

# TRAFFIC TRICKS

## FREE TRAFFIC

### I. The Five Minute Traffic Trick



#### How To Get Instant Traffic and Instant High PR Links To Your Squidoo Lenses and HubPages

This method of generating traffic is very easy to implement yet very few people know about it. It's very powerful and if you use it with a great affiliate product or any product that you're selling. It has the potential of making some money quickly. I've been using this method in just under a year now on Squidoo. When I discovered HubPages several months ago I started using it there too. This may be just the kind of information that will take your Lenses and Hub pages to the next level of income and traffic generation.

## **How this Trick was discovered.**

The trick was discovered by accident. I created a Squidoo lens for one Clickbank affiliate program and added some tracking to the Clickbank URL. A few hours later, when I checked my Clickbank account to look at something else, I discovered that I had made 3 sales from the Squidoo lens that I had made. I was shocked! So I stopped everything and logged on to Squidoo to see what was happening. I looked at my lens stats and I discovered that I had 198 visits to my lens. I had done just one thing differently when I created this lens.

I tested this on HubPages several weeks later and the same thing happened except this time I had 2 sales after a day. My HubPage stats showed 131 visits referred by HubPages and 148 by Google search.

## **The Trick: What it is and how it Works.**

This trick uses what are called tag pages. If you go to Squidoo or HubPages and click on a tag you'll see what a tag page is. This is a page which has a list of all the Squidoo lenses / HubPages that use that tag. A tag is just like a keyword or search term which can be used to describe what a lens or hub is about. Here are some examples of Tag pages on both Squidoo and HubPages:

<http://HubPages.com/tag/music/hot>  
<http://HubPages.com/tag/photography/hot>  
<http://www.squidoo.com/tags/internet+marketing>  
<http://www.squidoo.com/tags/entertainment>

You'll notice that some of the tag pages have a very high Google PR (Pagerank). (This means that if you get your Lens or Hub page listed on a tag page with a high PR, it will be indexed very quickly by Google.)

Using the Tag Page Traffic Generation Trick on HubPages. For this to work effectively you need to create Hubs in sets of about 3-5 or more. So create a hub in the normal way but instead of just adding tags from your favourite keyword tool, go to Google and do a search for all the related tag pages that are already ranked and indexed in Google. What you want are the tags. These are the tags that you are going to add to your hub for instant traffic. The tag pages are already indexed and listed in Google so they are already generating traffic for hubs that are listed there. What you want is to put your Hub

## Free Traffic and Traffic Tricks

listing on many of the tag pages that are already getting traffic from Google.


### Instant Traffic in Two Ways:

#### 1. You'll get instant traffic from the Tag Pages that are already listed and indexed by Google.

Many Tag Pages on HubPages are very well ranked in Google. Take a look at this screen short below for the search term download ipod tunes without quotes. The tag page is ranked number 6. If you can just add that Tag Page to your hub, you'll get your hub listed there and you can start getting traffic in minutes. This is an easy and powerful way to get free traffic to your hub quickly. It works great if your hub appears on the first page of the Tag Page. If there are very few listings on the HubPages, you can get even more traffic.


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[Download ipod tunes - Hot Hubs](#)  
Listing of the Hot Hubs tagged **download ipod tunes** on HubPages.  
[hubpages.com/tag/download+ipod+tunes/hot](#) - 9k - [Cached](#) - [Similar pages](#)

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To find tags for your Hub pages on Google enter the following in the search box:

[site:HubPages.com](#) KEYWORD "Hot Hubs"

**Remember to replace KEYWORD with the main topic of your Hub.**

So for example if you're looking for tags related to marriage, you would type in:

[site:HubPages.com](#) marriage "Hot Hubs" and you would get the following results onGoogle:

Web [Images](#) [Video](#) [News](#) [Maps](#) [Mail](#) [more](#) ▼

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 site:hubpages.com marriage "Hot Hubs"  [Advanced Search](#)  
[Preferences](#)  
New! [View and manage your web](#)

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Web Results 1 - 10 of about 3,640 from [hubpages.com](#) for **marriage "Hot Hubs"**. (0.13 se

[Wedding - Hot Hubs](#)  
Listing of the **Hot Hubs** tagged wedding on HubPages.  
[hubpages.com/tag/wedding/hot](#) - 17k - [Cached](#) - [Similar pages](#)

[Marriage - Hot Hubs](#)  
Listing of the **Hot Hubs** tagged **marriage** on HubPages.  
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[hubpages.com/tag/casino+theme+wedding/hot](#) - 9k - [Cached](#) - [Similar pages](#)

[Save a marriage - Hot Hubs](#)  
Listing of the **Hot Hubs** tagged save a **marriage** on HubPages.  
[hubpages.com/tag/save+a+marriage/hot](#) - 11k - [Cached](#) - [Similar pages](#)

[How to rekindle and save your marriage - Hot Hubs](#)  
Listing of the **Hot Hubs** tagged how to rekindle and save your **marriage** on HubPages.  
[hubpages.com/tag/how+to+rekindle+and+save+your+marriage/hot](#) - 6k - [Cached](#) - [Similar pages](#)

