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PLR Monthly Team

Offline Business Traffic Secrets

By: PLR Monthly.com

Contents

Increase Website Traffic for Your Offline Business.....	4
Bring More Traffic to Your Website for Your Offline Business	4
Creating Traffic for Your Offline Business.....	5
Get the Highest Targeted Traffic to Your Website to Promote Your Offline Business.....	6
Increase Traffic to Your Site the Right Way	7
How to Increase Your Website Traffic for Your Offline Business.....	8
Using SEO to Promote Your Offline Business.....	9
How To Get Free Online Traffic Offline.....	10
Gain Traffic for Your Offline Business	11
Do You Know How to Get Traffic To your Offline Business?	11
How Linking Can Help Bring Targeted Traffic to Your Website	12
Learn how to Build Traffic to Your Offline Business Website	13
5 Ways to Drive Traffic to Your Website to Benefit Your Offline Business.....	14
Free Online Traffic for Your Offline Business.....	15
Offline Business Traffic Secrets.....	15
Offline Business Traffic Without Google.....	16
5 Tips to Build Website Traffic for Your Online Business.....	17
How Starbucks Uses Online and Offline Marketing Effectively	18
Using Advertising to Promote Website Traffic for Your Offline Business.....	19

Increase Website Traffic for Your Offline Business

Just because you run an offline, business doesn't mean you don't want to have a solid online presence. After all, that's where your clients are going to find you. Let's look at 4 things you can do to increase website traffic for your offline business.

#1 Submit Quality Articles to Some of the Popular Article Sites

Write good articles that are relevant. Quality articles can be submitted to the many popular article directories like ezine articles. These directories are packed with rich content that the search engines love and it's a great place to brand yourself and create links to your website. However, do not post the same article to more than one article site. Make sure each posting is unique. This is a great way for you to get a new website recognized – using the power of the article sites.

#2 Build Quality Links for Your Site Using Website Linking Practices

You want to build links with other websites that have both high traffic because they are popular and are relevant to your website. Website links work two ways. They can generate significant targeted traffic to your site and it will also aid in boosting your website's popularity. The search engines feel that if you have a hundred links you are more popular than the site that has three links. As a result, Google Page Rank will be bumped up.

#3 Search Engine Optimization for Your Website

Search engine optimization tweaks your site to help it rise in the search engine results. Did you know 80 percent of visitors would click on the first link they see on their search? The remaining 20 percent of visitors will work through the other 19 results on the page. When you optimize your site, it will reach the first page of the search results and you can enjoy the traffic it brings to you.

#4 Create Joint Ventures With Other Businesses

Deal with other persons and businesses to create joint ventures to reach a huge target audience. For example, let's say that you own a landscaping business in DC, and then you could joint venture with every landscaping related business in the DC area. You can even cross promote so that you all can benefit.

There four things can help you to increase your website traffic for your offline business, so why not start today?

Bring More Traffic to Your Website for Your Offline Business

One of the most common questions asked by business owners of offline businesses is how to bring more traffic to their website, and not just any traffic but targeted traffic. Let's look at 3 ways to do just that.

#1 Guest Posts

This has become one of the fastest ways to find a larger audience, while you build authority with your potential customers. Many marketers rely on this method. It will help you to gain SEO benefits too. But you need to be smart about it – no spamming. This is a great way to offer high

quality content and what you'll get is thousands of readers following you rather than just dozens. You can really benefit from guest posting if you use them wisely.

#2 The How-To Video

What is it your customers would like to get from you? Do they get tattoos? Are they photographers? Do they want to know how to dye their hair blue? Whatever your business targets, you can make a 'how-to' video to help your customers.

These have become increasingly popular with all age groups. You don't need any expensive equipment. Almost every smart phone has a video camera or you can use the camera on your computer. Then upload to YouTube and share on website.

Keep in mind that the more competitive the topic the better your video is going to have to be.

