

# Developing online marketing skills; Guide to getting more traffic to your business

(At the end of this guide book I've given you a list of 50 profitable ways to market your website to help you get started with your development)



“Hi I'm John from [Bosses Made Men](#)”  
Community, Editable, Knowledge Base

Marketing is a big part of every business, in the fast growing informational economy technological advancements are imperative to any business.

We have lots of great ways small business can compete with big business with these developments.

If you haven't got a website for your business already this short guide book will surely persuade you to create one!

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# Preface:

**Hi dear and massive thanks for reading, if you have trouble driving traffic to your website it ends here.**

BMM is a top provider of self development tools & networking. We have a online network of business in our directories. Members view our directories to find local business, talent and crafts daily.

Empowering orientation aims to help poor people develop a clearer understanding the social, political and economic factors affecting their lives, and to strengthen their awareness of their own potential power to control their lives. To learn [more about the team](#)

Special thanks to all of our members @ BossesMadeMen this book is all about driving traffic to your website/s and list 50 top techniques and strategies for getting the best results of driving traffic to your websites, blogs and all type of online content.

This book is only short but is packed with powerful content for the reader to explore their online potential this is designed to help those who don't have a lot of money to spend on paid traffic.

Contents in this book includes

- Mental attitude attracting traffic
- Disciplines for Free, sources of traffic.
- Secret sources of traffic
- Cheapest sources of paid traffic

With no further introduction, please enjoy the book and also hope to see you in the development project speak to you soon.

**Any time you need more traffic, you can refer back to this short guide. You don't have to use every method in this book to see results. There are some people who use only a couple sources and reap great rewards.**

# Comment! Comment! Comment!

## Chapter 3

Ok, so you probably got your on blog, YouTube channel or face book page. This technique is good as long as you apply it every day. Your first step is to find all the most popular blogs you can and comment on these pages.

This will attract human visitors from these blogs to your website, as long as you follow the disciplines listed below.

- Minimum 50 comments a day!
- Always make your comments interesting.
- The more effort you put in the better results {Consistency} is key!
- Comment on blogs that links your Name to your own website.
- Always make your comments valuable, adding knowledge to the topic!
- Comment on high paged ranked blogs.



For the best results, do this every day and you will see, successful traffic flowing towards your website? The more you work on your commenting skills the better the results. Long and inspiring comments seem to work best for me. Always leave room for the reader to want to know more about the source.

When someone usually reads comments, which gives good advice or teaches them something new, they tend to want to know more about the source. This is the name of the game be resourceful, with interesting comments.

To get you started you can use Google PR to search for blogs and websites which have high ranks and plenty of regular users commenting. These strategies work with most online platforms, if you apply the disciplines; you will see the results.

## Ask questions / Give answers

### Chapter 4

Everyday people go online and ask questions on sites like yahoo answers and ask.com. These sites allow people to post questions and allow others to answer post on their site.

Here's what you need to do in order to use questions to drive traffic to your Website.

- Create a list of websites that allow you to ask and answer questions.
- Check if this sites allow you to post {sources} links in the posts.
- Search for question in your niche or business interest. Ensure that that your website holds information or answers to these questions.
- Make your answers valuable, interesting added knowledge to the questions.
- When you answer a question always put the link to your website stating(this is where I received this information from).
- If you ask a question state why you want to know this information with the link(a member of website with link [www.johnbooks2013](http://www.johnbooks2013) would like to know).
- To avoid spamming these sites, always include links to others websites not just yours.
- Be smart, you don't have to mention it's your website all the time.

The key here is being resourceful. Provide useful links and valuable answers and when people pick your answer as the best, others will see this and follow the lead. The golden rule here is being consistent and every time you answer a question you will gain traffic to your website.

# Social networking

## Chapter 5

Most people use social networking wrong, sites like twitter and Facebook all wrong. They fail to understand the principles of sharing, and just constantly post links from their websites to these platforms.

The secret of getting traffic from social networking is, firstly to grow your community, then convert them to your website.

The following principles will help you to grow your community of followers.

- Like people with same interested as your website or product.
- Interact with people on these platforms, don't just post.
- Comment on other peoples post and answer questions.
- Follow lots and lots of people on face book, twitter and other social network.
- The more you follow the more followers you get use sites like **twiends**
- Use the message feature on these networks to create collaborations.
- Always share exciting videos, great articles, links to fun stuff and only occasionally one of your own offers.

Try these techniques; see if they work for you. Try added 800 people to your twitter account wait for 2 days. When the followers start to roll in start deleting, contacts 100 at a time so that twitter doesn't start hating you.