[Wedding planning - Hot Hubs](#)  
Listing of the **Hot Hubs** tagged wedding planning on HubPages.  
[hubpages.com/tag/wedding+planning/hot](#) - 15k - [Cached](#) - [Similar pages](#)

[Marriage by Veronica - Hot Hubs](#)  
Listing of the **Hot Hubs** by Veronica tagged **marriage** on HubPages.  
[hubpages.com/author/Veronica/marriage/hot](#) - 18k - [Cached](#) - [Similar pages](#)

[Wedding by Site Reviews - Hot Hubs](#)  
Listing of the **Hot Hubs** by Site Reviews tagged wedding on HubPages.  
[hubpages.com/author/Site+Reviews/wedding/hot](#) - 17k - [Cached](#) - [Similar pages](#)

[How to save my marriage - Hot Hubs](#)  
**Marriage** Advice: Prevent Your **Marriage** Ending Up In Divorce Who says that **marriage** is easy? You have to accept the fact that a **marriage** consists of ...  
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[Marriage by Hope Alexander - Hot Hubs](#)  
Listing of the **Hot Hubs** by Hope Alexander tagged **marriage** on HubPages.  
[hubpages.com/author/Hope+Alexander/marriage/hot](#) - 15k - [Cached](#) - [Similar pages](#)

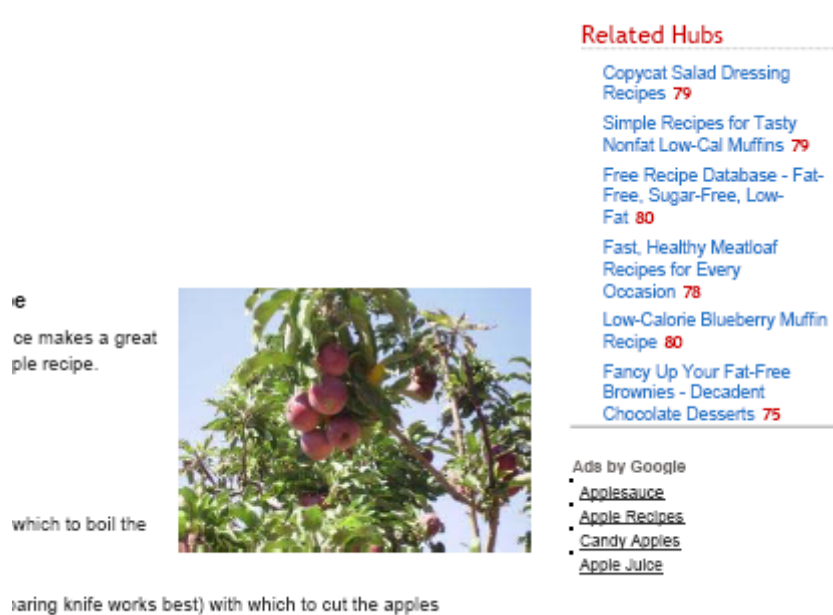
1 2 3 4 5 6 7 8 9 10 [Next](#)

## Free Traffic and Traffic Tricks

The search terms on the left of “– Hot Hubs” in the title are the tags or search terms that you want. Simply go through the search result pages and collect the tags for your Hub page.

### 2. You'll get free instant traffic from other HubPages with which you share tags.

This is a HubPage feature that very few people know about but that has the potential of generating a lot of traffic for you. If you share a tag with another HubPage Hub which is already ranked well in the search engines and getting traffic, your Hub will be featured in the related Hubs Section



The image shows a screenshot of a HubPage. On the left, there is a partially visible article with text: "ie", "ce makes a great", "ple recipe.", "which to boil the", and "aring knife works best) with which to cut the apples". In the center, there is a photograph of a tree with many red apples. On the right, there is a section titled "Related Hubs" with a list of links and numbers: "Copycat Salad Dressing Recipes 79", "Simple Recipes for Tasty Nonfat Low-Cal Muffins 79", "Free Recipe Database - Fat-Free, Sugar-Free, Low-Fat 80", "Fast, Healthy Meatloaf Recipes for Every Occasion 78", "Low-Calorie Blueberry Muffin Recipe 80", and "Fancy Up Your Fat-Free Brownies - Decadent Chocolate Desserts 75". Below this is a section titled "Ads by Google" with a list of links: "Applesauce", "Apple Recipes", "Candy Apples", and "Apple Juice".

So if you discover a very popular Hub, just create a similar Hub and copy some of the tags from this Hub. Remember a lot of Hubs also get lots of traffic from other sources such as being featured on a high traffic news site.

In order for this to work well, you need to create hubs in sets and put as many tags (mostly from existing Tag Pages) as you can for each hub. I'm not sure about the maximum number of tags that HubPages allow but I've seen some Hubs with a lot of tags. I usually aim for about 40 tags on each Hub. If you put too many tags, your Hub may be flagged automatically by the HubPage system. You would have to remove some Tags and republish your Hub again to remove the flagging.

Another advantage to using this trick is that Google and other search engines will index your Hub faster because it will have links from pages that are already indexed in their search engines.

## Using the Tag Page Traffic Generation Trick on Squidoo.

This strategy works in a similar way on Squidoo too. But you'll be getting better success with HubPages simply because they allow you to add more tags than Squidoo does. But you can overcome this by creating more lenses so that you can have more tags. I think the maximum number you can add on Squidoo is about 20 tags. So if you create 10 lenses, you can have links from 200 tag pages!

