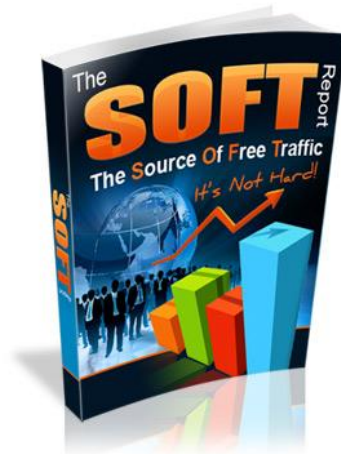# The SOFT Report

Disclaimer:

All the methods in this report are freely available to everyone but you may not have the same results as others.

It will all depend on your input and understanding of each method and how much work you are prepared to put in.

All these methods work to varying degrees in different niches. As I am not aware of your personal choice of niche I cannot be held responsible for any losses of time or money you incur whilst using these methods.

You will find that some work better for you than others and it is up to you how you use them.

Do You Need Leading Through The Minefield Of Internet Marketing?

The SOFT Report

Getting traffic to our sites is the most essential thing we must do to ensure our sites are a success.

Without traffic we might as well not bother, because there is no point building a great website with an offer that should convert, if nobody can find it.

In this report, The Source of Free Traffic Report (SOFT) will show you it is not **HARD** to get free traffic to your site; in fact there are many ways of getting free traffic to our sites.

Unfortunately all of them require a little work on our behalf, but that is the cost of free traffic. Our time vs. our money is the thing we have to consider when we set out getting targeted traffic to our sites.

For some of us when we first build our site, shelling out our hard earned is not an option until our site starts to show a profit.

We know it **will** show a profit, we have done all the research. We know people want what we are offering and we are going to give it to them in a way that they and the search engines can't resist.

This report is not an in-depth 'how to do' report. It is more of a 'what you can do' report.

Your success with each method will depend on your input. The more work you do the more traffic you will get to your site.

Here is a selection of traffic getting ideas:

Forum Marketing

You can start posting in various forums to enhance your presence, as more people will get to know you, and will trust you.
If you offer something to the community you will get people following your link in your signature back to your site or affiliate offer.

Make sure the forum has got plenty of active members and allows links in your signature.

Traffic Exchanges

Traffic Exchanges like StartMyTraffic and Traffic Swarm can be used best with squeeze pages.
Here, you need to visit other people's websites, and they will reciprocate by visiting yours. It's not a one-to-one relationship.

Free Classifieds

Nowadays, free classified ads have lost their significance. Due to being free, many people opt for this medium for placing ads, which results in ads getting unnoticed. But trying your luck is not a bad idea. Since it's free, placing a classified ad is good. Who knows, you might get a visitor!

Press Releases

Press releases are a great way to get tons of traffic to your site, but you must write it the correct way.
Speaking in the third person is generally the way to write a press release.

Email

In all your emails you should have a link back to your site. Usually you would put it underneath your signature.

Basic SEO

A website must have an attractive title in order to get a good ranking in the search engines. The title plays a vital role, but so does the content on your site.

You should ensure your site is keyword optimised.

Submission to Directories

Though the submission of your blog to the various online directories is a monotonous job, it is very important since it goes a long way in increasing the blog popularity.

HubPages and Squidoo

Both of these allow you to focus on a specified topic, and write on it. Also, both of them permit you to bring RSS feeds.

As always keep your title and content keyword specific and link back to your site.

Link Exchange

You can put your website's link on another good website, and allow the webmaster of that website to place a link in yours. By this, both the parties gain.

Joint ventures

Exchange email promotions, and through the exchange of ads, find a partner. In this way, you can reach the co-ventures customer base, and vice-versa.

Affiliate Marketing

By getting affiliates to promote for you, your site will get more exposure.

Subscriber list

You must get your website visitors involved by providing them value when they join your mailing list. Regular communication with them and asking for their input and opinion about the site would be a very good idea.

Tell-a-friend

You can place a "Tell-a-friend" script on the website, which would help you get more traffic as visitors might recommend your website to other people.

Yahoo! Answers

Answer people's queries on Yahoo! and place a link at the bottom, to your website.

Customer Support

If you offer your customers good support, they will refer you to others and this will increase your popularity.
Always offer your customers as much help as they need. You will be rewarded tenfold!

Blog Commenting

You can comment on blogs, and put a link to your website at the bottom. This can build traffic very well.