#3 A Q&A Session

You can use Q&A sessions to engage your audience and build rapport and trust with your audience who are either existing customers or potential customers. To do your Q&A session you can use a telesiminar, webinar or any other tool you find you are comfortable with. Just make sure that it is easy for your fans to follow and learn, which will peak their interest and ultimately sell your product(s)/service(s).

Bringing traffic to your website is important, but more importantly, you want that traffic to be targeted. For example, you sell Widgets A&B but you are promoting Widgets D&E so the traffic that comes to your site is looking for something that your offline business doesn't even sell. This technique is annoying and frustrating for consumers. Don't use it! Spend your efforts brining to your website traffic that is looking for what it is you have to offer. Remember the more services and perks you offer your potential customer the more likely you are to bring the traffic you want to your website.

Creating Traffic for Your Offline Business

Having an offline business doesn't mean you don't want to have an online presence. However, creating that online presence can be a bit of a challenge because you have needed more than just a great looking website. You need to have ways of creating traffic for your website. Let's look at how you can do that offline.

Start by making sure you put your website on everything you can that's in print.

- * Postcards
- * Magazine ads
- * Business cards
- * Flyers
- * Billboards
- * Newsletters
- * Television ads
- * Radio ads

Next, you need to be sure you are networking. Tell people your website address all the time, because it will tell people who you are and how you can help them. If you are like most offline businesses, you are constantly engaging with other people and exchanging business cards. That's the perfect place to have your website address present so they can look up your site.

Don't forget the role of public creations. Make sure you include your web address in the your contact information of your press releases and when you are talking about a product or service, make sure you have your website address visible wherever you can.

Set up your voicemail so that callers can leave a message, but so that they also get your website address as another way to see what you offer and even contact you. Often this very useful promotional tool is overlooked.

Your email is a good place to include your website address. Email is a major form of communication and so it makes sense to have your web address included with your signature line. If you do monthly newsletters either digitally or in-print you need to make sure that your website address is on there. In other words, you need to refer to your website every opportunity you get.

You will want to know just how effective you are in getting traffic to your website. The best way to do this is to use custom URL's. For example www.yourwebsite.com/signup. You should also use analytics tools. Google provides a very good set of free tools to help you see how successful you are being.

You will bring new traffic to your website by promoting your web address. There are a number of online strategies you can also use, such as keyword(s). Stay focused and promote – you'll be on the right track!

Get the Highest Targeted Traffic to Your Website to Promote Your Offline Business

Today's world revolves around online marketing and quality websites. That means even when you run an offline business, you'll want to make sure you have a solid online presence. It's a common mistake to put up a website and assume that people will find you. Unfortunately, that's simply not the way it is. Bringing targeted traffic to your website can get complex and you may want to hire professionals to get the maximum benefits, but there are many things you can do to ensure you bring targeted traffic to your site and start to enjoy the benefits.

One of those things is to learn how to network. Chances are you've been doing this for years offline already. Now you just need to take it online. One way to begin to build your online network is to offer decent content that's of the highest quality on your website so that others begin to trust what it is you have to say. This will help to grow your network.

You should also link with other professionals that are from your niche industry and support each other. Don't just look for the largest websites or the best ranking in your industry. Instead, choose from all sizes – small, medium and large.

Avoid getting involved in artificial schemes, and there are many. They may appear to work, but the benefits are short lived and not real. Look for real ways to promote your stuff like social media, which is a powerful tool and, other than Facebook, there are many other social networking sites.

Don't forget to include building traffic offline as part of your campaign. Advertise your website, Facebook, Twitter, Google+, etc address on all your print materials. If you sell B2B then promote in business newspapers and trade journals. If you depend on consumers use direct mail as a way to promote your business online and offline.

Don't be afraid to share with your visitors what you know. How to videos are increasingly popular and a great way to bring targeted traffic to your website. What do you sell in your offline store? Can you teach people how to make use of your products or services? Can you help them with their do it yourself projects? Don't be afraid to share.

This brings us to 'content' – if you offer terrible content you are not going to get traffic and certainly not return targeted traffic, which you want. Reputable sites should offer good content. If there's one thing to focus on to start with, this is it!

