

Niche Domination Secrets

**How To Build A Profitable
Business In Any Market And
Dominate Your Niche With Ease**



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Module #4 – TRAFFIC... And Lots Of It!

Quick recap of last 'Product Creation' module:

- 1) **Create something similar to what people are buying.**
- 2) **Use competition to see what works.**
- 3) **Product Ideas: Audio interview, ebook, video tutorials.**
- 4) **Finding freelancers/students to help create product.**
- 5) **Finding partners to promote – competition, relationships and email script.**

How To Get Traffic!

Assume at this stage that you have your research done, you've found competition and created a product, now you need to drive traffic to your new site.

3 main approaches:

- 1) Traffic you borrow – JVs = easy, quick and free**
- 2) Traffic you create – Site content, SEO, articles**
- 3) Traffic you buy – PPC and other paid sources**

With limited time we'll cover the first two which are both free to use.

Traffic You Can Borrow

Getting JVs and partners to promote to existing lists is the easiest, quickest and cheapest way. (Benefit of doing research first!)

If you interview them for the product, they will likely promote.

Create a relationship with them e.g. send them testimonial, feedback etc, this can help increase your chances.

Make it a win/win for them (and their list).

Leverage results to convince other people to promote.

Traffic You Can Borrow

Integrate with other marketers.

Add your sites to each other's download pages.

Add to each other's autoresponder series.

Create "discounts" for each other's readers etc...

Write a "guest post" on their blog with a link back to your site.

Set up an affiliate program for general affiliates! Easy to do with Clickbank.

Traffic You Create

In module 2 we researched competitors sites and the content they use on their site.

Create similar content and add it to your site.

Perform keyword research to find “easy” keywords to rank for.

Create 300-500 word keyword rich articles. Put keywords in Title, first and last paragraphs, with overall keyword density of ~2-3%

Traffic You Create

Install a blog on your site. For every article you create, post one version to the blog and create a quick re-write to submit to article directories.

In signature file, make sure to link back to your homepage and the blog page also (use anchor text).

e.g. “For a free [Golf Swing Teaching Aids](http://www.GolfSwingTeachingAids.com) report visit www.GolfSwingTeachingAids.com”

**Submit to other sites like Squidoo.com, HubPages.com
(Full list of places to submit in PDF)**

Traffic You Create

Submit your blog RSS feed to RSS aggregators.

Feed is usually just: www.yoursite.com/blogdirectory/feed

Submit to sites like:

Feedage.com

Feedraider.com

Feedfury.com

(Will give full list in PDF)

As for paid traffic, there are so many different places. Don't have time to cover them all.

PPC – Google Adwords, Yahoo search marketing, MSN Ad Center

PPV – AdBrite.com, MediaTraffic.com (get visitors for ~1c)

Related Sites – Text links, banners etc. We saw examples of these in the earlier modules when studying competitions backlinks.

(More traffic training: www.TrafficUncut.com)

Questions?