

SIMPLE TRAFFIC



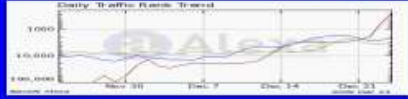
Tim Ackley

How to get *traffic* today and every day

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This e-book is written in straight forward language so that even the newest of traffic-seekers can get fast results.

You will not find any fancy graphics, hype, fluff or filler. Just content and information.

Some parts may not pertain to your individual situation, however, it would be of benefit to read the entire manual.

This is a compilation of what I have learned over the years through trial and error. What works and what does not. I have purchased, read, and watched countless books, videos and seminars on traffic strategies. Most have some useful information, some have very good information, but ALL tend to leave out the most important information needed to complete an efficient traffic system.

This book leaves nothing out.

The bottom line.....

Once you know what to do, you must take action or nothing will happen.

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What you Will Find in This book (Index)

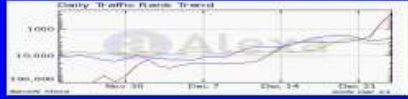
Section One

- How this guide will work for you if you are sending traffic to an affiliate link without your own website.
- The steps you will have to take. (free methods)

Section Two

- The top reasons why most people fail to generate traffic.
- How to correct the problem at the root.
- The fastest way to get a website up and pulling traffic.

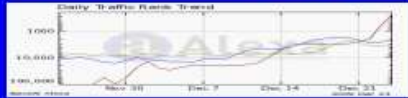
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Section Three

- Why getting traffic is simple
- How to build your own system
- What methods work and why
- New twists on old ideas
- Why sometimes more isn't always better
- Why having your own domain and hosting is important
- Start small and build big

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Getting started if you have no website, and want to drive traffic to an affiliate link.

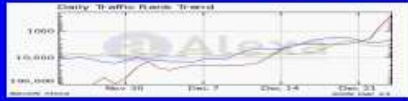
Many methods of traffic generation must have a landing page of some sort to direct visitors to. Don't panic, this is an easy fix, as well as a no cost one.

You will set up a free blog (or several..) as your landing page. Two excellent choices are [Blogger](#), and [Wordpress](#). Both are easy to use and do well with the search engines. When you set up your blog, make certain that the title you choose, as well as the address are relevant to whatever niche, or market that you are involved with. Try to use a keyword or key phrase that you will be targeting. (you can even set up multiple blogs using different keywords)

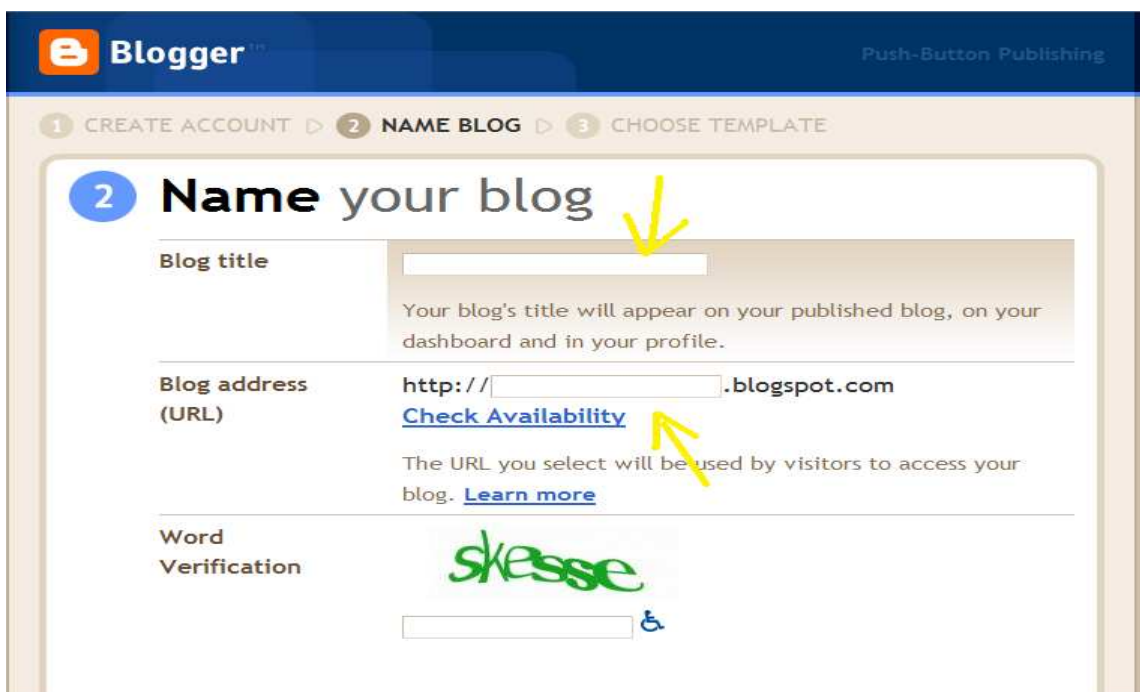
You may have to use your imagination a bit to find one that is available.....just remember to keep it relevant!

