

Traffic Magic

By Simon Cooper

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Introduction

The aim of this eBook is not just to tell or show you how to deliver traffic to your site(s) but to do it for you. That's a pretty bold claim isn't it? So, here's how it works.

There are a number of tried and tested traffic generation tools covered in this eBook. Some are paid options and others are free. Which ones you choose to use are entirely up to you – but they all work, otherwise they wouldn't have been included. This eBook will give you a critical analysis of their effectiveness and their value.

Some of the programs you can join and then add your own referral links to this eBook using the rebranding tool provided – these are well signposted throughout the eBook. You also get the chance to add your own name and a website of your choice on the front page. Let me make one thing perfectly clear before we go any further. **There is absolutely no advantage to you in bypassing your sponsor's links in order to rebrand this eBook.**

All of the rebranding opportunities are free to join programs. Anyone who reads your branded copy of this eBook will then help you earn referral credits for the relevant programs as well as being encouraged to visit the main site you have selected.

All you have to do is read the eBook and rebrand it before either selling it or giving it away to others – and of course, many of the tools within the eBook will help you distribute it too.

Traffic Magic! Make it work for YOU!

The netSuccess Formula

I hope you'll excuse me for giving my own book a plug at the beginning. The netSuccess Formula is a totally viral eBook that will help you build a quality opt-in mailing list and drive a heap of traffic to the site of your choice. Additionally, it helps you build an army of sub-affiliates and earn personal affiliate commissions from some of the top online programs.

It's completely free and 100% rebrandable – all you have to do is read it, rebrand it and promote it.

[Click here to access The netSuccess Formula download page](#)

The New TrafficJam Formula

Any traffic generation strategy that doesn't get covered in this eBook will be covered in Graham Hamer's excellent and timeless TrafficJam Formula. The new version is now in online format and updated regularly.

You can download a free copy of Graham's TrafficJam Formula from the link below with my compliments. However, in order to give it away to others and benefit from the built in rebranding opportunities you will need to upgrade.

[Click here to access your free copy of The New TrafficJam Formula](#)

Link Referral

This is a unique and compelling traffic site. At the time of writing there are over 80,000 active members and sites are categorized into a range of business and consumer sections. The basic model revolves around members visiting each others' sites and writing up reviews on them. Apart from getting excellent feedback, this also serves to drive decent volumes of targeted visitors to your site. This is all very good for a free program but the pro options are also excellent.

For a one-time upgrade fee of only \$50 you get paid for referrals on five levels. This includes payment for any free members that you refer and any money they spend at the site. Additionally, pro members get a month of sponsored advertising within their section. The other advertising options are also excellent value – in particular, a month of featured advertising on the homepage for only \$100.

Only \$100, am I having a laugh?

The homepage receives around 20,000 visitors a day and there are around half a dozen featured ads which visitors simply cannot miss. Do the math. That's well over half a million exposures for only \$100 or to break it down, less than 2 cents per 100 exposures. Compare that to pay-per-click and this is an excellent value package.

Let's be clear though. The basic free model works very well and typically, your site will receive around ten views per day – more if you actively participate in the review process and refer other members to the site.

[Click here to join the Link Referral program](#)

If you join the Link Referral program, you can also add your personal referral ID to this eBook during the rebranding process.

Traffic Swarm

I've spent a long time around traffic exchange programs and I'll be blunt. Traffic Swarm is simply head and shoulders above every other traffic exchange program I've ever used. In part this is due to the format. First, all sites are broken down into target categories so viewers are broadly interested in your site's content. Second, surfers have to actually click on your pre-ad link before they see your site. The result is that your site will receive the best targeted visitors possible at a traffic exchange.

The free system works well but the downside is you have to do a lot of surfing in order to get a critical mass of visitors to your site(s). Traffic Swarm's pro option offers excellent value. It costs \$30 per month and can be cancelled at anytime if you don't think it offers great value. For this you get 2,500 surfing credits each month and your links are shown as featured sites during the login process (in rotation with other pro members). You also get extra surfing credits and 200 credits every time you refer a new member.

[Click here to sign up as a free Traffic Swarm member](#)

You also get to add your personal referral link to this eBook during the rebranding process.

Additional Note

While most of my business is global in nature, I have a couple of sites that are UK specific (it's where I live after all). There is a really neat UK only traffic exchange called Hits UK. This is very useful if you are trying to promote a UK site or attract UK visitors to your site. Smaller scale than Traffic Swarm but a useful niche site if it suits your targeting needs.

[Click here to join Hits UK](#)

Ultimate Traffic System

This is an excellent program and one that will deliver a lot of hits to your site over time. It's quite simply a viral, self-replicating website. In order to join you have to visit 8 other sites of your upline members with the opportunity to bookmark them if they grab your attention. You then join for free and get your own unique URL which you promote. As your downline grows, your site gets seen by more and more people. And it works really well as long as you promote your unique URL. It's completely free and only takes around 5 minutes to sign up.

