

## INTRODUCTION: TRAFFIC GENERATION CONCEPTS

Welcome to “Traffic Generation Explosion”. In this video series and accompanying ebook, I am going to be sharing with you several fantastic ways to drive traffic to your website(s). Please don’t feel that you need to apply every single technique to your website, in fact that might be a bit of an overkill. I would suggest sitting down with a pen and paper, and just start going through the videos, taking notes on the traffic generation methods that you would like to try. Before we start with the techniques, I would like to lay a bit of groundwork and talk about the general concept of traffic generation.

The techniques that I share will often drive traffic in two separate ways: 1) you will receive immediate traffic from the method directly through the links that you obtain, and 2) the links you receive through these methods will help your site rank higher in the search engines, resulting in a lot of organic traffic.

Though it will be nice to take advantage of immediate traffic in many of these techniques, if you are in this for the long haul, your priority should be to get as many high quality links as possible, to help your site perform better in the search engines.

Essentially, the more links a site has pointing towards it, the better it is going to perform in the search engines. Therefore, most of our traffic generation is going to focus on obtaining high quality links from relevant places on the internet. Don’t worry, its not as hard as it sounds!

There is one last thing I’d like to mention before we begin. It is very tempting to go out there and get as many links as you can, as fast as possible. This can actually hurt you! The search engines prefer to see you gain links naturally over time. I would suggest trying to stay around or under 10 new links a day, just to be safe.

Let’s go ahead and get started!

## METHOD #1: ARTICLE MARKETING

If I was only going to recommend one traffic generation strategy, it would be article marketing. There is a reason it is so popular, it is because it actually works!

Article marketing consists of creating articles from your niche, and submitting them to article directories. At the bottom of each article you write, you are allowed to link to your website. There are quite a few article directories that are very highly respected by the search engines, and having links from there pointing to your site is a huge advantage.

Additionally, once your article is in the directories, other webmasters will come and publish your article. It is not uncommon for one article to get you several high quality backlinks.

I would not suggest submitting to every article directory you can find, but rather just stick with the top few. This would include:

<http://ezinearticles.com>

<http://goarticles.com>

<http://searchwarp.com>

<http://articlecity.com>

<http://isnare.com>

To hear more about why you need to be exploring this opportunity, be sure to check out Video #1.

## METHOD #2: SOCIAL BOOKMARKING

Social bookmarking is another traffic generation technique that is very popular, and works very well. Have you ever bookmarked a webpage in your browser, so you can go back to it later? This is what social bookmarking is, except everyone can see what you bookmark.

It is free to sign up at the popular social bookmarking networks, and it doesn't take too long to bookmark your site. When your site receives a bookmark, it shows the search engines that people are talking about, and interested in your site. This is a great way to get a ton of high quality backlinks.

It can be a bit of work signing up at all of the major bookmarking sites, but once you are setup, it goes a lot faster.

Here are a few of the top social bookmarking sites:

<http://del.icio.us>

<http://listible.com>

<http://furl.net>

<http://flickr.com>

<http://slashdot.org>

<http://simpy.com>

<http://redditt.com>

<http://kaboodle.com>

<http://netvouz.com>

<http://fark.com>

To learn more about social bookmarking, please refer to Video #2.

Visit <http://IMMattBush.com> for the latest internet marketing tips and tactics