Create lenses in the normal way. Then do some searches on Google or any search engine that you're interested in for Tag Pages. You can also copy tags from any well ranked Squidoo lenses that you discover in the search engines.

All you have to do now is add all the tags from existing Tag Pages to your Squidoo lens. If the Tags are more than 20, create more lenses and add those tags. This is why it's a good idea to create lenses in groups of 3-5 or more so that you can use all the tags available.

Most of your traffic will come from Tag Pages and from related lenses links on other Squidoo Lenses.

To see examples of Tag Pages on Squidoo go to:

<http://www.squidoo.com/tags/affiliate-marketing>

<http://www.squidoo.com/tags/love>

<http://www.squidoo.com/tags/treatment>

### Related Lenses links on Squidoo Lenses

You'll see these links near the bottom right of each Squidoo lens. If your lens shares tags with another lens, it will be featured on the 'More Great Lenses' section. Copy some of the tags from popular lenses to start getting some of the traffic instantly.

The fastest way to get instant traffic and High PR links to your Squidoo lens is to add tags from tag pages that are already listed in the search engines. To find the tags, go to Google.com and enter the following in the search box:

site:www.squidoo.com "Squidoo : Tags" **KEYWORD**

Replace **KEYWORD** with your main keyword phrase. You'll get a list of tag pages on Squidoo that are already indexed and ranked in the Google Search engine. Some of the pages are PR4's and PR5's.

## Free Traffic and Traffic Tricks

For example, if you search for

site:www.squidoo.com "Squidoo : Tags" social bookmarking

on Google.com you'll get:

**Web** Results 1 - 30 of about 43 from www.squidoo.com for "Squidoo : Tags" social bookmarking. (0.23 seconds)

### [Squidoo : Tags : social bookmarking](#)

'social bookmarking' yielded 34 matches. Showing matches 1 to 10: Share your favorite video links and get paid monthly by BA77; StumbleUpon - The Best Way ...  
[www.squidoo.com/tags/social+bookmarking - 27k - Cached - Similar pages](#)

### [Squidoo : Tags : socialbookmarking](#)

... Share your favorite video links and get paid monthly by BA77; The Social Bookmarking Phenomena by heavyd2; All-Time Favorite Links by digitalsmith ...  
[www.squidoo.com/tags/socialbookmarking - 25k - Cached - Similar pages](#)

### [Squidoo : Tags : socialbookmarks](#)

StumbleUpon - The Best Way To Find Cool Stuff On The Internet! by Riatsala; All About Del.icio.us by compleatdad; Learn Social Bookmarking by digitalsmith ...  
[www.squidoo.com/tags/socialbookmarks - 20k - Cached - Similar pages](#)

### [Squidoo : Tags : stumbleupon](#)

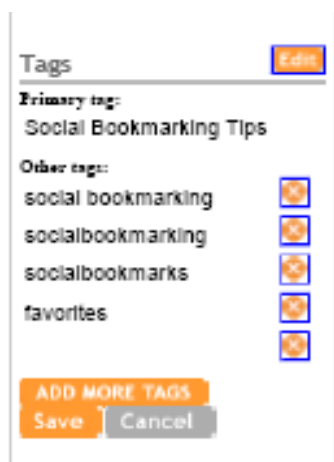
bookmark bookmarking bookmarks cool dpmember internet network networking networks social social bookmark social bookmarking social bookmark... social ...  
[www.squidoo.com/tags/stumbleupon - 14k - Cached - Similar pages](#)

### [Squidoo : Tags : favorites](#)

... amigurumi audiobook best bookmarking bookmarks bubba ho-tep od ods contest ... seo share sherrys picks social social bookmarking socialbookmarking squidoo ...  
[www.squidoo.com/tags/favorites - 24k - Cached - Similar pages](#)

From the above you can see some of the tag pages about social bookmarking that are already listed in Google. Just add the tags: social bookmarking, socialbookmarking, social bookmarks, StumbleUpon,

favourites, etc to your lens and you'll instantly get your lens listed on these pages for free. At the time of writing the above tag pages were PR3's. But I've seen lots tag pages with PR4's and PR5's.



Because a lot of lenses are linking to these tag pages, some of them are very well ranked in Google and MSN. This is where your instant traffic will come from because if you add a tag to your lens that corresponds to a highly ranked tag page, your lens will immediately start getting some of the traffic

from that tag page.

Some tag pages are very well ranked in Google, MSN and Yahoo. You can find these tag pages on the first page of the search results. If you find a tag that corresponds to a highly ranked tag page, it can bring lots of free traffic to lens.

### Recap:

So how do you get instant traffic for your Lens or Hub.

1. Create your Lens or Hub
2. Search Google or other search engine for tags using:  
site:www.squidoo.com "Squidoo : Tags" **KEYWORD**  
for Squidoo or site:HubPages.com **KEYWORD** "Hot Hubs"  
for HubPages  
where **KEYWORD** is your main keyword or phrase for your lens or hub
3. Make a list of all the tags from the tag pages listed in Google
4. Add the tags to your lens

### General Tips:

- Write interesting Titles for your HubPages and Squidoo Lenses so that you can maximise the clicks.
- Always create Hubs and Lens in sets. This will increase the number of tags you can add to your pages and therefore increase the amount of traffic you can get.
- If you're promoting a niche product that has no existing lenses of hubs, look for related tags and add those in addition to your own from keyword research tools.