[Click here to sign up for the Ultimate Traffic System](#)

You can also add your own unique URL during the rebranding process of this eBook.

Free Viral

This is an almost identical program to the Ultimate Traffic System. By signing up for free and promoting your unique URL you get more and more visitors over time. Sites don't have a bookmark facility during the sign up process but their links are continuously displayed in the back office admin area and realistically, people are always visiting their admin area to see how many new sign ups are happening in their downline.

[Click here to sign up for Free Viral](#)

You can also add your own unique URL for this program during the rebranding process of this eBook

Viral Rotator

This is a paid advertising program and the hits delivered to your site are reasonably well targeted at the rate of approximately 10,000 per month. You get two options – either 10,000 hits for just under \$20 or 50,000 hits for just under \$50. The first time you buy there is a small allocation to your sponsor but after that, you just pay the raw price. Viral Rotator is a very useful program and one that delivers a steady stream of hits to your site in the background with absolutely no effort on your part.

[Click here for info on the Viral Rotator program](#)

Easy Site Hits

I find this service to be excellent. At root they are traffic wholesalers delivering mainly expired domain traffic to your site(s). Unlike most traffic wholesalers though, they deliver highly targeted traffic, with over 150 categories to choose from. You can purchase 2,000 hits from just under \$10 and if you have your own site, they also offer a site indexing and directory submission service – very useful.

[Click here to access the Easy Site Hits info page](#)

Make-Money-Opps

I'll declare my interest up front here as this is my own site. You have to visit one of the sites on my main page to join the program. You also have to sign up for just under \$30 to get your own site with your unique URL. You get to advertise three of your sites on your own URL and the top one also gets included on my own site until you have earned \$60 in affiliate commissions. After that, you still get to keep your own site but your ad will no longer appear on my site.

As long as you promote your unique URL well, this amounts to being better than free advertising over a relatively short period. In effect, you get paid to advertise your own sites – neat eh?

[Click here to pick up your Make-Money-Opps site](#)

Internet Business Enterprise

This is another of my own sites. The concept is simple – targeted advertising. You can pick up classified ads for free or opt for paid options in order to get featured listings or banner ads. I also write and circulate a monthly newsletter (distributed by email and stored on the netSuccess site) and there is an option to have your ad included in the monthly email.

[Click here for the Internet Business Enterprise site](#)

Show My Links

This is a really useful traffic membership site. There are free and paid options available. With the free option you get to advertise a single URL to other members and also earn advertising credits from new members that you refer and emails that you read (around 5 per week get sent). With the pro option you get to promote up to 5 URLs, add your own banner ad and an email ad to the weekly stats report.

Whether you are a member or not, you can also utilise the Solo Email Ad service which tends to have an excellent response rate. The Solo Email Ad gets sent to around 16,000 double opt-in subscribers via their servers. I use this service myself regularly and find that the \$34.95 cost is excellent value. Typically, I tend to get between 30 and 50 sign ups for the programs I am promoting from a single email ad. Top value!

[Click here to sign up for free as a Show My Links member or to locate the Solo Email Ad service \(just above the banner ad\)](#)

Ad Mutual

This is a relatively new advertising co-op but one with which I have had some decent success so far. There are a variety of opt-in email and pay-per-click advertising options based on a minimum of 20 seconds site viewing. It doesn't cost much to try the service out with rates starting from only \$2.99 for a full email broadcast to over 9,000 members.

They also have a free to join affiliate program that works on several levels – although not for your own purchases.

[Click here to explore the range of Ad Mutual advertising options](#)

If you sign up as an Ad Mutual affiliate you can add your affiliate link to this eBook during the rebranding process

Free Advertising

Have you worked out how the free advertising boards work yet? This was the subject of one of my earlier newsletters – [click here to read it](#). In short, the best way to make the free advertising boards work for you is to own one. Because your links get prime position on your own board, the rotation of banners across the network and having your ad automatically shown on other ad boards, you get a lot of traffic. As an added bonus you get to build your own mailing list in the background as well as having your own email ads included with advertisers' activation and expiration emails.

Alternatively, you can spend a lot of time placing a lot of ads in order to make free advertising work for you. I've listed my own free ad boards below. You are welcome to place an unlimited number of free ads on them or alternatively, you can simply follow the links at the top of the board to purchase your own. The SkyAdBoard costs \$20 for a one year membership and the FreeAdBoard costs \$35 for lifetime membership. Both are excellent value!

[Click here for SkyAdBoard](#)

[Click here for FreeAdBoard](#)

Viral Adwords

Again, this is my own program and you have probably seen my Viral Adwords box around the internet – if not, have a look at the SkyAdBoard for an example of what it looks like.

The Viral Adwords program delivers pay-per-click quality traffic at only a fraction of the cost. You can purchase your own keyword from only \$12 per year and it gets to appear on the main site homepage as well as in rotation on all the word boxes carried by myself and affiliates on their sites all around the internet. You can of course purchase several words in order to increase your exposure.