If your niche is "training guard dogs" DON'T use "dog training".....be very specific. Remember, the search engines are looking for relevant search results. The more specific you can be, the better. Also, don't be too general. "dog training" would have millions of competitors for that broad of a keyword, but "How to train guard dogs" would have far less competitors, and would be a better match for someone searching about that specific type of training.

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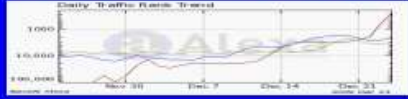
Below is a screen shot of the 'blogger' address creation page

A screenshot of the Blogger website's 'Name your blog' page. The page has a blue header with the Blogger logo and the text 'Push-Button Publishing'. Below the header is a navigation bar with three steps: '1 CREATE ACCOUNT', '2 NAME BLOG', and '3 CHOOSE TEMPLATE'. The main content area is titled '2 Name your blog'. It contains three sections: 'Blog title' with an empty text box and a yellow arrow pointing down to it; 'Blog address (URL)' with a text box containing 'http://[] .blogspot.com', a blue link 'Check Availability' with a yellow arrow pointing up to it, and explanatory text; and 'Word Verification' with a green scribble 'skesse' and an empty text box with an ampersand symbol.

Remember...keyword selection is very important for traffic.

When you have completed this step, write a compelling article of around 400-500 words, as you would a sales page. Insert your affiliate link at least twice using your keyword as anchor text, and use a call to action at the bottom of the page. The object is to make them want to click your affiliate link.

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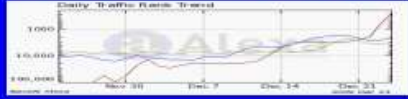
If you are using free blogs as landing pages without any type of lead capture, or auto responder, you really need to do this next step.

Go to [Stat Counter](#), and sign up for a free account. Once you have done that, Click on “add new project” fill in the form with your blog title, url and such, then generate the code to place on your blog. This is a terrific free tool that lets you see who has visited your site, from where they are located, how long they stayed, what url brought them here and so on. Tracking is very important when it comes to traffic generation. Knowing where your traffic is coming from, and from what source will show where you should be concentrating your efforts, and which techniques are not performing.

Full instructions on how to install stat counter on a Blogger blog can be found by [clicking here](#).

In the later sections, traffic getting methods will be discussed in detail. Follow these just as instructed, sending the visitors to your blog url.

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The top reasons many people fail to get decent traffic.

1. Lack of, or no keyword research at all.
2. How to set up a website properly for maximum search engine optimization. (SEO)
3. Learning, or realizing just what the search engines want.
4. And lastly, having all of the information above and not taking action.

I was a victim of #4.....bought every product and book, until I started saying to myself, "I know this stuff" after every purchase. That is when it hit me....if you know what to do, THEN DO IT!

Enough about me....

Keyword research and traffic generation

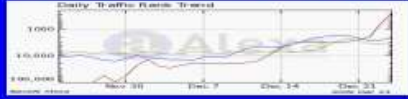
What does one have to do with the other.....EVERYTHING!

Lets look at "dog training" for example.

When you search Google with dog training in the "" quotes, you get approximately 5 million sites returned. Not a good key-phrase to tackle. For one, it's way too broad, for two, you will have a very difficult time reaching page one.

So, if you are in the dog training niche, you probably cover many different aspects of training, such as housebreaking, or leash manners.

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Lets look at “dog training housebreaking”...it returns about 600,000 results, and lets have a look at them....

Google "dog training housebreaking" Search Advanced Search

Web Show options... Results 1 - 10 of about 610,000 for "dog training housebreaking". (0.28 seconds)

Dog Training, Housebreaking, Dog Diet, Grooming and More... » #1 ...
#1 Reason Why Houstraining Fails. One of the hardest situations in housebreaking your dog is housebreaking regression. For several weeks you puppy or ...
www.trainpetdog.com/blog/ - Cached - Similar - [Icons]

Dog Training: Housebreaking Is Quick And Easy If You Follow These ...
Many new dog owners have difficulty housebreaking their new puppy because they go about it the wrong way. It's very simple if you follow these basic rules.
www.articlesbase.com/.../dog-training-housebreaking-is-quick-and-easy-if-you-follow-these-simple-rules-787415.html - Cached - [Icons]

Dog Training Housebreaking // BlogCatalog Topic // BlogCatalog
Dog Training - Housebreaking Your Puppy No training is more basic for pet owners than that first important lesson: Do it outside! ...
www.blogcatalog.com/topic/dog+training+housebreaking/ - Cached - [Icons]