Increase Traffic to Your Site the Right Way

If you think your offline business doesn't need an online presence, you'd be wrong. Statistically, consumers first go to the internet to find local businesses that are offering what they want, and so it is worth your time to make sure you build a website where you get targeted traffic that's potentially your offline business customer. Let's look at how to increase traffic to your site the right way.

There is a right way and a wrong way to bring traffic to your website. If you do it the wrong way, you could experience the wrath of Google and actually find yourself banned from Google and other search engines. That's not what you want to do. Let's look at the right way to increase your traffic and keep the search engines happy.

#1 Stay Around for Awhile

The longer you are online and the longer your business is in the search engines online the more likely your business will pop up in a search for related keywords, so you need to be online for awhile. It's great to publish a blog or a bunch of articles, but if you really want to get the maximum impact, then you need to continue to be present with new and fresh content.

#2 Participate in Ethical Link Building

Off page SEO relies on keyword embedded links. These links are free and can be of great value if you do it right. Embed hyperlinked keywords back to your website for the keyword you are currently targeting. If the source that is referring you has a high Google page rank, in just a couple of months you should begin to notice a difference.

#3 Optimize Articles

There are the things you need to optimize your article or web page. You need keywords, a description and your meta title. This is so simple to do and you will benefit immensely. It will help you start to rank much faster for your keywords.

#4 Use the Google Keyword Tool

This is a great tool to help you find long tail keywords that are not so competitive and then you can easily structure content around them. This is a good way to start building some recurring traffic and to engage your visitors.

Whatever you do, the #1 thing to 'not do' is try to outsmart Google. It might work temporarily but when Google figures out what you are up to, you'll be penalized and there will go your ability to promote your offline business in a healthy manner.

How to Increase Your Website Traffic for Your Offline Business

There are a couple of ways that you can increase the traffic to your site – online and offline. Online you can increase your traffic using social media, Google rankings, and search engine optimization to name just a few options. Offline you can increase your website traffic with print media and word of mouth.

The Traffic Confusion

Traffic confusion doesn't just come on the roads. Traffic confusion comes on the internet too. Many believe that the more traffic you get to your site the higher your ranking in the search engines will be. More traffic means more opportunity for you to tell the world what your business is about and to connect with these people.

However, it's important for your website to be well organized and easy to use, because if it isn't and you have tons of traffic that's a disadvantage as these people will be talking about how annoying your website is. This isn't good for your business. So make sure to invest in the quality of your website.

Online Promotions

Improving your Google ranking is really dependent on the degree of competition that surrounds the keywords of your site. If the competition for your keywords is minimal, using basic SEO practices could be enough to boost your ranking.

You can also use social media to drive more traffic to your website. This is a good way to diversify your market, as it will increase your visibility on each social media channel that you use.

Email marketing can also be used to leverage traffic. When your website is on your emails, it will encourage more people to visit your website.

Offline Promotions

You can increase your website traffic by handing out business cards or any other print material just by putting your website address on it. Your focus is to get your website address into as many hands as possible.

Bottom Line

Increasing your traffic to your website takes time and patience both when building online and offline. Try to find a unique niche that works well for your business, but also make use of the many tools that are available to you, especially the free or low cost options.

Make sure that your visitors find something that was worth their time when they get to your website. That means you should have it professionally designed if web building isn't where your expertise lies.

Using SEO to Promote Your Offline Business

In today's world, it's common for potential customers to use the internet to find a business, whether it's a brick and mortar business or an online business. So most of us know just how important it is for our website to be found online. What many don't know is just how many similar sites they are competing for and why it is so important to rank well in the search engines.

How often do you use the internet to search for a business or a topic? Once you put your search in and the search engine returns results how many pages do you bother to go through before you try a different search. If you answered 3 or 4, you'd be being generous. On average, most surfers look at the first couple of pages. What that means is if your business does not place well in the search engines, there's a good chance that searchers will not find you.