Disclaimer: The information in this report is provided as is with no guarantees that you'll achieve the same results. You may do better or worse but that's beyond our control. This report is based on my own experience using Squidoo, HubPages and Google. Some people who read this report will get better results. Try to be one of them. By reading this report you agree that you will not use this information for anything illegal or to harm a website, persons or property.

# Free Traffic

## II. Free With Article Marketing

Look at any list of free traffic generation methods. Invariably, you'll find article marketing toward the top. What is it and why is it so incredibly popular?

### What It's All About

Conceptually, it's pretty easy to get an understanding of what article marketing involves.

In the simplest sense, it involves writing articles relating to the subject matter of your website and publishing them to article repository sites with an intact backlink to your site. This provides marketers with two chief benefits.

**First**, you're generating backlinks to your site. The number and quality of inbound links to your site is a key determining factor in how it's treated by the search engines.

When Google, Yahoo and Bing look at a site, they're keenly aware of the number of backlinks pointing to it. When they see a healthy quantity of inbound links, they interpret them as evidence of the site's probably quality and authority.

## Free Traffic and Traffic Tricks

The search engines see off-site inbound links as “votes of confidence”, evidence that your site has enough value to be of interest to others.

Search engines offer more traffic potential than any other option short of a massive (and expensive) advertising campaign. While it would be an exaggeration to maintain that article marketing will single-handedly meet all of your search engine optimization needs, it can certainly help a great deal.

**Second**, you’re creating a direct flow of traffic from the article repository site to your own site via the link you supply back to your own “virtual real estate”. The right article, published to the right depository site, can produce a significant flow of traffic to the author’s site.

This happens for two reasons. Initially, good repositories, or article directories, are large, well-optimized, content heavy sites.

They get a great deal of traffic and many of the sites readers may find your article.

Additionally (and more importantly), **a well-designed article will rank well in the search engines** by virtue of being on the bigger, more powerful article directory site. It’s often possible for published articles targeting specific keywords to rank among the first few search results.

Readers will click through the links attached to the right kind of articles and the resulting traffic can be impressive. In essence, article authors get a piggyback ride in terms of search engine results by being attached to the expansive and powerful article directory.

## Free Traffic and Traffic Tricks

There are secondary advantages to article distribution. These can't measure up to the value of the traffic you can create using the method, but they are worth mentioning.

**People use article marketing as a way to increase their credibility and to develop a trusted, expert status within their niche.**

The technique also offers an outlet to write about issues relevant to your site's subject area that may not fit its overall direction or design.

All of article marketing's benefits are multiplied by the fact that the articles are eligible for republication after being placed on the host directory site. Generally speaking, anyone is allowed to republish your material so long as they keep the backlinks to your site in check.

While it's true that many of those who syndicate articles for their own use will cheat and strip the links (eliminating some of the republication value of the pieces), enough honest webmasters will use the content appropriately, increasing your backlink total and providing additional direct traffic opportunities.

**Article marketing is invariably mentioned as a top free traffic generation strategy for one very simple reason: It works.** It's a strategy that has made marketers millions of dollars and it continues to produce impressive results.

## EzineArticles.com

Once you realize the value of article marketing, a question inevitably emerges. To which sites should you distribute your content?

While there are many article directories (some of which can produce very valuable results), one particular directory stands out from the others as the best possible point for distribution: EzineArticles.com.

**EzineArticles.com (EZA) consistently produces better results** than other directory sites. EZA has its issues and can cause its share of frustrations, but no other repository comes close to generating the same number of backlinks and supply of direct traffic. **EZA has been the “king of the directories” for years** and there’s no reason to anticipate any changes to their status in the foreseeable future.

With so many directories available, you might be wondering what makes EzineArticles.com stand out from the thousands of other distribution options. Here are a few of the reasons for its power and success.

**First**, EZA is massive. It’s been around for years and has been collecting and publishing content for a much longer time than most of its competitors. Its scope and longevity make it a favorite with search engines. It has more clout than other directories.

**Second**, EZA enforces some editorial standards. While the editorial bar is set low, there is a bar in place. Other directories will accept virtually anything, decreasing the overall value of those sites. EZA screens out horribly written material and has restrictions on some “dangerous” topics. It’s also developed proprietary techniques to

## Free Traffic and Traffic Tricks

screen out poorly re-written private label rights content. All of this improves its profile with the search engines and increases the quality of the user experience.

**Third**, EZA encourages the submission of original content. Although its terms allow for writers to submit already-published material to which the author holds copyright, it will often “flag” that material as a potentially plagiarized offering. The author must then establish ownership of the content before it “goes live” at EZA. This can be a headache for someone using the site to re-publish existing articles. That headache, however, encourages people to publish their material at EZA first, giving the site a leg up on the competition with respect to search engine result placement.

**Fourth**, EZA is a “major league” operation. While many article directories are little more than hobbies for the marketers and webmasters who own them, EZA has a long history of making necessary adjustments to deal with the ever-changing Internet landscaping. They also employ a sizeable staff to process new submissions and to deal with other issues. They’re “the real deal” and their seriousness and scope gives them staying power and a superior reputation relative to other repositories.