Dog Training Housebreaking Tips - Dog Behavior Houstraining
Does your dog need housebreaking? End the messes today - Train your dog with free and easy to use dog training housebreaking tips that work for every dog.
www.thedogtrainingformula.com/dog_training_housebreaking.htm - Cached - Similar - [Icons]

Sponsored Links

5 Day Dog Housebreaking?
Stop Inside Peeing & Pooping Fast System Works In 5 Days...
HousebreakingMyPuppy.com

Housebreaking Dog
Housebreaking Your Dog Can Be Easy with These Great Tips from lams.com
lams.com/Dog-Housebreaking

"5-Day Dog Housebreaking"
Step-by-Step Easy Dog Housebreaking Training. Learn How - Try it Today!
PottyTrain-Dogs.com/housebreaking

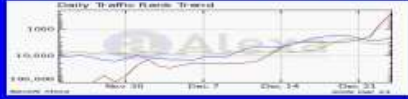
Dog Housebreaking Training
Find Great Savings at Target. Shop and Save at Target.com.
www.Target.com

Dog Wetting in the House?

Notice that the #2 position result is an article!
How hard would it be to take over that spot for the key phrase with say, an article from [Ezine-articles](#)?
Not hard at all, and with just ONE article, NOT hundreds.

The key here is, targeting exact, select, keywords and phrases with your traffic building efforts. If your targeting ten key phrases, write ten articles. This book does not center solely around article writing, even though it is a very powerful, and free tool.

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Here is where it gets interesting.

Searches related to **dog potty training**

[older dog potty training](#)

[puppy potty training](#)

[dog potty training tips](#)

[dog house training](#)

[dog whisperer](#)

[dog potty training problems](#)

[have potty training](#)

[dog potty training video](#)

Goooooooooooo gle ▶
1 2 3 4 5 6 7 8 9 10 [Next](#)

[Add a result](#) - [See all my SearchWiki notes](#) - [See all notes for this SearchWiki](#) - [Learn more](#)

Now we can dig even deeper into some possible traffic pulling key phrases. One that looks very promising is “puppy potty training”

To go further, at the bottom of this page we find

Searches related to "puppy potty training"

[crate training potty training](#)

[potty training pup](#)

[potty training dogs](#)

[potty training toilet](#)

[potty training reward](#)

[teach potty training](#)

[clicker potty training](#)

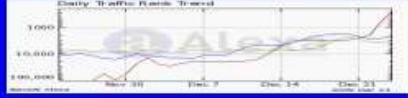
[potty training accidents](#)

Goooooooooooo gle ▶
1 2 3 4 5 6 7 8 9 10 [Next](#)

So, you are only really limited by search volume as far as you care to dig down into the keywords. In other words, If a phrase has a very low search volume, you may want to pass on it. I try to target at least 2000/mth search volume.

That should be enough to get you in the mode of keyword research importance. Yes, it can be boring, but will pay off many times over in getting targeted traffic.

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Website do's and don'ts

I am not an SEO expert, but I have learned a great deal from some truly brilliant people.

SEO is a very deep subject that can take years to learn. I like to go about certain things like SEO using the K.I.S.S. method. Keep it Simple.

We will start with exactly what the search engines want from us.....that one is simple.....Relevance and Content.

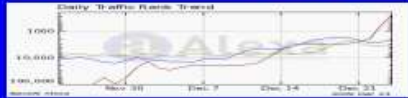
The big guys like Google want nothing more than to please their customers, so when Bill types in a search for a fishing reel, he doesn't want to see a page about "reel Russian brides"

The point, ...keep the website highly relevant to the nature of your niche. If you have many variations of a core product, that is fine as long as you structure your site in a hierarchy.

A good example is e-bay

Very search friendly.....you search cars, you get a list of manufacturers....you choose one, you get a list of models, then years, and so on. Start with a base and then branch out.

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A graphics rich site with bells and whistles is great for your customers, but the spiders could really care less. When they crawl your site the main subject of the day is relevancy and ease of navigation. If you write your own html, keep it as clean and simple as possible. Avoid lines of code that are not completely necessary. Some site builders tend to create a ton of code that does not lend itself to the search engine bots at all. So the short lesson, keep it clean, simple and relevant.....

OR.....

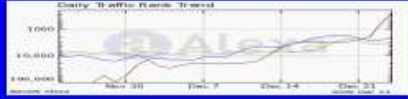
Use my method of creating optimized websites that are live and ready for traffic in less than an hour.

You should have a domain name and your own [hosting account](#).