So how does one get their business to place well in the search engine? You do this through search engine optimization or more commonly referred to as SEO. By search engine optimizing your site, you will target traffic to your website and help your site to place better in the search engines.

SEO is about a few things:

- * Keywords
- * Links
- * Relevance
- * Visitor Satisfaction

You'll start by determining your relevant keywords or keyword phrases. You'll use these to help you rank better for those keywords in the search engines. However, that doesn't mean you will keyword spam. So be real, use your keyword(s) in your content and help the search engines to help you. Don't modify your rank by spamming your keyword(s) because Google will penalize you, even ban you. Instead, earn Google respect by doing it right and you'll be rewarded by Google.

Building a link exchange with other relevant sites also helps to bring targeted traffic to your site. You can also work to get yourself placed in directories or other reputable sources of one-way links will help to place you better in the search engines. Do not make the mistake of getting involved with sites that sell one-way links, as you'll find yourself penalized by the search engines.

Relevance is always important because the more relevant your site is to what you do and the more relevant the connections in your reach the more the search engines will notice and reward you with better placement.

In addition, visitor satisfaction can play a role, because happy customers spread the word and share their experience with others and that can help you to do better in the search engines.

Now that you have a better understanding of SEO, make sure to put it to work for you.

How To Get Free Online Traffic Offline

There isn't a great deal of conversation around internet marketing and how you can use free offline methods. This is likely because internet marketers seldom use these methods and so they get put to the back burner. Just because they don't tend to use them doesn't mean they aren't good – in fact, if you do it right it can bring you top quality traffic.

There are offline paid traffic generation methods, but that's not where we are going to focus our efforts today. We're looking at strictly free. Let's start.

#1 PR Traffic Generation

PR traffic generation is a powerful tool that when used right, can generate all kinds of sales for all kinds of products and services. If you need to hire a PR professional who has media contacts – it will definitely make it easier for you and you will get picked up a lot faster.

You can also team up with people who are getting the PR exposure you want. If you team up with those who are already winners in the media, then you get a head start in the PR game.

#2 Generate Traffic from an Event

If you need to figure out who your target market is and then you need to figure out where to find them, then go there or create your own event to bring them to you. Don't underestimate just how powerful this offline tool can be.

#3 Seminars in Your Industry

In every large industry, there is almost always seminars going on every month. At these events there are often thousands of people you can meet up with. These seminars are a great place to find customers so don't be afraid to spend your money to attend such seminars.

There are a few ways you can use these seminars to generate online traffic. For example, you might speak at the seminar or you might simply network during a break and exchange business cards that have your website clearly printed on them. Take advantage of every opportunity that finds you!

That's just a few ways to get free online traffic offline. Always keep in mind that anytime you print something you have the opportunity to promote your online website and spread the news. Too often, these opportunities are lost and yet they are cost you no more than what you are already spending to produce the effect you want – bring targeted traffic to your website. Why not give it a try?

Gain Traffic for Your Offline Business

Have you been struggling with bringing visitors to your website? Are your numbers dropping? Have you had your website designed professionally and you still aren't seeing the numbers you would like. Having a great looking website with tons of great products to buy at your offline business, doesn't mean you will get the visitors you want. Online marketing is highly competitive, which means there are things you will need to do to get your share of the traffic. Let's have a look at some of the things you can do.

#1 Have Great Promotional Material

Promotional material continues to be a highly effective form of advertising, especially freebies. They have a very long shelf life, leaving your company name, website and logo out there, which will bring traffic to your site.

#2 Displays on Your Vehicle

If you have a company vehicle, make sure that you have your website URL clearly displayed on your vehicle. Use a font that's easy to read and add a little promotional text.

#3 Article Submissions

Contact the newspaper in your area or a relevant trade magazine and ask them if you can submit an article. If your offline business is new, generally a newspaper will provide free business on startup. Magazines, newspapers and other publications are generally looking for free information to provide their readers with, because it keeps their costs down.

#4 Branded Clothing

Consider branded clothing to advertise your offline business. Jackets, hats and T-shirts are all good choices.