**Is EzineArticles.com the “perfect” directory?** Not by a long shot, particularly for those interested in leveraging the site as a traffic generator. The presence of numerous AdSense ads (EZA's monetization method) reduces the click through rates on submitted articles. Editors frequently make errors in the assessment of articles, creating publication delays.

## Free Traffic and Traffic Tricks

The site's terms of service are more restrictive than other directories and the time lag between submission and publication can often frustrate hurried marketers.

All in all, however, **EZA remains the best article directory** available to drive free traffic to your site.

### Doing it Right

If you investigate EZA and its reputation in the marketing community, you'll find a number of complaints. That's bound to happen with a high-profile site, but you may be concerned about some of the gripes you'll find on marketing forums and elsewhere.

Many of these complaints are without basis. Other limitations inherent in the EzineArticles.com system are easy to work around. Some complaints are valid, but they don't change the fact that EZA produces the best results.

Have you heard people complaining about how hard it is to get articles approved? Generally speaking, this stems from user failure. People either neglect to read (and abide) by EZA's terms of service or they supply low-grade articles that can't hop over the very low quality hurdle.

Are you worried about delays in publication? While it is true that EZA can take awhile to approve articles, the wait is rarely longer than a week. This isn't as fast as directories offering instant publication, like GoArticles.com, but a reasonable level of planning and consistency in submission makes this frequent indict relatively insignificant.

Do you wonder if they're marketer-friendly? It's true that EZA has

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tougher standards and some limitations that other repositories don't. It's not a "free for all" situation. Most of the restrictions, however, are fairly reasonable. Those that are slightly "tight" still don't outweigh the site's value when it's used correctly.

And that's the whole key to driving traffic with EzineArticles.com. If you want to make article marketing via EZA work for you, it's essential to do things the right way.

That's what this report is all about. We're going to discuss the optimal approach to publication at EZA and many of the pitfalls you need to avoid to get the best results.

EzineArticles.com isn't perfect, but it is good. It's certainly powerful. It's a great source of free traffic that you shouldn't overlook. When you use it correctly, you can create valuable and highly profitable EZA articles.

### **The Articles**

We'll start our breakdown of getting more EZA traffic by looking at the nature and structure of articles. There's a "right" way to produce articles for EZA and understanding that can substantially improve traffic performance.

### **Keywords**

Before we start talking about even the first word of an introduction, it's important to deal with keyword issues. Utilizing keywords appropriately is an essential part of maximizing the return on your articles.

## Free Traffic and Traffic Tricks

Those who maintain that EZA articles “don’t work” to drive traffic often reach that conclusion after testing their own articles. Unfortunately, those who don’t get results often fail to succeed because they make horrible keyword selections. When you understand the correct approach, you’ll be well on your way to seeing a larger flow of visitors.

This portion of the text assumes at least a passing knowledge of keyword research and its terminology on the part of the reader. If you’re not familiar with keyword research and how it’s conducted, we recommend researching the subject before you dive into driving traffic with EZA. It’s foundational information that you’ll need to do things the right way.

### **Long Tail**

If you’re planning to make a killing by using EZA as a host for articles optimized for your niche’s major high-traffic keywords, prepare yourself for disappointment.

EZA articles aren’t going to rank on Google’s first page when they’re targeting the “big boys”. Successful utilization of EZA is an object lesson in the long tail of search.

You must concentrate on writing articles around keywords that don’t have a great deal of competition. These terms won’t get the same volume of search as the top keywords, but you’ll be capable of competing for search engine results with long tail keywords.

While different marketers will espouse different formulae for calculating the “right” level of competition, there is a general vicinity into which things should fall. If the number of competing sites for a search term (discovered by Googling that term within quotation marks to return

exact results) is less than 75,000, you have a strong chance of being competitive with your EZA article.

**What about search volume?** This is a matter of personal choice and will be determined based on the speed and ease with which you can write articles. If it's a laborious process for you, it makes sense to require a relatively high volume of searches.

If, on the other hand, **you can produce new content at a breakneck pace** you can write articles for lower search volume terms (many of which will have very little competition), allowing you to dominate those terms.

## More than Numbers

The question of keyword selection isn't just an exercise in math. Some statistically attractive terms can be a complete waste of time to pursue. Why? They're not the kind of terms anyone with an actual interest in making a purchase will ever use as part of a query.

After you've generated your keyword list of article marketing purposes, look at the terms and **use your own understanding of your niche** and search engine user tendencies to remove those terms that offer very little "sales" opportunity.

There's very little value in dominating a term that's only used by those seeking a little background information or who are trying to research a school term paper. The **money is in writing for an audience of potential customers within your niche.**

Look for terms indicative of a potential buyer. Disregard the others.

## Location

When it comes time to write your articles, you'll want to put your keywords in the right locations. Research demonstrates that there are three key spots that warrant inclusion of your chosen terms.

**First**, make point of getting your keyword into the headline. This isn't just a suggestion, it's mandatory for anyone who wants to get the most from their content.

**Second**, put the keyword in the first paragraph. If you can put it in the first sentence of the first paragraph, that's even better.

