



The Guerrilla Review

How to Create Mega-Traffic to Your Web Site With Quality Backlinks and Search Engine Exposure

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Your web site has no traffic, and you know it. You lay awake at night wondering what you're doing wrong. You've tried everything "in the book" and a few other tips and tricks that you've read somewhere on a forum, but still don't have any traffic. What do you do now?

You probably think I sound like a broken record, but I cover this same subject for a reason: Before you get into learning what you need to do, let's stop and see what you DON'T need to do.



Manually register your site with DMOZ

DMOZ is also known as the Open Directory Project.

- **Don't do it!** You don't need to, and if you have any questions about "why" then just go back and read my previous article on this issue: [Five Stupid and Outdated SEO Strategies](#).
- It beats the daylight out of me why people are still endorsing these tactics when they haven't worked in over 10 years. You even have some regular writers with professional magazines touting this stuff!

- Go ahead: try it. I'll do you one better than that: Google my name, [Ernest O'Dell](#) and see how many links you get. Go ahead. I dare you! Then go over to [Yahoo](#) and put my name into their search bar. (Do the math: add them up, and see who has the most links.)

There will be some links come up with some other “Ernest O'Dell's” who are not associated with me, but you'll see that Google has approximately 179,000 links on my name, while Yahoo has some 433,000.

Then there's Bing (and MSN, which gets its data from Bing, because both are owned by Microsoft). Bing brought up 630,000 links.

And then if you want to go through AltaVista, Excite, you'll find varying degrees of organic results on each one. Some of them get their feeds updated and “spawned” by Google, so it will vary.

The point I'm trying to make with this information is this:

I've never manually submitted to these sites yet!

Manually submit your site to Google.

Don't bother. Go back and read my previous article: [Five Stupid and Outdated SEO Strategies](#).

Purchase a listing with Yahoo! Directory

Here's another one of those obsolete tactics. Submitting your URL to Yahoo is about as useless as... well, you get my drift. Go back and read [Five Stupid and Outdated SEO Strategies](#) again. Or, better yet, read the first section above.

Make sure you are using keywords with a high KEI

KEI (Keyword Effectiveness Index). Something that became obsolete back in 2005. Need I say any more?

Try WordTracker.com. They've been around for a long time and are more reliable to give you some good information on keyword, effectiveness.

Engage in a link building campaign

Whatever you do, don't get into "link swapping" with link farms, FFA's (Free For Alls) or with other sites (or questionable origins).

Want to know why?

Go back and read [Five Stupid and Outdated SEO Strategies.](#)

'Nuf said?

I'll grant you this: the more "one-way" links you have pointing back to your site, especially if they have relevance to your content and a high Google Page Rank, will signal Google and other search engines that your site is important.

A great way to do this is through submission of well written, optimized articles, Press Releases, technical papers, and "Special Reports." You can read other articles in regards to this subject on the [Guerrilla Internet Marketing blog.](#)

Make your site easily to crawl

Search engines can't "scrape" or crawl active server or "dynamic" pages. Although this is changing with certain technologies with Google, it is still important to ensure that all search engines can easily crawl your web page. When you use HTML coding in your pages, just don't "stuff" keywords into the coding, or you'll have adverse results.

Now that we've discussed the "Don'ts" let's look at the "Do's"

You may have used some of these tactics mentioned above, and you've probably been left wondering why you're still not getting any traffic. Not to worry! If you've been reading obsolete endorsements, nobody is going to hold it against you. You can always start over and get on the right track.

The one true secret to building traffic and links is that the proverbial "Silver Bullet" has yet to be found. There is no "one best link" to be the "do all end all" in SEO. What you need is quantity and quality. Staying on top of the latest trends, traffic sources, distribution models and publicity opportunities will keep those back links coming to your web pages and will result in traffic and exposure well into the future.

What to do with the traffic once you get it? Make sure your site is OPTIMIZED.

Whether you have just published a lead capture page, a Press Release, a blog posting, an article or a "special report" —optimization must play a central role in the construction of your site.

Let's look at some venues now...

Public Relations

Too often we dismiss public relations as something the “Big Boys” do and we're not supposed to worry about PR.

What?

It comes on the heels of the notion that we're just “little fish” in this big pond called the Internet, and nobody would take notice of us anyway.

How wrong can you be!

Publicity, public relations, and press releases don't often get the credit they truly deserve. We think of article marketing, online publications, technical papers, special reports as ways of driving targeted traffic, but we stick our noses in the air at Press Releases.

We tend to think of press releases as something we used to do in “the old days” when fax machines were the technological wonder of the era. What we tend to forget is that press releases can also drive tons of back links and exposure to our sites just like any other optimized page.

In a recent article, I wrote about using [SEO optimized ezine articles and press releases](#) as a way to drive long term traffic to your site. Not only are you going to see immediate results, but over the ensuing months, you will continue to see traffic coming from those online publications.

While some sites can be rather expensive, the long term benefit can easily translate into thousands, if not millions of dollars in revenue for the right product or service. Services such as [PRWeb](#), [BusinessWire](#), [PR.com](#) and [PRNewswire](#) are proven ways to get in front of the media. They can also put you in front of a host of other markets, too, such as other website owners and consumers.

And don't discount some of the free versions of press release services like EReleases.com or Free-Press-Release.com. Services like Paul J. Krupin at Direct Contact PR can not only help you properly compose a good PR campaign, but can also serve as a publicist should you ever want to get on Oprah, Larry King Live, or one of the major morning network shows.

While there is no iron-clad guarantee that coughing up these exorbitant fees to these providers will result in actual or immediate media exposure, you can bet your bottom dollar you're going to be surprised at how fast you start acquiring inbound links.