#5 Help Wanted Ads

If you are hiring new staff, make sure that your website address is on all your employment advertising.

#6 Network - Network - Network

Finally, don't forget to network. Even when you don't have a website talking time to network with others is important; however, with a website it gives you even more opportunities. If you sell products/services have a display at trade shows that promotes your website along with your products/services. Make sure your website is on all of your promotional material such as brochures, business cards, flyers, newsletters, etc.

These six tips for gaining traffic for your offline business work so don't wait! You need to implement your website at every opportunity that comes your way. In today's market place, it is very important for you to promote your offline website to help to grow the traffic to your website and ultimately your business.

Do You Know How to Get Traffic To your Offline Business?

There can be some confusion when it comes to promoting offline businesses online. Many business owners even miss the value of getting traffic online to your website, not realizing that this traffic can then be turned into foot traffic into their store.

The best way to do this is to start with a well designed website. Of course, it takes more than a nice looking website to get targeted traffic to your site, but that's a good place to start. You might be attempting to create your own website or perhaps you are going to give it to the professionals – whatever you do always remember that your quality of content is critical to not only bringing traffic to your website but having them return.

Of course, that's just the beginning. You'll want to decide on a handful of very important keywords or keyword phrases that describe what your offline business sells or does. You will then need to make sure that you place these throughout your content. Do it strategically where your content still makes sense. You should never keyword spam, which is a common mistake, because you could get yourself banned from the search engines.

You should think about using tools like 'how to' videos, where you teach others how to do something. It's great if these can revolve around what you sell. Let's say you are a paint store. You could do a number of video on different techniques for painting, which will draw targeted traffic and then the goal is to bring them into your store where they would then buy paint.

Take some time to think about what it is you want from your website. Will customers be able to order products and services online as well as come into your offline business. Do you want to be providing your customers with helpful tips, perhaps Q&A sessions, do you want to provide pricing? Whatever it is you would like your website to focus on then make sure that is included in your content.

Bringing targeted traffic to your website is much different than just bringing traffic. You want to make sure your visitors are targeted because ultimately you want them to come into your store and buy from you. There are many tools that can help you achieve this, but if you don't have the time or the knowledge to do it correctly, it's always a good idea to hire a professional so that you get the results you want.

How Linking Can Help Bring Targeted Traffic to Your Website

You have an offline business, you've paid to have your website developed by the pros and now you need to start to get targeted traffic heading your way. If you are like most business owners, you depend on your website to play a role in generating income for your business. For that to happen, you need to have targeted traffic, making its way to your website.

That can take on many forms, one of which is linking. There are two kinds of links - reciprocal links and referral links, and both are good for bringing more traffic to your site.

While this might be a different form of marketing, the same principles continue to apply. Whether it's your offline business or online business the secret to landing clients is in the relationships you build and getting to know people who will learn to trust you. Once they have built that trust factor they are far more likely to become your loyal customers.

Recipricol links can play a role in bringing targeted traffic to your website, but the referral links really hold the power. Recipricol links are the exchange of links. For example, Site A places your link on their site and you place Site A's link on your site. These hold some relevance in the search engines, especially when they within your industry or relevant. That means they can help you do better in the search engines.

But even more, you are likely to get visitors that have visited the other site find their way to your site through the link. It's a good form of advertising that has already targeted the traffic because the link clicked was on a related site. According to a recent study, more than 50 percent of Internet surfers have visited websites using a referral link.

Referral links can also be useful. They also help to bring targeted traffic to your site. Here, another site will place your link on their site. This is a one way link and so the search engines really like this and it can help you place better in the search engines.

In addition, these relevant, referral links can do a great job of bringing targeted traffic to your website. Some companies pay for clicks on referral links that are on another website. You might look at using such a program for your business.

Both recipricol and referral links play a role in helping to bring targeted traffic to your site to help bring customers to your offline business.