**Third**, get the keyword into the last paragraph of your article. If you can get it into the last sentence, do so.

## Density

If you believe that there is a magic number with respect to keyword density, you're mistaken. The **research demonstrates that there is no perfect density** and that the best results generally stem from reasonable usage mimicking that found in regular conversation/writing.

However, EZA doesn't always see it that way! The site will check your articles and will discover if it's using any apparent keywords too frequently. EZA, like the search engines themselves, isn't keen on keyword stuffing. Unfortunately, it's often a little too **easy to trip EZA's keyword alarm**.

The **best rule of thumb is to keep your overall density for your primary keyword at somewhere around the 1%-3% mark**. We're not supplying that number because we feel it's a "magic number" for keyword density. The target is offered as a means of avoiding

having your article flagged and rejected for excessive keyword use.

Generally speaking, that means you'll have one (or potentially two) opportunities to use your keyword in spots other than those already mentioned.

### Hard to Use Keywords

The keywords with the most potential are often the most difficult to use. Their difficulty is one reason for lower levels of competition--others just don't want to wrestle with a difficult term.

This usually happens when the way people search doesn't match with the way we write or speak. If you're looking for a set of instructions for building a large doghouse, you might ask a friend, "Do you know where I can get plans for a big doghouse?" However, you may search by typing "doghouse plans big".

Obviously, "doghouse plans big" isn't the kind of thing that just rolls off the tongue! It may, however, be a **low-competition keyword with some real potential**.

So, how can you use it in a way that will allow you to write a quality article? The answer is one word long: Punctuation.

Search engines, in essence, ignore punctuation when assessing content. Thus, it doesn't matter if your keyword is split across sentences or even paragraphs as long as the words fall in the right sequence.

If you need to use "doghouse plans big", your title might become

## Free Traffic and Traffic Tricks

“Large Doghouse Plans: Big Houses for Big Pets” or something similar.

You may find yourself writing:

“That’s how to find the right doghouse plans. Big dog owners may have fewer options but they can still find a way to put together the perfect residence for Fido”.

**Don’t forget dashes, parentheses and other punctuation possibilities when working with those tricky keywords.** “If you want to put a roof over your Great Dane’s head you need the right doghouse plans--big dogs have special needs and you can’t rely on run-of-the-mill blueprints”, is an example of how you can make that tough keyword seem naturally.

## **Titles**

In copywriting circles, experts claim that headlines account for well over half of the effectiveness of a piece of copy. **If you don’t grab people by the collar right way, you risk losing them.**

That’s true when publishing articles at EZA. Interesting titles attract attention among those visiting the sites and they show up in search results.

Don’t just look for the easiest or most obviously descriptive title for your EZA articles. Get your keyword in there, but after that let your creativity flow. You want to do your best to create a headline that will make people WANT to read your article. **You want to pique the reader’s curiosity right away.**

The difference in traffic between weak and strong titles is amazing. **A**

**good title will always outdraw a poor one**, all other things being equal.

Take some time to learn about different title types and some of the successfully used strategies that are now considered solid basic approaches to title writing.

If your **title is boring, non-descriptive or otherwise lacks attention-grabbing power, scrap it and try again**. You need to get this part of the article right every time.

### Length

While some people will recommend writing long, detailed articles for EZA as a means of establishing your credibility and expert status, that isn't necessarily the best way to generate traffic.

Many marketers advise articles in the **400-600 word range**. All things considered, this isn't a bad rule of thumb. It balances your ability to provide meaningful information with the need for brevity on an attention span-deprived Internet.

If you can write punchy and enticing articles that deliver real insight and perspective, however, you can trim that number down. **EZA has a 250-word minimum**. Some marketers (who either write well or who employ quality ghostwriters) have discovered better results by barely topping that minimum requirement.

Sometimes people will try to write a longer "masterpiece" article in hopes that it will become something of a definitive statement on a topic. They've read about the value of having an authoritative article in terms of generating backlinks and try to use that strategy with EZA.

This isn't a good idea. In most cases, **an EZA article won't become "link bait"** for the wider web. You're much better off saving that kind of comprehensive and authoritative material for your own site or blog. It's more likely to attract backlinks under those circumstances due to the reluctance of those "in the know" to link to EZA articles.

## Style Mechanics

**Read this carefully.**

There are people out there--some of whom have a great deal of name recognition in the marketing field--who will tell you to **"just write"**. They'll advise quantity over quality taken to the extreme. They'll tell you that it doesn't matter what you write and that the volume of your article production is of primary importance.

**They're wrong.**

Not only will you risk rejection with poorly written material (EZA is trying to crack down on this), **you'll also fail to generate much traffic** from the articles themselves.

The "write as much as you can, quality be damned" crowd is **thinking solely in terms of backlink creation.**

If you can produce more articles, you'll get more backlinks to your site.

That's very true, but it neglects the potential to drive traffic with your articles. If you're **targeting the right long tail keywords** with your EZA submission and you're doing a good job as a writer, the traffic potential is huge. If you're merely trying to create inbound links, you're overlooking what is probably more than half of the reason to submit

articles to EZA.

### **Write well.**

Use proper grammar. Spell things correctly. Create something interesting and easy to read.