Try creating a profile @ BossesMadeMen and added your talent. Once you get access to the network search for other collaborations, comment on pages, answer question and provide links to your website and social network.

The golden rule here is always making your content valuable and useful to the reader, pay attention to detail in your comments. Don't spam your links all day; interact with people and their interest by commenting and sharing. Once you grow your followers then you can post offers and make money right away.

Remember more followers the more traffic to convert.

# Directories

## CHAPTER 6

The good old directories are a great way to get traffic to your website or business. There are many free directories online now listing websites all over the internet.

Follow the guide to successfully get traffic from directories.

1. Keep a dairy or data base for research.
2. Search for free directories online.
3. You are searching for high ranked directories result, for your niche.
4. List 50 with your niche or business interest.
5. Go to these 50 websites, and enter your website details and submit.
6. Repeat these steps 5 times {this time just search for free directories} Use the data base, contact book or dairy to save time, when signing up to new companies. (avoid repeat registration)
7. Create over 1300 back links and you will be more visible when people use search engines to find your website.
8. Final step find 50 quality websites, ranked anywhere on the internet with same interests or niche. The aim is to get direct traffic and keyword optimization. Repeat this using step 1.

The results are great I know, I have done this for many small businesses and individuals finding great success, I first found out about this strategy by accident, whilst planning my own directories for a local community in London. During my market research, signing up to 20 directories using my blog and project name and within a week, I had traffic “not a lot, but it was traffic”.

Golden rules:

Once you have got a firm hook on high quality directories, you will be focusing on the quality of their {back links} the more back links the more traffic flow.

When you link to this site with similar key words like {arts & crafts in London} search engines will see this activity and rank your website because the similar keywords.

# Manner's is free and it pays to be kind.

## Chapter 7

Ready for another way to get traffic to your website online, well you will be happy to know you don't have to say please, but thank you would be helpful.

Every day someone buys a product they really like online or receives a freebie they really enjoy. This could be anything from downloadable software to a physical membership.

The websites people use would normally send them to Acknowledgment pages or digital receipts, where these people are given the opportunity to say thank you.

Some websites actually allow you to advertise on their thank you pages for a fee. This won't be cheap but not many people are doing this right now, so check it out. The best results come from popular websites.



Add share buttons to your web site to boost traffic! Use popular share buttons if you can, stuff like face book and twitter. Providing ways people can share your products with friends on social networks. Add share buttons to your Blogs by using plug-ins or html.

Another way being kind pays is give a ways. This method is very successful people love free stuff especially, when it's something valuable. Whatever you do always offer something for free to your visitors and encourage them to share it with others with your share buttons.

### Tips!

- Offer products from your niche for free.
- Downloadable software is a great way to offer free gifts.
- Remember sharing is caring! Add share buttons to your websites.

# Guess whose blogging

## Chapter 8

Guess blogging is a great way to get traffic to your site.

If you are good at writing valuable articles and great reports, some websites allow you to submit posts on their sites for free.

This method of driving traffic to your site is time consuming, but with little patients, reaps great benefits.

If you have a blog or web site you can consider enabling these features for your website visitors.

Try these steps

1. Keep a diary or database for this research.
2. Start by researching all the sites offering guess post blogging with similar interest to your site.
3. Somewhere out there, blog owners are looking for the content you provide. Find high ranked sites.
4. All you have to do is research what types of articles are on these sites.
5. Create 10 great articles with valuable content submit 1 to each site you researched and selected.
6. Ensuring that each site has a different articles.
7. Never post, duplicate articles.

## Promotions & word of mouth

### Chapter 9

The power of word of mouth is a gem in getting good results in traffic online. Think about, every successful person you have ever met in your life, who may have come in contact with you? Try to reach out to such people with your new innovations as much as you can. Visit old colleges, clubs and social meetings and connect with as much people with similar interest as possible.

Try some of these ideas to boost your traffic, these stuff may cost you a little but the results go a long way.

- Put the name of your website/business on clothing you wear.
- Put the name of your website/business on bumper stickers
- Vista prints offers deals on business cards(get yours today)
- Music giveaways with your business mentioned or website.
- Book markers are another great method put your website URL on 100 of these and donate them to your local libraries.
- Local radio stations talk about business.
- Newspapers and magazines offer advertisements search for best prices.

When I started as a sole trader, i had no budget to market my business at all. I had a great idea, and a unique reference number. I had to improvise most of the bullet points above and found them really valuable to my development and personal growth.