With your own hosting, you can set up one main domain and then as many sub domains as you want. This is perfect if you are an affiliate marketer. Install a Wordpress blog with just slightly more than a mouse click. Download and install [Jeff Johnson's Free Traffic getting plugin](#). Choose a theme and customize it to suit your needs. Start adding content and driving traffic.....that section is coming next!

That may seem a bit vague, but it really is that easy. There is a resource section at the end of this guide with links to some excellent, free wordpress tutorials.

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Why getting traffic is simple and how to do it.

Getting traffic to a website, in it's most basic form, is nothing more than following a set of steps and then repeating them.

I will break this section into three parts.

1. Getting traffic to your site today.
2. Setting up a system to begin pulling more volume.
3. Keeping the traffic flowing without a huge amount of work.

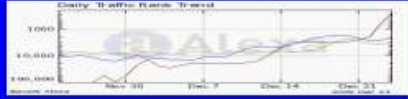
Getting traffic Now, Today

One advantage in using a wordpress platform with the Traffic getting plug in from Jeff Johnson, is that by setting up the blog and just posting several times a week, you will start getting traffic automatically. One reason for this, is that the plugin settings, will ping the search engines when posts are made.

There are many ways of getting traffic to a website the same day that it is published. This is by no means a complete list, and in no particular order.

The first two sites that I use are [Craigslist](#) and [Backpage](#). Both are free ad sites and indexed by the search engines.

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It is possible to see an ad that you placed on Craigslist in the morning, on page 1 or 2 of the search results for your key phrase in the afternoon. This is a very powerful, fast traffic tool, if you use it correctly. You have to follow the terms of service, and be creative with your ad writing. Do not cross post the same ad to multiple cities. You can only post a couple of ads per day, and they have to be quite different.

There is a way to make more posts that is a bit “black hat” Your i.p. address is tied to your free account, as is your e-mail. To make multiple accounts you will need multiple e-mail addresses, such as g-mail. To get around the i.p. issue, just use different computers at different locations, such as a public computer at a library, an internet café with your laptop, etc.

Making different ads should be no problem, as you should be targeting different key phrases with each ad. Signup is easy and straight forward. Go [here](#) to open a free account.

Log in to your craigslist account

NOTE: Not all prior posters have craigslist accounts.


[If you are not sure, check for the existence of an account by having your password reset.](#)

Email / Handle:

Password:

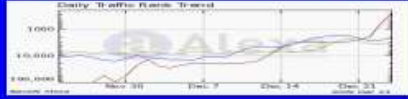
([Cookies must be enabled.](#))

[forgot password?](#)

Don't have an account? [Click here to sign up.](#) 

need help? [Click here for additional information.](#)

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Fill in your e-mail and the captcha phrase and your in. If you have done your homework regarding keyword research, you should be able to post an ad and see it somewhere in the first couple of search results pages the same day.

Write the ad as you would an Adwords ad. Don't over hype, but make the reader want to click on your link. Do not try to use affiliate links here! Use your free blog as your landing page.

Next is [Backpage](#), a free ad posting site that ranks well.

You can sign up for a free account, but you might want to choose some paid features, as they provide serious bang for the buck.

[Follow this link.](#) scroll to the bottom of the page, click on "account login" and then click "sign up for account" on the following page. And you will end up here...

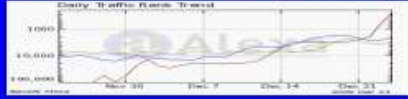
Create Account

backpage
central

create, edit and manage your ads...
and more!

Email:	<input type="text"/>
Confirm Email:	<input type="text"/>
Password:	<input type="password"/>
Confirm Password:	<input type="password"/>
<input type="button" value="Create Account"/>	

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One nice feature with Backpage, is that you can post a photo with your ad, all for free. Once you sign up and log in, click “post an ad” choose “post local ads” choose a city, then a section, a category and then write your ad. You will get an e-mail message that will have a link to click to post your ad.

Much of the same rules apply here as with Craigslist with the exception that you can make automatic recurring posts, or post to multiple cities with an upgraded (paid) account.

Social Bookmarks

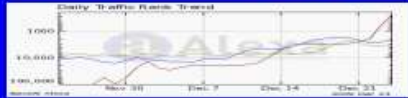
A fast ranking, high profile site that I use is [Digg](#). Sign up for a free account, log in and then “add new” url’s to the site. Here is where your key phrases will come into play. This is what will come up within the search results. If you have a choice key phrase, chances are that your link will be on top or possibly the only link listed in the search results.

Take caution using this service. If your title comes off “spammy” or of little interest, your “digg” may become buried.

Sign up for free at [Delicious](#) , log in and add your site as a new bookmark. that’s it.

These are just a few of the many free sites to use for fast traffic. I have listed the top ranking ones, you can find many more by searching Google.