Learn how to Build Traffic to Your Offline Business Website

Offline businesses still need website exposure. Most recognize this and so they spend a great deal of money having their website designed only to be disappointed because they don't get the traffic they expected. What many business owners don't realize is that a well designed website and a good flow of traffic are not linked. Let's look at some ways to build traffic to your site and promote your offline business.

#1 Use Every Opportunity You Can to Promote Your Website for Free

Free site promotion is always welcome so never ignore it. There are tons of ways to promote your website for free. Some of most popular options include directory submissions, free classified ads, link exchanges, listing inclusions, etc. Not all the free ways there are to promote your website will work well but don't be afraid to experiment and find what works for your site.

#2 Create a Free Product/Service

One way of bringing traffic to your website is to give something away for free. This can be as simple as having good content on your site where visitors can find answers to their questions, or it can be more complex where you are giving away free products/services such as with a draw.

#3 Take Advantage of Viral Content

Viral content is content that spread rapidly like a virus, but it's safe content. A user likes your content and then shares it with friends, who then share it with other friends, and on it goes – it gains momentum all on its own. Viral content can be a great video or good article. It's popularity is based on its appeal that takes it viral.

#4 Use Offline Promotions

Offline promotions are often forgotten about, but they are a good way to get traffic for free. These days we spend so much time focusing on online promotions that we forget there still exists a whole offline world of advertising and promoting. Make sure that you include your website address on all printed materials you use. But also remember there are other promotions like T-shirts, pens, mouse pads, etc.

#5 Your URL Needs to be Included With Your Signature

URLs as part of your signature are a good way to bring free traffic to your website. This includes your online signature, such as that used on a blog or forum, or in your email and your offline signature line.

Getting free traffic is a vast topic and the list of opportunities is just as vast. However, here you have five things you can do to increase the traffic to your website.

5 Ways to Drive Traffic to Your Website to Benefit Your Offline Business

If you have just launched the website for your offline business you are likely, hoping to generate new leads that turn into new customers. One of the biggest challenges that an offline business will face is getting traffic to their website. These steps will help you to generate traffic. Let's have a look.

1. Be sure to do research on your keyword(s). If you want to target local traffic, then you need to target a local search with your keyword(s).

For example, let's say you are a plastic surgeon practicing in the Seattle area, what is it that those looking for you, would be typing in to find you in a Google search? Likely "plastic surgeon Seattle" or "Seattle plastic surgeon."

You need to make sure that website pages have these keywords on them to help your pages rank higher.

2. Make sure that all of your relevant phrases and single keywords are on your site. This does not mean to keyword spam. It means to keep relevant topics on your sites and make sure that your keyword(s) is included in there.

If you are able to get Google front page ranking you are much more likely to have your customers find you so it is really worth the work.

3. Make sure that you have relevant information on your pages so that when the searcher arrives, they find what it is they were looking for in their search.

4. Make sure that your contact information is easy to find and make sure it appears on every page rather than in just one spot.

5. Always make sure that the content on your website is fresh. Never copy what someone else has written and don't make the common mistake of just rewriting something that's already out on the web. You will connect and keep your visitors much better if you are offering brand new content that has not been read elsewhere.

There's an additional bonus here and that is, the search engines will also like that you are posting completely original content and so it will help you to rank better in the search engines.

6. Make sure that you never stop working on driving traffic to your site using some of the offline methods as well as the many online methods. This is critical if you wish to continue to bring visitors to your site.

Free Online Traffic for Your Offline Business

Internet marketers have tons of skill and know how to make use of both online and offline tools to build traffic for your website to promote your offline business. However, sometimes finding the free online traffic isn't all that easy to find if you are new to the task of building targeted traffic. Let's have a look at what you can do.