I started a website and offered to write reviews for local Bosses in exchanged for free advertisement at their place of Business. I used vista print to get 100 free business cards and distributed them to these local shops. A week later I was offered to write a review for another local boss, who was willing to pay for a review for their website.

Try this tip to get loads of traffic to your website;

1. Find a really cheap print shop which can put your website on your cloths. Clear name or URL on a really nice top {preferably a brand name} make sure it's creative and the Website name is visible.
2. Call your friends for a night out in the city weekend.
3. Wear the top you designed, be confident and go out and have a really great time.
4. For best results use recognizable brand clothing with trendy designs.

# Be Dynamic

## Chapter 10

If you have a website and you're trying to get more traffic, you have to be dynamic. You have some great articles and fun stuff on your website right now and are, wondering why the traffic is not as fluent, as you would like. Change your thought process today from this static mentally and start building your dynamic content.

If you don't know the difference between static and dynamic content yet that ends here!

Examples of static content: Published web pages.

**Static content** is fixed and never really changes, this is still good content for many reason; like when someone, views your website, sees the content then many days later comes back to find it still there.

**Dynamic content** on the contrary is not solid and is interchangeable. This means that two people could be on the same page at the same time, seeing two different things. A prime example of this is face book, forums, polls and comment pages, which update simultaneously with new feeds.

All of these attract communities to build on your website and this is exactly where the traffic is!

Tips!

Remember to develop slowly with dynamic content on your website.

Add 1 application {plug-in} at a time to avoid over loading your website server (potentially slowdown the speed in which your site loads up) this could cost you more money for hosting.

I found the results, if this is applied correctly to your website are 2 x better traffic performance then having just a static website.

# Time to get Viral

## Chapter 11

The master key to success in going viral is getting people to share your content. This simple guide will give you the opportunity, if done correctly. When I first tried this method the results came over night with 509 views in two hours.

- Here's what you are going to do. Write a breakthrough guide, amazing article report or book. A completely fascinating story review or piece of content and turn it into PDF files.
- Connect your hyperlink to your website in the PDF file you can do this by pressing insert. Have at least two links one at the top of your article and one at the bottom.
- The next step is to ensure that no one can change your work or edit it so you need to protect your PDF.
- Watch a short video on YouTube, if you need help Protecting your PDF.
- The next step is to post it all over the internet.
- Email all your contacts the PDF.

### **Go viral with audio recordings follow the steps below.**

The above method can also be done with podcasting.

- Just record an audio version of your PDF and convert it to Mp3 make sure you include your business name in the recording.
- Practice confident speaking for better results.
- You can use Word press to upload file to media or install a podcast plug-in for your website.
- Promote your podcast using I tunes, there are hundreds of sites willing to promote your podcast find them and use them.

{Tip}Make sure you mention business name in podcast.

# Torrent Traffic

## Chapter 12

I once read that the average person reads about one book per year, so if you read a book for just 1 hour a day for a year, you will be well ahead of the game, so to speak.

**LIKE A BOSS**

This book is designed with simplicity to guide the reader through techniques, how to utilize the secrets of how to develop free traffic online.

If you skipped straight to this section. I recommend you go back and complete the tools on chapter 11.

If you have read this far without interruptions; congratulations you have an advantage, if you remember anything you have learnt.

So Far, so good!

Next steps

- Download a torrent converter if you haven't already got one {Google} convert files to torrent for free.
- Use your PDF files and Mp3 recordings and convert them to torrent files.
- Find 50 torrent sharing websites and upload your content.
- Make sure you use the disciplines on page 11 to ensure you have included your links correctly.

# Free Advertisement

## Chapter 13

Many people right now are spending thousands of pounds on advertising. I'm about to give to you the formulas for free advertising on the internet.

- Start by writing 50 short ads.
- Tell the reader who you are and what you have to offer {keep it short and sweet} the profitability's and benefits.
- Sign up to **craigslist** and posting your free PDF's in the (Free) section This don't have to be PDF's this can be any product you have created.
- Post these freebies to some different countries on craigslist. Be mindful not to send the same content twice.
- If you got a free video, free articles, free valuable book; advertise it on craigslist.
- Type in Google free classified ads and find 50 more sites like craigslist to promote your free content, product or software.
- Sign up to **stumble upon** and create great articles people stumble upon.
- Sign up to warrior forum and post articles, and free content.

This stuff is not rocket science, but you will need great discipline and a good work effect. You have to put in the work to see rewards here.

The golden rule here is consistency.

Yes it's true to say that, to be Pro of the strategies in this book 90% preparation is required the other 10% lies in the execution. So follow the steps above for great success, keep a clear and detail log of all your actions.