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Building a Traffic System to up the volume.

Before I get into the details of putting together a traffic “system”, there are a few statistics that need to be realized.

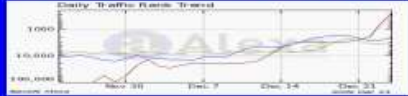
About 97% of the people who buy this book, or any information product for that matter, will have little to no results.....Why?Because they will read the information, absorb it and then do nothing with it. In fact, some will even buy the product and then never even read the information. I have done this myself, it is simply human nature.

The day that I started making money as an affiliate marketer, is the day that I actually got motivated and did something. Like a famous footwear company says “just do it”.

I am going to show several methods of driving traffic that will bring results long term. Some of these you will probably have heard of, only I will show you how to do this with very little effort on your part. The real secret of a good traffic system is somewhat like a jigsaw puzzle. You gather all of the pieces and assemble them together to form something.

With a traffic system, you put the pieces together and then you DO something.....every day.....over and over. When you start making some money, you outsource your tasks.

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This, in turn continues to grow your traffic, while freeing up your time to do something else, like maybe expand your business.

As far as a “system” goes, that part can be entirely up to you. I show different pieces, and how to use them, you decide what and when you will do it.

Example:

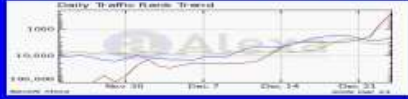
Monday: write a 400 to 500 word article that is optimized for a chosen key phrase. Bookmark the article url with delicious, and other social book marking sites.....create a five minute video that links to your article and post it on Youtube and Revver. Make sure the article links to your capture page or blog.....Twitter about your article.....total time involved.....about an hour.

Tuesday: Search for high page rank blogs that are in your niche or one similar. Post an insightful, constructive comment and link back to your capture page or blog, if links are allowed. Search for and join 2 or 3 forums related to your niche and make several insightful, constructive posts. Put a link to your site in your signature, if allowed.....time....one hour.

Wednesday: Same as Monday

Thursday: Create an auto responder message series.

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Place the form code on your blog or website. (you can get this for free, check the resources page) time ...about an hour

Friday: Take the weekend off if you choose, or put some other strategies to work.

Monday: repeat Monday, Tuesday, and Wednesday.

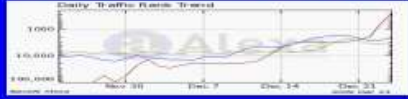
The key to a system is to remain consistent. Don't stop moving forward. Keep looking for other strategies, or ways to improve what you are already doing. This type of traffic strategy is slow to start, but has a ripple effect, like a pebble dropped into a pool of water. Once put into place and nurtured week after week, this will begin bringing more and more highly targeted traffic with only a minimal effort on your part. Come on, an hour a day.....can you spare it?

Once you have invested some time and effort into starting this traffic machine, it will continue to bring traffic even on days that you decide to do nothing.

This is why you should have your own domain and hosting!

Aside from “branding” yourself or your business, the traffic and page rank are connected to your domain. If you own it, you also own the traffic.

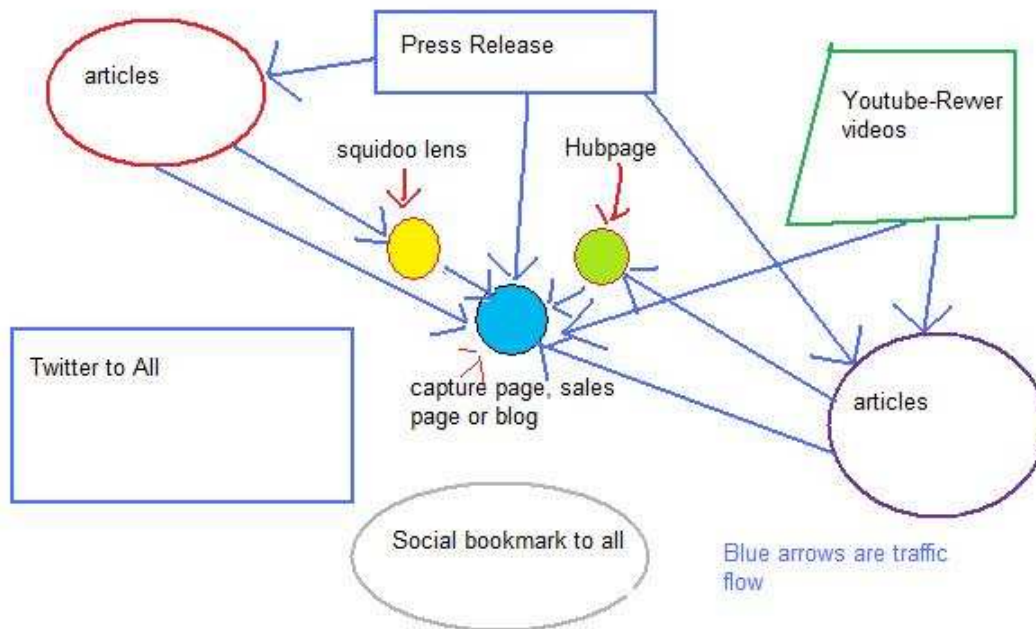
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If you are using a free blog, you are at the mercy of the host. You could be online today, and offline tomorrow....gone. Along with your traffic and backlinks.

