

# 17

## Use Pinterest to promote your website.

Pinterest and Facebook refer more website traffic than Twitter, Reddit, and LinkedIn combined. Pinterest and Facebook dominate when talking about free website traffic and social media.

Because Pinterest is all about images, many website owners in niches that are not so photogenic are not using it at all. Even if relevant photos are not eye-catching or appealing within your niche, you can still use Pinterest to generate free website traffic. You might even want to try posting images with funny or relevant sayings. For example, if you run a paralegal business, jokes about attorneys and legal professionals on basic graphics might be appropriate. Just get creative and brainstorm some ideas; you should be able to come up something to help drive traffic to your website.

# 18

## Social bookmarking.

Social bookmarking is a simple technique that drives short and long-term traffic to websites. Stumble Upon is a social bookmarking site that is always a good place to add your website's pages and posts. Other popular bookmarking sites include Delicious and Diigo. All three sites also rank high in search engines and having links back to your website or blog on high ranking sites improves your search engine rankings.



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# 19

## Question and answer sites

Question and answer sites, such as Yahoo Answers and Quora, can send quite a bit of quality, targeted traffic to your website. These sites normally allow you to earn points by answering questions and solving problems for people. Links to your website can also usually be added to your profile. This allows you to build a reputation as an authority in your niche or industry. When others see you as an authority, they are much more likely to click your links and visit your website.

Be sure to read each site's rules and/or guidelines though before posting any links back to your own website.

# 20

## Take advantage of article directories

Article directories such as Ezine Articles offer website owners a way to build their reputation, get quality backlinks, and significantly increase their website traffic.

Article directories work like this:

1. Users write an article and after approval, it's published on the directory's website.
2. Each article includes an author bio box with information about the author, his or her website and/or business, and URL's to the author's blog or website.
3. Once published, other blogger's and website owners may use the article on their own blog or website as long as it is published in its entirety and includes the author bio box.

Each directory has its own rules and guidelines concerning how many links, if any, are allowed in the article as well as how many links can be included in the author bio box. Always read the rules for each directory before submitting. Pay special attention to the author bio box. A well written call to action should be included.



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# 21

## Leverage other websites.

Leverage other websites to increase traffic to your own. There are websites that are not considered social media or bookmarking sites, but are web or article directories, however these sites can be just as useful as social media and bookmarking sites in getting free traffic.

For instance, there are websites where you can create your own Android app completely free and others where you can make a downloadable toolbar for your visitors to use. Create your free app or toolbar, include links to your site, and your contact information, and then give it away. Try a search for yourself or use a place such as <http://www.appsgeyser.com/>.

# 22

## Create unique article titles.

Create unique article titles and enjoy more clicks. The title of an article or blog post is the first thing people see. It's kind of like a first impression. Put some serious thought into titles to help ensure more visits.

# 23

## Use visuals.

Use visuals on your site. Photos and infographics are shared more than any of kind of content. With the many free photo editors available you can create visuals fairly easy yourself. You can even create picture quotes and include your URL, give them away, and allow them to be shared across social media sites.



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## Link to popular, authoritative websites.

You are probably aware that when authoritative sites link to yours, it helps your search engine rankings. But did you know that linking to authoritative sites can boost your SEO as well? When search engines find natural, organic links to authoritative sites within your content, it is seen as positive and your ranking goes up.

# 25

## Create Power Point presentations

Create Power Point presentations out of old blog posts and upload them on Slide Share. Slide Share allows users to upload and share presentations, webinars, PDF's, infographics, and videos. Content can be viewed publically or privately. Setting your content for public viewing can get you free traffic from Slide Share's 1,000's of daily visitors.

Slides can also be shared on popular social media sites and are embeddable into websites and blogs, and by including your URL in content that you upload on SlideShare, it is possible to reach an even broader audience.

# 26

## Add videos to your website

People love videos. They love sharing good videos too. By adding videos to your website you are giving your readers another form of content to share, which will help get your company name circulating around the internet and potential clients interested in your brand.



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27

## Write something controversial

Write something controversial and share it on your social networks. Controversial content gets people to engage and share. Whether people love or hate what you wrote, controversy drives traffic and stimulates conversation.



28

## Submit your best posts to Digg and Reddit.

Websites like Digg and Reddit allow the community to vote posts up or down, so be sure to submit great content when submitting to sites like these. And as with all new sites that you chose to use in your quest for free website traffic, read the rules. With many question and answer, forum, and social news sites there are sometimes rules pertaining to self-submissions and linking to your own website and you do not want to get banned from a good site or waste your time posting to one when if the site just doesn't fit your needs as it pertains to posting your own links.

29

## Take advantage of free press release websites.

There are numerous services that allow website owners to post free press releases. A well-written press release can drive a lot of targeted traffic to your website. Spend some time looking for free press release services and then a little more time posting to them.

30

## Sign up for Kindle Publishing for Blogs.

Kindle publishing for blogs allows you to syndicate your blog so that it is available in Amazon's Kindle Store and can be read on Kindle devices.



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# 31

## Ping blog posts using Pingomatic.

Pinging a blog post is simply an easy way of telling search engines that you have updated your blog. Pingomatic is a free service that updates different search engines, telling them that you have updated your blog.

# 32

## Run a contest.

People love contests. There are many types of contests including photo, video, recipe, trivia, sweepstakes, writing/essay, and comment contests. You might even create your own contest type.