# The power of Google

## Chapter 14

Develop your skills with Google to grow your business, find the best business tools in the business for free and start competing with the big Fish. If you haven't got a Google account already it's time to get one today. The purpose of writing this book is not to sell you a dream or a software or product. Ultimately I am merely trying to equip you with some tools, you may need to sell your own dream, product or software.

**Google keyword tools:** This allows you to search for key words like {Boats for sale London} Google generates results based on other user's searches, producing similar keywords with numerical data, telling you exactly how many people search for those keywords.

Use this tool to find out how popular a site is, this will help with your research for all the steps in this book.

Also the keyword tool will tell you how much the word, you searched is being used by others. Keep playing with the words until you find {long tail key words} with lots of searches but little competition. The logic here is when you find these words, you create article with the key words as the title, it will automatically go to the top of Google page rankings due to the lack competition!

**Google+** is a really neat social network, which allows you add people to your circles. When you register to **Google+** you must follow the principles and disciplines discussed earlier in this book. {Social networking} chapter 5

Find all the people with the same interest that your website is offering and see what topics they are discussing. Soon as you find a circle which is talking about a topic which relates to your niche or business add them to your business circle.

When posting on Google+, always add valuable content, fun stuff that will make people laugh or smile. A little controversy won't hurt from time to time. Try to post information that will help the reader or really deep heartfelt content, these tend to have the best results at getting people to share your posts.

Google owns YouTube so I recommend you get a YouTube account as well to utilize the full features of video post and Google networks.

# Food for thought!

## Chapter 15

Things to remember never develop your business too fast don't just go uploading and posting all over the internet and think you're going to get traffic.

The best success comes to those who wait, more so; those who work whilst waiting. What I mean is this preparation is imperative, planning how you will execute your tasks is more important than the task itself.

Imagine trying to fly a plane without any landing gear, or sailing a boat without a rudder, even more driving a car without any brakes. This is the type of risks you're taking if you don't take the time to do the preparation first.

I was always told slow progress is better than no progress and yes it's true! When building your traffic remember this saying for before long, if you keep at it you will have chain links, providing a stable stream of traffic to your website.

Always be creative with your content and products. Innovation is the key to finding your online success, don't be afraid to try new things, challenge the status quo and shake it up a bit. People don't only share things that they like, but also things they don't like.

Albert Einstein once said something only the lines of; intelligence is when one juggles two different concepts and is still able to move forward. The same principle applies to business, you have to be able to take the pros and the cons and still develop the project planning to succeed.

Like everything you do, hard work pays off. Be consistent with your work effort. Always keep your eye on your goals, know what you're trying to achieve and go for it.

Planning is your eyes, without it you cannot see where your business is going. Be resourceful, research everything you can and take notes. Get yourself a diary and keep a log of all your activities, trust me this will come in handy later on.

Let me tell you something rather peculiar Albert Einstein once said when asked by a student to tell him the exact speed of sound "if I wanted to know that information I would get it from a book" Intelligence isn't about how much you can remember, more about being able to locate the information when you need it. Final food for thought (Be resourceful).

# **List of Marketing Tools for online business**

**Research the following and apply the principles from this book for ultimate success and unlimited traffic to your online business.**

1. RSS feed {really simple syndication} websites publicize for free!
2. Fiver .com
3. Opt In forms
4. Email lists
5. Google bookmarks
6. Power point slide website
7. Forum signature linking
8. Hub pages and sharing websites
9. Warrior forum
10. BossesMadeMen
11. Google analytics
12. Mail chimp
13. Loop fuse
14. Analytics SEO
15. Tweepz
16. Hoot suite
17. Sociopal
18. Tregia
19. Populr
20. Hootsuite
21. Tumblr
22. Remember the milk
23. Earnest
24. Zipzipbooks
25. Omnifocus
26. Evernote
27. Tap forms
28. Google docs
29. Dropbox
30. Pocket
31. Fedex
32. I mindmap
33. Whatsapp
34. Yell.com
35. Google my business
36. Zoom
37. Sugarsync
38. Search engine optimization
39. Internet service protocol
40. Pay per click
41. Fresh books
42. Amazon
43. Location based marketing
44. Hashatit.com
45. Guides.co
46. Verticalresponse
47. Gshift
48. Livecube
49. Leadsift
50. Priceing engine

*Thanks you for reading.*



If you would like help with any of the Business motivational modules in this book: get the tools you need to maintain or improve your business practices and trends @ [bossesmademen.com](http://bossesmademen.com) or Simply book a 30 minute study buddy online at our [academy](#) we will do the research for you and build your business model.

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