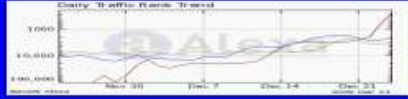
Now For The Main traffic Pieces

They say a picture is worth a thousand words, so here is what the traffic puzzle might look like as a picture. (this is in no way complete, you can expand upon this greatly)



This is what I have used successfully as a base system. It is completely scalable to whatever size you desire. The power is in the quality links from “authority sites”.

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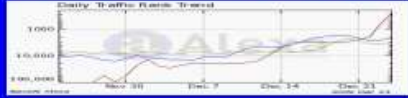
You notice that I did not include Backpage or Craigs list, as I consider these only for immediate traffic and have no long lasting or staying power.

Lets break down the main players

These are not just random players that I pulled out of my butt. If you should do ten searches on Google for nearly any search term, you will see almost all of these in the search results for page one or two. Articles and press releases are considered “authority” sites. The search engines place E-zinearticles in very high regard. Meanwhile, Squidoo lenses, Hub pages, and Youtube are looked at as fresh content.

Social bookmarks can run either hot or cold, but either way, they do bring traffic and backlinks. Twitter is quite an animal. If you go about it the correct way, you can amass a large group of followers in a relatively short time. I have found that once you get to a certain size following, your list begins to grow by itself. Do not use twitter to spam links! Be useful, helpful, and forge some incredible contacts and future associates. Twitter is a fantastic networking tool. By just posting your website url in your profile, and making intelligent tweets, will bring a ton of traffic to your site.

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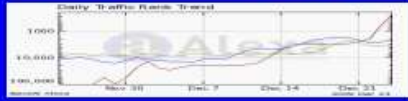
Articles

I know, everybody hates to hear about articles, but I don't care. Articles are freakin powerful, and the easiest way to drive quality traffic if you know how to use them. Check out the click through rates on some of my worse articles.

Click Rate
6.2%
25.2%
25.4%
23.7%
22.8%
11.5%
29.1%
13.9%
15.3%
10.0%
22.0%
2.9%
10.3%
Click Rate
13.5%

My average ctr for those articles is 13.5% and that's with a 2.9 thrown into the mix! This is not pay per click either, this is 100% free traffic that keeps flowing as long as your article is live.

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An added benefit from articles, is that yours can be picked up by other publishers.....sometimes many other publishers. This is a very huge reward for 20 minutes time to write one article.

Now, I know that you have heard that you need to write 100 articles a month or even more, and I have a problem with that....Actually several problems with it. First, if you write 100 articles a month, it is nearly impossible to keep them fresh and unique for very long. If the search engines think that the content is too similar, and is spread out all over the web, you may just get a negative result. Second, they say to outsource the article writing. Same problems as number one, and your paying for it to boot....Third....who the heck wants to sit and write that many articles anyway?

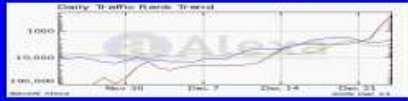
I like my method much better.

Write GOOD articles, not 400 words of filler. Target specific key phrases in the title and a couple more times within. (don't go berserk or you won't get published) Give the reader some good information, but just enough to make them want more.....so they click.....on your link.....in your resource box.

I lean heavily towards ezinarticles.com.

They approve the articles by real people, and carry a ton of weight with the search engines.

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Write a good, unique article for each key phrase that you are targeting (not 100, maybe 10 or 15), and spread this out over a period of time. You WILL get results. Remember the linking strategy of the drawing. You will also be doing videos, press releases, Squidoo lenses and hub pages that will be linked with your articles. I also like to use GoArticles.com and article dashboard as well. There are literally hundreds of free article directories out there that you can use.

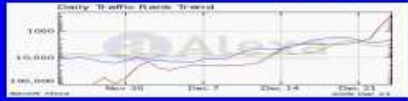
Next....Videos

Video marketing is absolutely Huge, and an easy, free way to drive a ton of traffic. The best part about this, is that it can be done for absolutely no cost, and you don't have to be on camera or even speak for that matter!

Probably the easiest and fastest way would be to film yourself with a video camera like a flip, or something, do a little post editing, embed your url and your done....10-15 minutes tops.

