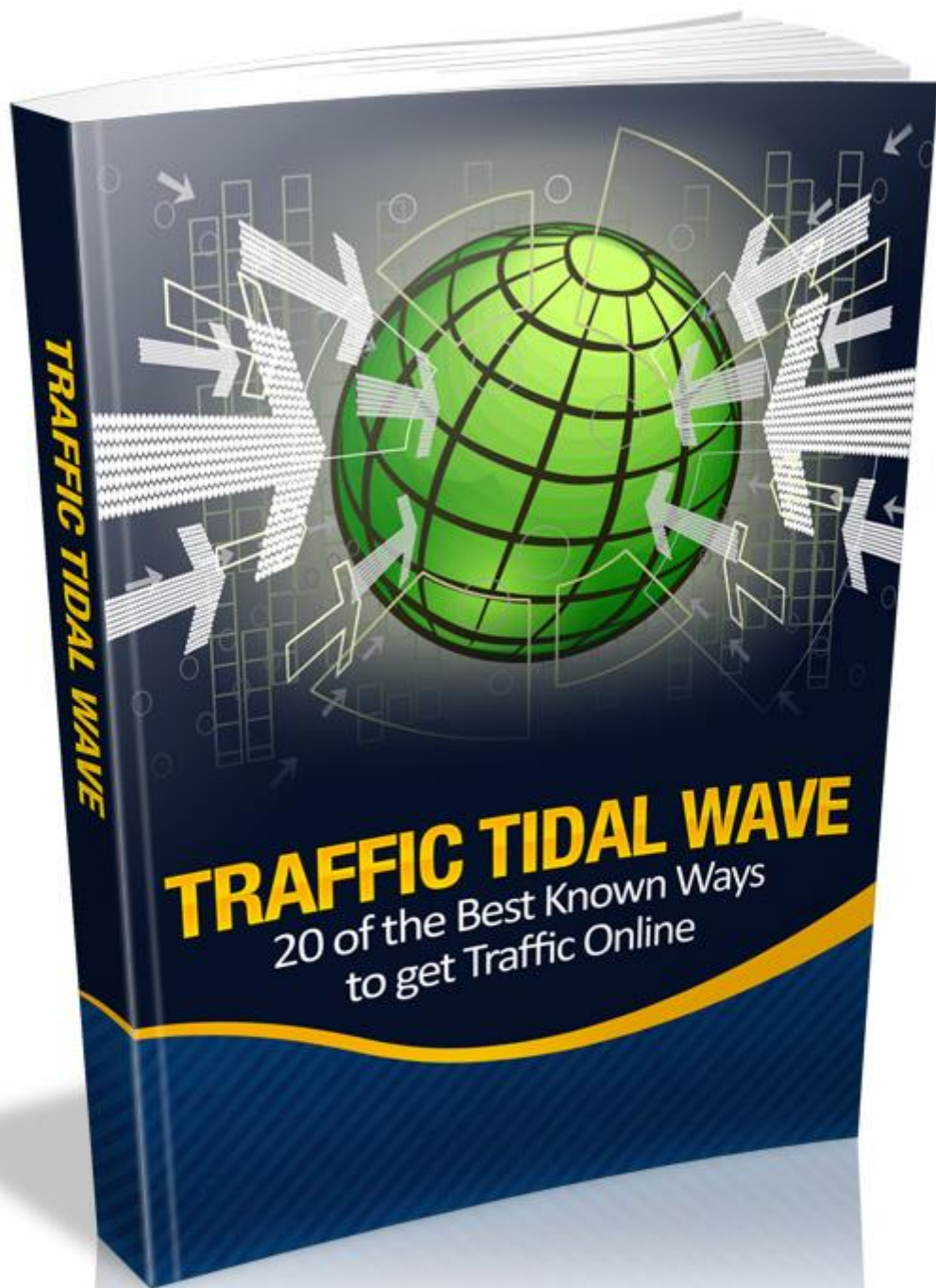




TRAFFIC TIDAL WAVE

20 of the Best Known Ways
to get Traffic Online

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Introduction

If you are getting into Internet marketing, it is quite certain that you must be finding different ways of attracting traffic to your business each time you do some research.

Remember that the strength is not in numbers here, it lies in the quality of your approach toward traffic generation.

So what are the best ways to attract traffic to your website?

Grab a mug of coffee, sit back in your cozy computer chair and read on. We present here the 20 best ways marketers use for traffic generation.

You are encouraged to print this eBook to use it better!

Traffic Tidal Wave Method # 1

Pay Per Click Services

Pay per click or PPC is a model in which you pay advertisers according to the number of clicks they can generate for your website. The concept is very simple. You use Google AdWords (<http://adwords.google.com/>) or another PPC software and become a member. Then you submit your URL to them which you want to promote. The PPC service will then find other website owners on the Internet that are interested in promoting your website URL. These are your affiliates. They will place your URL on their sites in the form of an advertisement and whenever any person clicks on them, you pay them.

There are other methods to pay out; PPC is not the only one. Many services also provide a Pay Per Sale model (PPS) where you pay out only when a sale has been done. There is also a Pay Per Lead model (PPL) where you pay out when the visitor takes some particular action such as providing their email id, which becomes a lead.

If you haven't tried out PPC yet, you are surely missing the number 1 traffic generation method which every Internet marketer worth their salt is using. It isn't quite difficult to get into this medium of promotion – you must start researching on it pronto.

The following is a list of some other PPC software applications that you can use instead of Google AdWords.

Yahoo! Campaign Optimization (<http://searchmarketing.yahoo.com/>)

MSN AdCenter (<http://adcenter.microsoft.com/>)

Traffic Tidal Wave

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