

The Free Web Traffic Report

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Free Web Traffic?

Free traffic from the web is one of the Internet Marketing Holy Grails. The surprising thing about free traffic is there is no real “secret”: it is frequently a simple case of focusing on a few key activities and building a process or system to make the work as straight forward as possible.

The great news is that this means anyone who applies themselves can generate a tsunami of traffic to their chosen website or blog. The techniques I will outline in this report do not require a degree in Astrophysics, just a willingness to apply yourself to the task in hand and commitment to follow through.

Search Engine Optimization

Before we delve in to Search Engine Optimization as a topic you may have heard the term before but not fully understood what it means. Search Engine Optimization (frequently abbreviated to SEO) is the process by which a web page owner optimizes the structure and content of a given web page to make it appear highly relevant to a given search term. The goal is to be listed at the top (or at least on the first page) of a Search Engine Results Page (also known as SERPs).

The key point to highlight here is “web page” and not web site. While a few sites are considered “Authority Sites” by Google and have multiple pages listed at the top of a page of search results, the vast majority of search requests bring back lists of individual pages.

This is very important as it allows you to build a new page specifically for each search term you are targeting (see below). Typically your potential web customer will enter a search term in a search engine and then scan the results for what they are looking for.

If they fail to find what they are looking for they may browse to page 2 or 3 of the search engine results but it is highly unlikely they will go any further. It is far more likely that

they will attempt to refine their search by entering a modified or, in some cases, a completely different search term.

Think back to the last time you were looking for something but did not know the exact search term to enter...what process did you follow to find what you were looking for?

Market Research

The first step in an effective SEO campaign is the rather unglamorous, and some would say boring, task of Market Research. The idea here is simple. You need to know what words or phrases your target audience is typing into the search engine query box so that you can take steps to rank well for that particular phrase or keyword.

With literally billions of web pages online (a figure that grows each day) the average searcher has to rely heavily on the Search Engines to help them find what they are looking for.

While Google gets the largest volume of search requests it is a mistake to ignore the other search engines. And when I say search engine you may be surprised to find what sites this term includes. At the end of 20013 YouTube.com ranked as the second largest (and most popular) search engine on the Internet (#1 was of course YouTube's parent company Google.com).

Another interesting fact to note is that while Google is the most popular for general searches, numerous studies have shown that traffic from Bing.com (formerly MSN) converts to buyers very well. So while Google gets more searches it seems that Bing is used by more home shoppers to find things to buy.

As this report is all about "free web traffic" I will describe how you can do effective market research using only the free resources available from the search engines.

On a side note, an alternative (and frequently faster) option would be to invest in one of the many excellent keyword search tools such as Market Samurai (which does so much more than just keyword research) and more specialized tools like [Keyword Elite](#).

But, back to the free methods. As you are going to be relying on the search engines to bring the web visitors to your site it makes sense to start your keyword search using their own tools.

A quick Google search for “Google External Keyword Tool” will bring you, unsurprisingly, to Google’s own keyword tool. Here you enter your core keywords and the Google Keyword tool will return a list of related keywords and list the number of times each keyword or keyword phrase is used as a search term per month.

For example, let’s say you are looking to market bird cages. Using the Google Keyword Tool you find the following results (the numbers are searches per month):

Phrase	Local Search	Global Search
"bird cage"	450,000	673,000
"bird cages"	301,000	368,000
"birds cages"	12,100	33,100
"large bird cage"	18,100	27,100
"cage bird"	14,800	22,200
"bird cages for sale"	12,100	14,800
"large bird cages"	14,800	14,800
"bird cage stand"	8,100	12,100
"the bird cage"	9,900	12,100
"decorative bird cages"	9,900	9,900

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