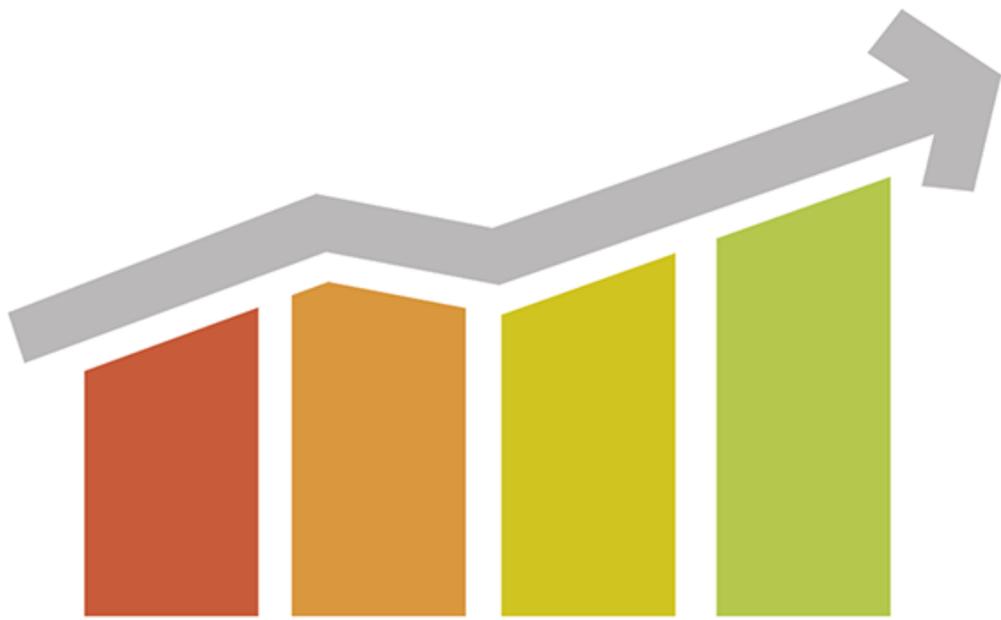


ZERO-COST TRAFFIC TACTICS



CHECKLIST

Checklist

Have you dreamed of becoming a successful online marketer and earning your living via the web?

Well good news - here's nothing stopping you! We've gone over 10 proven tactics for generating traffic without paying a single cent. It's time to recap with this simple checklist to help you take action and to start earning. Let's go.

Make sure your website is as professional and high quality as you can possibly make it.

- Decide on a platform and learn how to use it to the best of your ability.
- Figure out what the goal of your website is, to help you tailor your design.
- Use tools like OptimizePress for WordPress or anything else that will help you create killer sales and landing pages.
- Make sure that your website meets all the requirements listed in the book for a professional website.

Use viral blogging to get traffic to your website without spending any money.

- Create amazing blog content.
- Post content regularly and be consistent; schedule content if you have to.
- Make sure your keywords are both in the title and in the post.

- Break up large blocks of text so that your content is easier to read.
- Use viral blogging types that get shared often like top 10 lists, political articles, celebrity articles and controversial content.

Use YouTube to drive traffic to your website.

- Make the video. Create as professional and enticing video as you can.
- Get keywords that are going to rank your video higher in YouTube and get you more views.
- Publish the video using your editing software or through the YouTube website.

Use forum marketing to get traffic to your site every time you post something.

- Find some forums around your niche or industry and join them if you are already a member, but make sure that they allow you to put a link in your signature and have a display at the bottom of your post.
- Create a terrific signature and give people a reason to click on the link.
- Use the forums as often as you can, posting original content and being useful. Give great advice and make yourself into an industry expert.
- Add your signature to other things like your email and include a link to your site.

Find someone to exchange links on the thank you page with you.

- Make your site is professional as possible before you approach anyone.
- Use the suggested method of contacting the person and see if you can work out a deal to trade links.

Create a podcast that will allow you to get listeners and promote your website.

- Create a professional podcast a good quality microphone, imaging sound effects and theme music so that it sounds as attractive as possible to potential listeners.
- Try to find a partner somewhere on the Internet so that you can create an even more entertaining podcast.
- Distribute your podcast on iTunes and anywhere else that will let you list your podcast and allow people to download it for free.

Get someone to allow you to guest post on their blog ñ especially if it is a high traffic blog with lots of readers.

- Approach people politely and offered to do a guest post on the industry or topic that you are an expert in.
- Include a link to your website at the bottom of your blog post.

- Write a compelling blog post that will make people want to click on the link and go to your website.

Hold a webinar.

- Advertise the people in your industry that you are holding a free webinar.
- Make the webinar as amazing as you can so people look you up afterward.

Join social networking groups on Facebook and Twitter, as well as other social media platforms, to become part of the community and drive traffic back to your website.

- If there is no group or community in your industry or topic, then create one.
- Become active in that group, answer questions and give advice, cultivate a reputation for expertise and put a link to your website anywhere that you are allowed to.

Use the name dropping method.

- Write a top 10 article about some influential people within your industry.
- Contact those people and let them know that you wrote an article about them. Hopefully they will link back to you.

Create a viral report.

- Solve the problem or offer a solution.

- Make sure that your website is one of the websites listed that can solve the problem that you have presented.
- Also, make sure that your website actually can solve the problem.
- Distribute the report and tell people they are free to send it to whoever they like.