Another route to take (no cost) is to [download Jing](#), install it, and now you can take screen capture images or video (up to five minutes) for free. Now just couple that with a powerpoint type presentation, and you have a professional video presentation.

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Need a free utility to make a slideshow presentation? I have just what you are looking for! Just go to OpenOffice.org and download the software for free. You now have a very powerful program that can be used for presentations and much more. Both Jing and Openoffice have excellent instructions and tutorials to get you quickly on your way.

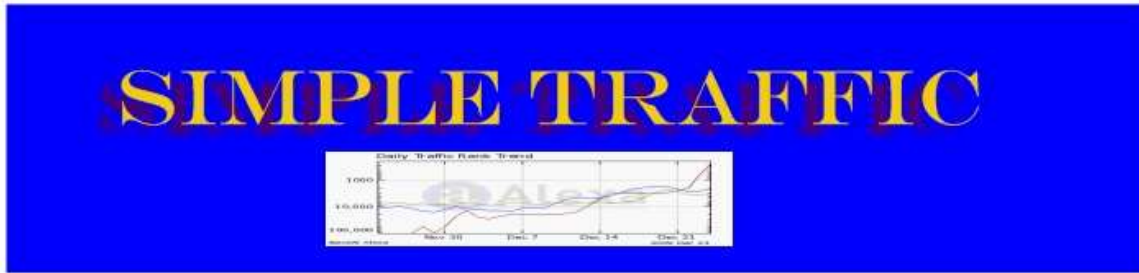
Once you have mastered your new free tools, go to you tube and revver, sign up for free accounts, follow the directions and upload your videos. Fast, easy and powerful.

Squidoo and Hubpages

Squidoo has been, and still is a very good traffic tool. They did however, change their terms of service and installed some ridiculous filters that try to reject lenses for even anything that slightly resembles spam or certain topics that they do not allow. Aside from that, just read the t.o.s. carefully, play by their rules, and all will be well.

A well written lense has the ability to pull traffic all on its own without a lot of work by you. With that in mind, just imagine how useful it will be when linked within a system.

The procedure here is much like setting up a free blog. Sign up for a free account, and start creating your first lense. I suggest taking a look at the top 100 listed on the page.



This will give you a good idea of how to approach this task.

Starting out you will be asked.....

Step 1: What's your "lens" about?

A lens is just a fun word for a web page—a web page that focuses, like a camera lens, on a particular topic you're really interested in. People are making pages on everything from "How to Roast Your Own Coffee Beans" to "Why You Should Hire Me" to "Top 10 Wii Games for Kids" And LOTS more. What's your topic?

My lens is about:

Continue »

just 3 easy steps to go!

This is not a critical step, as it can be edited later. Next comes...

Step 2: What's your goal for your page?

It's easy to start a Squidoo page. It's not quite as easy to make it a masterpiece. But here's a great tip: As you build, think about what your goal for the page is. Are you trying to get the word out about an important issue? Market your business, or yourself? Earn some money for charity? Or just have fun organizing your interests? Get specific and tell a story, and we bet your lens will be awesome.

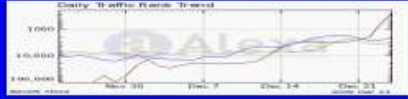
- I want to get the word out about dogs (easiest option)
- I'm gonna sell dogs stuff and earn \$\$, for me or for charity (money maker!)
- I want to make a list of my favorite things about dogs (most popular)
- I just want to do my own thing.

« Back **Continue »**

just 2 easy steps to go!

Once again, not critical, as this sets up different modules, which can be added or deleted later. Next

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Step 3: Create a Title and URL

Lens Title:

Clever lens titles can make great first impressions

Set your lens URL:

www.squidoo.com/

Your lens URL can only contain letters, numbers, hyphens, and dashes. Your complete URL will be in the format <http://www.squidoo.com/yourlensurl/>, and you supply the *yourlensurl* part. Choose wisely - this is forever and can't be changed.

Pick your category:



Please rate your lens:



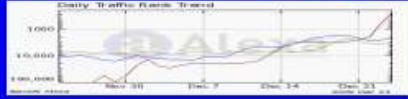
If you're not sure, read up on our [Ratings policy](#).

just 1 easy step to go!

Now here is where you want to be creative. Under lens title you want to use your best key phrase. Remember all of the keyword research? The title can also be edited later, so don't freak on that one. The next step where it says to "set your lens url", cannot be changed, so choose wisely. Sometimes the phrase that you want is already taken, so you will have to be inventive. Try using the - between words such as "dog-training-for-idiots", or maybe add a word to the string. If you were trying for "dog training secrets" and that is unavailable, try best, or top dog training secrets. Be creative without losing the base of your key phrase.