If you can't do that, you have two choices. You can either learn or you can hire someone else to do your writing.

If you think you can generate significant traffic and/or traffic that will eventually convert into sales with weak content, you're wrong.

When a **reader confronts a bad article, he or she will flee the page before getting to your resource box links.** Your click through rate will be extremely low. Those who do suffer through several lousy paragraphs won't be particularly interested in looking at anything else you have to offer. They won't click the link either.

In order to generate direct traffic, you must have good writing mechanics. Period.

### **Voice**

When you're writing EZA articles, you want to do so in a voice that will appeal to your readers. If you've done your market research and **know your niche**, you should have some idea of what that means.

Some niches require a **formal and professional** style. Others will be better suited to an informal approach. While those interested in the intricacies of bond investments will want to read something serious and more academic, those who are looking for the latest video game treats

won't make it through a paragraph of formal text.

No matter what tone and voice you choose, you will want to accomplish two things. Your text needs to reflect a sense of **interest and excitement**. It should also reflect a **confidence and knowledge** of the subject area.

### Pre-sell Style

There's a popular article marketing myth that your content must be strictly informative. That misconception stems from the fact that EZA and other directory sites won't accept articles that are obvious sales pitches for specific products. Unless you're fond of editorial rejection, **you won't enjoy what happens when you submit obvious marketing material to EZA.**

However, limiting yourself to pure information recitation isn't necessary. There is a certain space between a sales pitch and an encyclopedia entry--and you need to write for that space.

An ideal EZA article will lead the reader to recognize the need for a specific kind of product or service. It will **do this without directly mentioning the product** the writer is promoting, however.

That can be a fine line to walk, but it's worth the effort to develop this skill. It produces the best possible results.

People are fond of saying that your article is "the give" and that your resource box is "the take". In other words, if you're willing to **supply EZA with a high quality**, informative piece of content, you'll get a resource box to make your sales pitch.

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It's much better to find a way to "take" on both levels. And it's possible.

Write articles that point to one inevitable conclusion: The reader's need for the product or service you're offering. You can be persuasive without being obvious. When you develop that skill, **you'll start to see extremely high click through rates** on your links to your site (and more sales because you're delivering pre-sold traffic).

### The Resource Box

It's almost impossible to overstate the value of the EZA resource box. This is where you're linking back to your site. It's also where you're making an effort to **convince the reader to click through your site**.

Direct traffic from EZA is dependent upon the resource box. You need to write it the right way.

### Natural Flow

One way to improve the power of your resource box is to provide for a smooth transition from the article body. Your resource box doesn't need to look or feel like an "add-on".

It can meld with the rest of your text to produce a seamless reader experience.

This approach, which basically requires making your resource box a conclusion for the article, **leads people naturally to your link**. When you do that, it's only natural that your readers will want to click on your link.

When your box looks like a tacked on advertisement, it won't get the same amount of attention and it won't be as persuasive.

### Closing a Deal

Your resource box is sales copy for your links. It's your job to use that box to inspire people to click on your inbound links. **You need to treat the resource box in the same way that you would a squeeze page or sales page.** Consider it an exercise in copywriting.

"For more information, visit this site" isn't persuasive. It's not interesting. It's wasted space. You need to go beyond that simplicity.

Find creative and persuasive ways to make your article and its resource box an irresistible bridge to your landing page.

### Dropping Anchor

Search engine optimization experts will be happy to inform you that a link utilizing keyword text is one of the best ways to get your site to rank for that keyword. If a site has **multiple links pointing to it using a particular term**, the search engines logically assume the site in question is relevant to that term.

**EZA allows you to put two links to sites of your choice** (they call them self-serving links) in your resource box.

One of those links should feature anchor text for the purpose of optimizing your site.

**You should realize that the anchor text in your link does NOT need to be the keyword for which your article is optimized!**

## Free Traffic and Traffic Tricks

You may want to use EZA articles to generate traffic by exploiting long tail keywords while simultaneously optimizing your own site for another, more popular term. In other cases, you may want to have the anchor text echo your article keyword (if you eventually want to dominate those easier-to conquer terms).

**EZA won't allow long anchor text links.** Generally, you need to keep them at three words or less, unless one or two other words are insignificant, but necessary modifiers. For instance, "plastic surgeon in Lubbock, Texas" won't pass muster. "Baseball Hall of Fame", however, would be allowed--that "of" isn't there to stretch things out.

### Going Naked

Anchor text keywords are your best option for SEO purposes, but they're not necessarily the top option in terms of inspiring link clicks. Research demonstrates that "bare" links--those that merely present a URL--get more clicks than those, which feature anchor text.

This is probably because **virtually every reader will know that a naked link as a link.** Those in anchor text may not be recognizable as a link to some newer web users. Anchor text links also have a tendency to blend in with the rest of your text in a way that bare links don't.

We recommend including one anchor text link and one naked link in your resource box. This allows you to gain the SEO advantage of anchor text and the traffic generation power of a naked link.

### You're Boring

Those who see EZA article submission as means of developing niche

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credibility will recommend spending a portion of your resource box explaining who you are and why people should take you seriously.