1. Free Search Engine Submission – Most of the search engines offer an easy to fill out form that allows you to submit your website to the search engine to be included. There's no need to pay for this service even though there are plenty of companies that offer such a service.
2. Free Meta Tag Generator – You can get help understanding what meta tags are and how to use them. Then you can get some help building meta tags. That includes spell checking.
3. Free Link Checker – Broken links can be a real problem. There are a number of these slick little tools that will find any broken links on your website for you and then you can fix them.
4. Free Link Popularity Checkers – These tools will help you to find out how popular your links are in the search engines. This can be a useful tool when you are working on your search engine optimization.
5. Free SEO Tutorials – If you want to understand SEO better seek out one or more of the many free SEO tutorials that are available online. These can be very helpful in teaching you how to make the most out of your SEO work. For many new people, this can be a real challenge and so the more you understand the better you will be at it.
6. Free Keyword Density – Your keyword density is important. You don't want to get caught keyword spamming and so this handy tool can help you to ensure you are in the 'pocket' for keyword density. Take advantage of it.
7. Free Robots.txt Generator – These tools will quickly create your robots.txt for you and all you need to do is upload it with your website.

All of these tools can help you to do a better job in bringing targeted traffic to your website. There are plenty of others that you can take advantage of so don't be afraid to search around online and just see what you can find.

Offline Business Traffic Secrets

Millions search for 'how to increase your website traffic,' every day. You might be surprised to learn that there are more than 210 million websites on the internet, according to Netcraft. Every single hour 20,000 new domain names are registered, which means every single day that 210-million site number grows.

What does this mean to you and your website? Quite simply it becomes harder and harder to place well with the search engines. After all, there are likely hundreds of thousands of websites selling similar products/services that you are offering. That means to achieve your goal of growing your business online, you will need a website that gets a good traffic flow that continues to grow and a website that places well in the search engines.

#1 Create Videos and Upload to YouTube

Videos are a great way to generate traffic and they are also a good way to build trust among your visitors. It's really easy to put together a video using a digital camera. It doesn't have to be long just contain value. Then download it to your computer, edit it using one of the many easy to use editing software packages and then upload it to YouTube. There are other video sites you can use, but YouTube gets millions of viewers daily, so it's a good place to be.

#2 Create a Blog or Integrate Your Blog on Your Website

The search engines seek out quality content. Blogs are seen as a great source of information for online visitors. That's great for you, because you can quickly and easily create a blog for free using blogger.com or wordpress.com – the latter is the most popular. You can also set it up to load within your website. When you write on your blog regularly people will find it more easily. If your blog is separate from your website, make sure to link to your website.

#3 Use Social Media Networking Tools

Build relationships using the social media networking tools like Facebook, Twitter, Tumbler, etc. There are many popular sites that you can take advantage of to build a strong following and of course, you are going to be providing links to your website.

#4 Write Quality Content

Write quality content so that searchers will want to read what you have to say and even share it. In addition, quality content makes the search engines happy and it will help you to place better, especially if you pay attention to your keyword(s) and keyword phrases. Don't confuse strategic use of your keyword(s) with keyword spamming – do not do the latter!

These four simple tips will increase the traffic to your website – start now!

Offline Business Traffic Without Google

We all know that getting traffic to your website is important whether we have an online business or an offline business. We all know how important it is to get traffic to our business web page. In fact, most people are aware that it is far more important to get targeted traffic rather than untargeted traffic. Because without targeted traffic, you won't generate any income through your website and that includes bringing people into your brick and mortar store.

In addition, we have come to depend more and more on Google for that traffic and as a result, we have to play by Google's rules, and always at the risk of being penalized. So how can you bring targeted traffic to your website without using Google. The good news is you can – Here are some traffic generating tips for your website that don't depend on SEO and the search engines.

#1 Use Content Marketing to Drive Traffic to Your Website

- * Guest post are a good option. It's easy and fast and done well it can also help to brand you.
- * Infographics is one of the fastest growing areas of marketing. Quick Sprout reported in 2 years getting 2,512,596 visits from 47 infographics. Now that's impressive.
- * Video marketing, which includes other videos other than advertising videos that are shared on social networking sites is a great way to attract targeted traffic. The reach of videos is often far more significant than other kinds of media.

#2 Blog Commenting

Contrary to what many might believe, blog commenting is not dead. Keep in mind you're commenting isn't to grow your links but rather to grow your network with people that are within your niche. You should never spam and you should always provide information that's worthy.