After this step, you'll have to play around. You will get good at this with only a little practice.

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Hub pages have a similar interface as Squidoo, with some slight variations. Also, the terms of service are less stringent.

Create A Hub

Simplified Version

1 Choose a Title

2 Give Your Hub a Unique Web Address

<http://www.hubpages.com/hub/>

3 Choose a Topic. Which Category Describes What Your Hub Is About?

Browse Search

-Choose A Category-



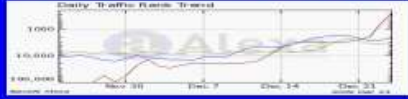
[start over](#) [go back](#)

4 Choose a Starting Layout



Very straight forward and user friendly. Use key phrases.

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As with the Squidoo lense, look at some top hub pages to pick up design ideas for your own.

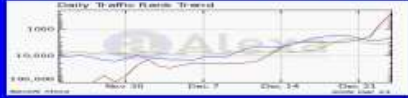
About Press Releases

There is a fairly standard format for creating press releases. It will help your credibility and chances of being published if you present your material this way. Each press release should include the following:

FOR IMMEDIATE RELEASE:	These words should appear at the top left of the page, in upper case. If you don't want the story to be made public yet, write "HOLD FOR RELEASE UNTIL" instead.
Headline	Just like a headline in a newspaper. Make sure this describes the content of the story.
City, State/Country - Month Day, Year	These details precede the story and orient the reader.
Body	This is where the actual story goes. There should be more than one paragraph, each paragraph no more than a few sentences. If there is more than one page, write "-more-" at the bottom of the page.
Company/org anisation info	Include any background information about the company or organisation featuring in this press release.
Contact Information	Include contact person, company name, phone/fax, email, physical/postal address.
ENDS or ### (xxx words)	This indicates the end of the press release. If you like you could include the total number of words contained in the press release.

Below is an example of how a press release might look.

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Example

FOR IMMEDIATE RELEASE:

Competition is Healthy Says Lemonade Stand Queen

Hamilton, New Zealand - November 12, 2004 - Increased competition in the local lemonade stand market should be welcomed, according to the operator of popular lemonade stand "Shelly's Pure Lemonade".

12-year-old Shelly Smith has been selling her home-made brand of lemonade from the footpath in front of her parents' North Street home for 18 months and has seen the highs and lows of the trade.

"Stands come and go," says Ms Smith, "but when there are more stands around the vendors are more serious. They try harder and make a better product. That gives our customers confidence and sales go up."

In recent months the number of lemonade stands in North Street has risen from three to five. Experts believe this trend will continue, with the possibility of two or even three new stands before the end of summer.

Ms Smith feels that a stable supply of lemonade will also benefit the streets' economy.

"People know that if they are thirsty, North Street is the place to come. With plenty of lemonade stands on this street it doesn't matter if some of the vendors take a day off. The customer is never disappointed so they always come back."

Shelly Smith is a sole trader of lemonade and occasional cookies. Her stand at 223 North Street is usually open weekdays after school and weekends, except when she is playing with her friends or watching a movie.

Contact:

Shelly Smith

my@email.co.nz

233 North Street,

Hamilton,

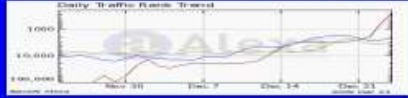
New Zealand

Ph: +64-877-9233

###

This is a basic outline to follow. Not set in stone, however.

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A very good and FREE service to use for press release distribution is [PRLog](#).

Creating a new account is free, easy and fast. Just fill in the form data and your set. They also have very good “how to” instructions, tips and examples.

Press releases are much like writing an article, only with a slightly different structure.

To Summarize ...

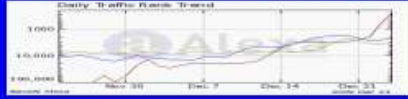
Getting traffic to a site is partly knowing what tools to use, where to find them, and how to link them all together to perform as a system

On the other side of the coin, this system needs to be broken down into daily tasks that are completed routinely and without fail.

Using the strategy that I have shown here will deliver traffic to a website starting from the very first day, and will continue to grow as you work, and scale the system.

Remember....you have to do a little work for a big reward!
For questions or help, e-mail support@timackley.com with “support” in the subject line.

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Resources:

Autoresponders:

Free- [IsoRegister](#) ..Free auto responder, capture page and very good instructions on how to set everything up.

Paid- [aweber](#).. Used by many online marketers-personal favorite of mine

Hosting:

[Hostgator](#)- my personal choice

Wordpress tutorials:

[lthemes](#)- free tutorials for wordpress

Free Article Directories:

[Ezine-articles](#)- my top choice to get huge exposure

[GoArticles](#)- my second choice