Whether or not you choose to purchase a word, you can sign up as an affiliate for free. Any word purchases via your affiliate URL will earn you a commission. And here's a bonus. **You can add your affiliate URL to this eBook during the rebranding process.**

[Click here to access the Viral Adwords site](#)

Safe Mail Services

The concept of sending a daily email to up to 3 million opt-in subscribers is great isn't it? These are safelists and the concept is sound. The only problem is that because these programs generate a lot of email advertising, most people use a list email address that they don't read very often. My experience based on response rates is that probably about 3,000 of the emails actually get read. Still, the ability to email that many people on a daily basis for a one-off cost of under \$30 is still pretty good value.

[Click here for Safe Mail Services](#)

eZine Advertising

In theory, eZine advertising is highly targeted and extremely cost effective. The problem is that a lot of people are running eZine adverts so it is a constant challenge to make sure your ad is being seen. It needs a good headline and some compelling reasons for people to click the link.

I currently have an offer on the Internet Business Enterprise site where you can advertise to 400,000 eZine readers in four different categories for only \$10 each. This is an introductory offer only though, after the initial ad you'll have to pay full rate if you want to keep advertising.

[Click here and scroll down to pick up your special offer eZine advertising deal](#)

Auto Hits Machine

You want a lazy way of generating traffic to your site(s)? Try Auto Hits Machine. It is a piece of software that you can run when your computer is idle that will generate automated traffic to your site(s). Sounds great doesn't it but where is this traffic coming from? Primarily, it's coming from auto surf traffic exchanges where there is no guarantee that people are actually looking at your site – most people use auto surf in the background.

So here's a little trick for you. Use sound on the site you are promoting. Not obtrusive sound but the type which simply delivers your attention grabbing sales message in audio. It gives auto surf the impact of manual surf. You can of course set your own sound up but the system I use is SitePal – a great animated audio tool. Put the two together and it is an automated traffic system that works pretty well.

[Click here for Auto Hits Machine](#)

[Click here to access a free 15 day trial with SitePal](#)

Email Automator

Several of the programs in this eBook will produce opt-in but raw email leads for you. Of course, you might also be picking up raw opt-in leads through your own site as well.

Email Automator is an excellent tool for being able to bulk email these leads through a remote server. You must only use it for genuine opt-in email and you must include your own email address in the message along with an unsubscribe option.

Email Automator is a very useful tool and it also comes with a number of autoresponder options. It's also free.

[Click here to download your free Email Automator software](#)

Free or Pro?

A number of the programs explained in this eBook have a choice of free or pro options. Some are completely free and others are paid only options. The free options work otherwise I wouldn't have included them in this eBook. However, the reality is that the paid or pro options will pretty much always deliver better results. And let's face it, if you are promoting good programs, the paid options will deliver payback several times over – if they don't, then you probably aren't promoting the right programs.

My advice is this. If you have a choice of free or pro, always join for free first. This will give you access to the members area where you can review the program in more depth before choosing whether to upgrade to pro. If a program is only a paid option, then you simply have to make a decision as to whether it represents good value or not. In this respect, I hope the information provided in this eBook is useful and as I've said all along – if the program didn't work, it wouldn't have been included in this eBook.

Rebranding

Let's get one thing straight. Having a great viral tool like **Traffic Magic** WILL deliver traffic to your site(s) BUT it will only do so if you promote it. Having your unique links in an eBook that nobody ever reads is useless, so you have to be proactive in promoting it.

Many of the programs in this eBook are ideal for promoting your own branded copy. You should also consider selling at online auctions or promoting it via your own site and/or email campaigns.

Personally, I prefer to give the eBook away for free as it's the viral rebranding that will provide the value. But I also know that many of the professional eBook sellers such as those at [PlanetSMS](#) like to turn a small profit by selling at online auctions. Hey, that's fine by me. They are providing valuable information to an audience that probably wouldn't locate this eBook unless they found it at an online auction or via one of their specialist eBook sites or online stores.

The following programs provide a rebranding opportunity for you:

Link Referral
Traffic Swarm
Ultimate Traffic System
Free Viral
Ad Mutual
Viral Adwords

If you haven't already done so, I suggest you join these programs now so that you can gain maximum value from the rebranding process and the viral distribution of this eBook.

You also get to add your own name to your branded copy of this eBook along with a website of your choice. The more copies of this eBook you distribute, the more traffic you will get to the site you enter within it and those that you include in the above programs.

That's a heap of traffic coming your way simply by joining some free programs and distributing this eBook. I hope you also find the other traffic programs to be as valuable as I have found them to be in putting together an integrated traffic strategy.

Please follow the 'read me' text file included in your zip folder for full rebranding instructions. You should also be aware that it is inappropriate to distribute a zip file via email. You should upload the file to your own site and create a download link for people to use. If you don't have your own site, you can pick up a free one at www.freewebs.com

Any problems, you can drop me a mail to simon.cooper@hotmail.co.uk