**That's good advice, if that's your goal. If your objective is to establish some standing in your field, a "bio" could do the trick.**

If you're interested in generating traffic, however, it's a lousy approach. Quite frankly, readers aren't interested in you. They're (hopefully) interested in finding a solution for their problem after reading your article. It's your job to provide them with an immediate opportunity to solve that problem.

Use your resource box to advance readers to your site. Don't use it to provide details about your personal history.

Compared to finding the perfect product or service, you're boring. **Think about what your readers want** to and give it to them. EZA provides a location for you to create an author bio. Use that spot to talk about yourself. Use the resource box to encourage traffic flow.

## The Push

While EZA articles can perform well in terms of search engine performance on their own, you can **increase their value and power** by giving them an extra push.

**Remember, search engines perceive backlinks as proof of value** and authority. Thus, you can increase the power of your articles by creating backlinks to them.

You can use any number of mechanisms to do that. Here are a few methods that are relatively simple to implement and that can enhance

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the value of your articles.

**First**, EZA provides every author with an RSS feed. That feed lists your most recently submitted articles, linking to each individually. You can copy that feed's link and submit it to multiple RSS feed directories.

This will create a number of additional links to all of your articles--and there are plenty of RSS feed directories available.

**Second**, you can use social bookmarking sites to create backlinks to your site. Choose bookmarking options that provide "do follow" links. If you're writing and submitting a large number of articles and a wide variety of bookmarking sites, you may want to use a tool to automate the process and multiple accounts so that search engines don't automatically sense your attempt to manipulate search results.

**Third**, you can actually write articles for your articles. You can write a brief article on the same topic and submit it to a variety of "second-tier" directories. Instead of linking back to your own site on those submissions, you can link to your EZA article.

**Fourth**, take advantage of any web properties you own and control. If you blog, you can write a post mentioning your latest article and pointing to it, for example.

These are only a few examples. Think of any way you might build links to a site and it's probably applicable to your EZA articles. However, you don't want to expend an inordinate amount of time on this process. In the long run, you're probably better off generating links to your own site. Providing links to EZA may help your article, but at some point, you need to focus more on your own site than on helping EZA to perform well.

## Volume

By now, you're probably excited about using EZA for traffic generation--and you should be.

**That leaves just one question: How many articles should you write?**

That's a question that defies a simple answer. It begs questions in response. How many keywords are you going after? What would you do with your time if you weren't writing more articles? How many articles can you write? How long does it take for you to write articles? How talented are you at creating articles that pre-sell effectively?

**There just isn't a one-size-fits-all answer.**

That being said, you'll generate more traffic with more articles. If you're submitting with frequency, you'll increase your odds of creating one of those spectacular articles that scores high in the SERPs and generates an exciting level of traffic.

We recommend writing as many "good" articles as you can (or hiring a professional to write as many as you can afford). The more the merrier.

# Conclusion

**If you're not submitting articles to EZA, start.**

If you're submitting articles to EZA in a manner inconsistent with the best practices, as outlined in this report, change your approach.

EZA provides a great opportunity to anyone in need of FREE TRAFFIC. With a little effort, anyone who understands the "right" way of writing for EzineArticles.com can produce an exceptional volume of free and lasting traffic.

**Success!**

*Fred Lotgering*

**[LotCon Biz Solutions](#)**

Fred Lotgering is a professional marketing consultant working from multiple locations around the world. He is also a successful internet network marketer dedicated to help others do the same! He is the owner of "[LotCon Biz Solutions](#)". ("LotCon" comes from **Lot**gering **Con**sultancy; LotCon is registered in the Netherlands).

# Internet Business Resources

## Webhosting and Domain Names

Here is a good resource for [affordable quality hosting](#) Excellent hosting!  
Also very competitive on domain names.

## Merchant Account

[PayPal](#) – Start with using Paypal as a Merchant account. Later you can consider other options such as [Clickbank](#), Authorize and 2Check

## Autoresponders

[Aweber](#) - Offers the most reliable autoresponder on the net!  
[Getresponse](#) is a close second. If email deliverability is important to you, then signup with one today! Don't save money, access to your list is your income.

## Business Tools and Training

If you need to start on a low budget we can offer you free business tools. Get them [HERE](#) free. Tools include autoresponder, Ad and Link Tracker, URL Rotator, Lead-Capture Webpage Creator, Online Conference System, Training and much more...

## Home Office Business Products

Our [Home Office Products](#) website offers many resources to start your home (internet) business. Free Reports and Expert Guides on many subjects are available to you.

## Profitable Business Niches

How to build a HIGHLY profitable business around your passion, hobby or expertise! How to identify if there's a HIGH demand for your expertise in the Internet marketplace! Discover how to find [profitable niches](#)! Many other resources available at [Niche Product Reviews](#).

# Internet Marketing Resources

## **GiveAway Updates**

A lot of FREE products can be found on giveaways. Get the latest updates on giveaways on our GiveAway Portal for [Members](#) or for [JV Partners](#). More details available on our [blog](#).

## **Product Creation**

Product creation has never been so easy and virtually guaranteed to be a success! If you have ever wanted to create your own product but was unsure of how to do it then check our resource: [Product Creation](#).

## **Turbo Membership**

The best membership for Internet Marketers – by John Delavera. [Join Here](#). Most complete membership available. Make instantly 85% commission on 200+ products. Monthly PLR reports and products and so much more...

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