RSS

Make sure that you have the RSS subscription forms or Feedburner handy and always keep a track of it personally.

Downloads

Get something which visitors can download, like an audio file, a PDF document, etc., which will attract the visitors to visit your website again, which will get you money.

Opt in box

One thing you must do is get your visitors email address.

Videos

Create videos and post them on various video websites like YouTube, etc.
Simple screen capture videos teaching something are great for attracting visitors to your site.

Try To Involve Your Visitors

By involving your visitors in discussion you will ensure they return.

Unique Relevant Content

Always publish good relevant unique content. Google will drop you like a hot potato if you use duplicate content.

Social Bookmarking

By submitting your site to social bookmarking sites you can reach out to a bigger audience.

Write About What They Want

Do your research and find out the things your potential customers are looking for. Then give it to them!

Know Where Your Visitors Come From

Use a tracking tool like Google Analytics so you know which methods are working best for you.

Facebook

People don't like direct marketing in your news feed but you can create a FanPage and ask your friends to 'like' it. Put a link back to your site.

Twitter

Build up a list of followers and also provide a link back to your site in your profile.

Article Marketing

Write good articles relevant to your niche and put a link back to your site in your resource box.

Ping Your Site

Ping your sites URL to sites like Pingomatic.com. If you have a Wordpress blog this will already be taken care of.

Technorati

Sign up at Technorati, go into your profile and claim your blog. If it gets accepted you can get lots of visitors, especially if it gets to the top 10.

Sitemap

By supplying a sitemap the spiders can easily register each of your sites pages.

Link To All Pages

When producing material such as articles and blog commenting you should link back to more than just your main URL.

Guest Blog Posting

Approach the owner of a related blog and ask about doing a guest post. It would be rare for someone to turn down new content for their site.

In return, you place a link back to your site at the bottom of the post.

Weebly

At [Weebly](#) you can easily create a blog. Here is what they say about it....

"Building a website on Weebly is unlike anything you've ever experienced. Our drag & drop website builder makes it dead simple to create a powerful, professional website without any technical skills required. Over 6 million people and small businesses have joined Weebly to build their online presence.

Content elements (like text, photos, maps, and videos) are added to your website by simply dragging & dropping them into place. Text is edited just like in a word processor. Building your website is done in real time, right from within your web browser. There's absolutely nothing to install and no upgrades to worry about".

Just link back to your main site and you will pick up some Weebly traffic.

Blogger

[Blogger.com](#) is another free blog creation tool. If you do decide to build your blog with any of the free sites, you must make sure you don't turn it into a spam site.

There is nothing worse than spending your time creating a blog only to have it shut down without any form of appeal.

Always give good content.

Wordpress

If you already have your own hosting account you can build a Wordpress blog from within your control panel. Some use Fantastico and some use Simple Scripts. Either way you can create a blog using a unique domain you already own or by using a sub-domain.

At [Wordpress.com](#) you can create a totally free blog which is hosted by Wordpress.com.

The pro's and con's of hosted and self hosted blogs are that if you have a hosting account you have total control over your blog.

If you have it hosted on a third party site you have to adhere to their rules and you can fall foul and be totally shut down if you overstep the mark.

We have just gone through 36 tips on getting free traffic to our sites.

If you start to implement just a few of these methods you will start to see an increase in traffic to your site.

However, in my experience there are a number of things that hold us back when we try to generate traffic using free methods.

1. <u>We have to do some work</u>. We are still searching for that push button program that everyone tries to sell us **but doesn't really exist**, and therefore we prefer not to spend time creating free traffic funnels as it is only a matter of time before we really find the <mark>holy grail of traffic generation</mark>.
2. We have no real plan of action to follow. We try one method for a few days then move on to another then another and before long we give up on them all.
3. We have no set system in place. Like number 2 we drift from system to system and don't really give it a chance.
   If we got ourselves a tried and tested system which monitored our daily traffic generating activities we would surely succeed.

It was with this in mind that I developed the [30 Day Traffic Flow – The Traffic Light System](#), and the [Traffics Cool Inner Circle](#).

One is a system which guides you through the process of getting Targeted Traffic and the other is a community based system where members help each other to get their sites noticed.

Both systems require your input but the benefits far outweigh the effort.

If you have any questions at all you can contact me at [my helpdesk](#)

Regards

Dave Whitworth

P.S. You can keep searching and spending but the push button solution we all would like simply doesn't exist!