# 33

## Pay with a Tweet or Pay with a Like.

Implement a Pay with a Tweet or Pay with a Like system. Create a whitepaper, report, or some kind of special content and allow access only after a reader has tweeted about your website or liked your Facebook page.

# 34

## Repurpose content.

Repurpose content to reach a wider audience. By taking an article and creating a presentation, a video, a podcast, and an infographic out of it, you can now share across more niche social networks and your content will reach a wider audience.



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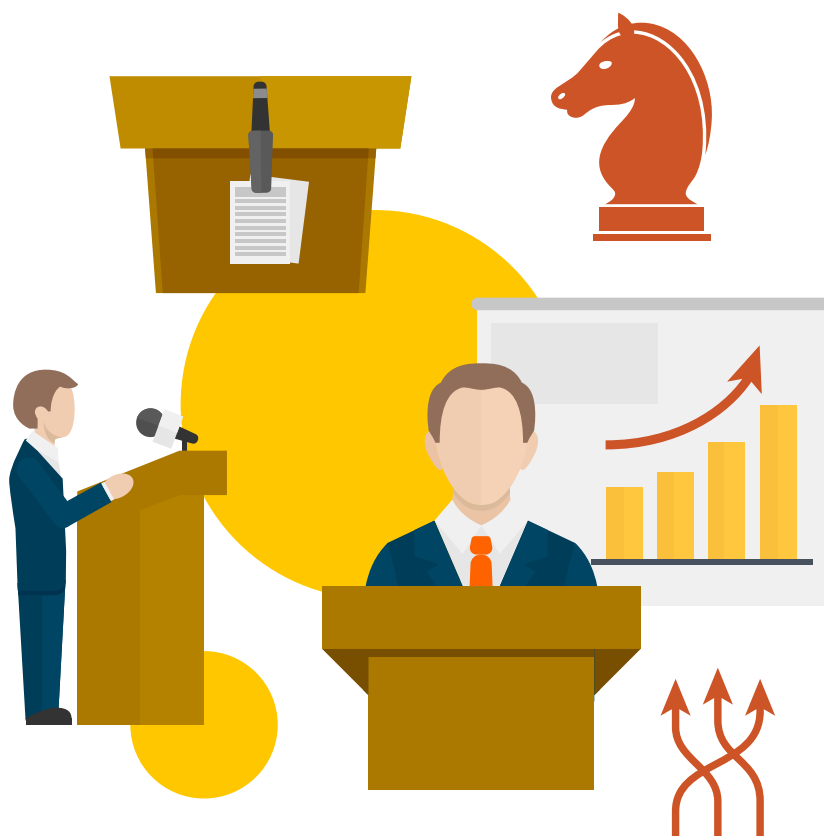
### Interview an authority in your field.

Implement a Pay with a Tweet or Pay with a Like system. Create a whitepaper, report, or some kind of special content and allow access only after a reader has tweeted about your website or liked your Facebook page.

36

### Become a speaker.

Go to your local library, if you are not ready for industry conferences, and offer to hold free talks related to your niche for the community. Blog about your talks and your credibility goes up; you are now a speaker not just a blogger.



37

### Get an influencer to link to you.

This may take a little work, but it is without a doubt worth the effort. Word of mouth marketing, it's time-tested and works like a charm. If you get an influencer or high profile blogger to link to you on their own site or through social media with a tweet or a post on Facebook, your traffic will skyrocket.

So, how do you do it? Reach out to them with an email. Make this email short and to the point. But wait, you cannot just email them and ask for a link. You need to do something for them. For instance, you might have found a typo, missing link, or misspelling on their site that you tell them about. Or maybe you have created a fantastic post that includes a link to their website or one of their posts.

Don't forget to thank them if you get a link or a tweet!



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Getting website traffic is an on-going task for website owners. It's not something that you do once or twice and then forget about it. It is a never ending process. Website traffic will not pour in immediately. But by using a variety of techniques and keeping at it, you will see a steady increase in traffic.



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# ABOUT US



Jordan Hunter Digital Marketing (formerly SyeWells.com Digital Marketing) was established as a website development company back in 2009 by company founders Sye & Marcus Wells. Although the digital marketing industry continues to expand; our core service continues to be custom website development which goes well beyond simple website design. Our clients enjoy the personal attention they receive through real live communication, not just email. We work with you side-by-side to capture the true essence of your business brand.

Your website is often the first and maybe only opportunity your business has to convince a potential customer to do business with you and we take that seriously. We take great pride in the outstanding websites and other digital products we have developed for our customers over the years; however we recognize that service is our real business.



**SYE WELLS**

Co-Founder

Sye has mastered the art of human relationship and she has pages of clients who would agree. In addition to holding a degree in psychology, she spent many years learning and working in the hospitality industry with one of the most exclusive hotel chains in the world. Her prior teaching and real world experiences have set the base foundation for her own company today.



**MARCUS WELLS**

Co-Founder

Marcus is a former corporate analysis from the Mortgage banking industry, he is also a certified project manager who develops systems to streamline business operations. Using his prior job experience in addition to Lean Six Sigma business training his focus is on continuous business improvements and producing a greater customer experience.

We're here to help. Whether it's a consultation or an entire website development project, Jordan Hunter Digital Marketing can help you achieve the results you need.

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