Social Media

Facebook and Twitter are usually the first two that come to mind when we think of social media, or “Web 2.0.” And it stands to reason: Facebook has dominated Google in generating traffic, and Twitter is hard on it's heels.

While a lot of people would dismiss Twitter as a “waste of time,” they also say the same thing about Facebook and a host of other social media venues, like LinkedIn, MyBlogLog, hi5, Digg, just to mention a few. But don't dismiss them “out of hand” just yet, because businesses are booming because they've implemented FB and Twitter into their communications model.

Social media has changed the way we communicate on a very fundamental level. We connect with others for a variety of reasons, and we're inundated by all sorts of “offers” for everything under the sun, but it doesn't mean the model doesn't work. It means that a lot of people still have to learn the psychology behind the venue, whether they're abusing the system knowingly or not.

Even microblogging services like Orkut, Plurk, Plazes, Delicious, Digg, Stumbleupon, Reddit—present opportunities to chart new courses and establish traffic and relationships.

And that's the fabric of this whole thing anyway: relations. Public relations. But relations. It's the first part of the word “relationships.” Once you become a trusted source of authoritative information, you will become known as an expert and you will have built a relationship based on trust with your “community.”

Social networks are extremely effective at generating huge streams of website traffic and, ultimately, inbound links.

Classified Ads

There is a lot of traffic generated from classified ad sites, such as Craigslist, Oodle, USFreeAds, etc. There are also a host of other “free” classified ad sites available, but one thing to be cautious of is the “free for all.” Those can cause you more detriment than good. Another thing to make sure of is to find out if they are being indexed by the search engines; otherwise, skip them.

If you're working on a local or regional level, you might want to look into your local newspapers or regional magazines. There are even sections in the “store rags” that will take short ads in their classifieds. You just have to research which ones “fit” into your particular business or industry sector.

The best part of using classified ads is that it drives traffic to your site (when you include your URL) and the cost is often lower than other conventional methods, if not completely free, like Craigslist.

But, it's not just the broad scope classified ad sites that can generate attention: There are literally hundreds, if not, thousands of classifieds in every industry imaginable, providing an exceedingly targeted opportunity to generate new back links of notable quality.

Video

Another opportunity to gain a lot of exposure on the Internet is through a video. Do it the right way on YouTube or one of the other venues, and it can go “viral” and get you millions of hits. While there are some financial and time commitments to create videos, getting one to go “viral” can boost your web sites to a tipping point far faster than any other online venue.

However, if you already have digital video cameras with a USB port to connect to your computer, you are more than half way there.

YouTube is still the Number One site for video, but there are hundreds of other sites that can give you that extra “boost” in exposure, such as:

- VizzVox.com
- Vimeo
- Blip.tv
- Viddler
- 5min
- Dailymotion.com
- MetaCafe.com

...just to name a few.

Are you distributing your videos to these venues? Are you split testing and tracking results of your video's success or failure? Are you comparing the performance of other channels to see what's getting watched or ignored? If not, then try looking at using some of these other options in your link building campaign.

Content Development

The information “Super Highway” expects you to produce one thing: information. And it's got to be useful and pertinent.

Take up a campaign to write content, or produce video by reaching out to other writers and bloggers, or within your own sector. I know of several real estate professionals who were having a tough time selling properties, but they branched out to do videos of “homes for sale” for a modest fee. They picked up several hundred new accounts working with other agents and brokers and are making more money doing “video tours” than they did selling real estate!

They got the idea from me. I did it back in 2000 and 2001 in the Texas Hill Country for several major real estate groups and made a killing at it.

Does it require a little travel and work? Sure it does. But keep track of your mileage and expenses and it's probably a deductible expense you can write off your taxes. (*Check with your accountant or CPA.*)

Personally, I know this venue works, because I made an early video and “thumbnails” page for a property that was listed by a Century 21 agent in New Braunfels, Texas. When the site went “live” the property sold in under 30 days “sight unseen.” All they saw was the pics and the video. They had never set foot on the property until they came out to sign the papers.

So, the key here is to develop compelling content, and you can combine video with other modes in your campaign.

Article Marketing

There are literally hundreds of article directories on the Internet, some better than others, so you must be choosy. While it's not within the scope of this article to do a case study or "critique" of each one, suffice it to say that you need to do your own due diligence on some of these sites.

Having said that, I will highly recommend some sites over others as I constantly find their exposure the best in the industry. One of those is EzineArticles.com, Buzzle.com, GoArticles.com, Amazines.com, among others.

Take your time to familiarize yourself with them. You might even download Brad Callen's [Article Submitter Pro](#) and let it automate the process for you. Last time I looked, they had over 200 ezine directories in their database, and I use them everyday in my article submissions. I use the Pro version because once I plug in my article content, I can just click it to go automatic... and then go to the golf course.

Another valuable distribution channel is Google's Knol. Any link from Google is worth getting, so create some content for Knol and include some links—they too, are do-follow.

Things to Remember When Building Back Links

Nothing is more important to the success of your marketing campaign than the number and quality of inbound links. Remember as you start a link building campaign that links marked "nofollow" will not pass any value to the search engines, nor will it increase your Google Page Rank. You may also want to alternate the anchor text of incoming links so that they look as natural as possible—include different keywords and link to different pages on your site.

As always, target links from diverse IP's, ones that are topically relevant, authoritative and trustworthy.

And don't forget the do's and don't's mentioned in the previous pages of this article. Violate those rules and they will get you penalized by the search engines, or worse, banned. Avoid link farms, FFA's (free for alls) and off-topic venues. Don't rely on reciprocal links or paid links. Stay away from those companies who offer those services to you and do nothing but take your money and run.

Folowing these rules should get you some phenomenal results. Violate them and you're toast.

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