#3 Offline Marketing

If you want to get more exposure than take your marketing offline and engage a little bit of old school. Print material such as business cards, flyers, brochures, etc. are all used to promote businesses. Just add your website address to your current designs and you'll be promoting your business online and offline.

#4 Social Media

Social media is a powerful tool that can actually take your content viral. The more shares you get, the more people that will know about your website or blog. This will increase your targeted traffic to your site. When we think about social media Facebook and Twitter come to mind but there are tons of different social networks that you can take advantage of.

5 Tips to Build Website Traffic for Your Online Business

You spent the money to have your website professionally designed and it's very nice, but still you don't seem to be seeing the visitors you thought you would. Why is that? Contrary to what many think, building a good looking website alone isn't enough – you need to promote your site and you can do that a number of ways. Let's look at 5 ways to bring traffic to your website.

#1 Packaging

As a retailer, you generally have many opportunities in your packaging to advertise your website address. Your product packaging, flyers, business cards, bags, etc. are all good places to share your web address. Previous customers might not know you have a website.

#2 Correspondence

Businesses conduct a lot of correspondence throughout the day, both online such as email and offline such as letters. Make sure that every piece of correspondence has your website address on it. Every email should have your web address under it so create a signature template that includes it.

#3 Business Cards

Put a business card in every order, whether it's a customer in the store or orders you ship, always throw in a business card that has your website address in it. Business cards are cheap to have printed and they provide a huge opportunity to promote your business. If your current cards don't have your website on them do not put a sticker on them! This looks tacky and unprofessional. Spend the money and order new business cards.

#4 Handouts – Presentations

If you have handouts then add your website to them. If you do a presentation that has various bits of information handed out to the attendants, make sure that every single page has your web address on it.

#5 Target Print Material

Newspapers, magazines, direct mail brochures, flyers, and printable coupons are all forms of targeted print material that can work for you to promote your website online. You might add a discount code that your customers can enter to save money if they purchase online rather than from your offline retail outlet, which encourages them to check your site out.

If you are a new business, you need to let the world know about your existence. If your business is established, you still need to grow your business. That means every offline business can benefit from exposure that lets the world know they have a website and where to find it.

How Starbucks Uses Online and Offline Marketing Effectively

Starbucks – this is a very successful offline business, that has certainly learned how to use online and offline marketing effectively. In fact, there are many lessons that most businesses could learn from how Starbucks does things.

How is it that every Starbucks feels like its own unique local coffee shop? How is it that Starbucks was able to turn their online Starbuck Rewards program that uses the smartphone app into such a success? Few would argue with the fact that Starbucks is a leader in the coffee industry and with their marketing. So let's see what we can learn from them.

Examples of Online Marketing That's Been Successful

1. Starbucks uses Twitter to engage with their followers. If you follow them, they'll follow you back. They engage in conversations with the audience. That might be wishing students good luck on finals or it might be talking about Starbucks nail art. Users can even Tweet a gift card to anyone they like.
2. Starbucks offers their customers free Wi-Fi and that perk has encouraged customers to stay in the coffee shop rather than to get their coffee on the fly. Once customers connect to the Starbucks Wi-Fi they can enjoy the Starbucks Digital Experience. Services that generally charge like USA Today, are free through Starbucks.
3. The Starbucks app has made it very convenient to pay on the fly. But it does more. It allows you to build stars for free drinks. It's a win-win all the way around and it has been a huge success with customers.

Offline Examples

1. The iconic red cup rings in the holidays every year. When you see someone carrying out the Starbucks red cup it means it's time for those special holiday drinks. It elicits emotions and other small businesses should take note and figure out how they can match their products/services to a season and turn on their customers 'joy.'

2. Starbucks loves to run contests where those participating must be the first to post a new ad or poster. They cleverly integrate their website along with their social media to encourage customers to participate.

That's just a few examples of what Starbucks has been highly successful with. Take their success, break it down and determine how you can have the same kind of success. There's plenty of companies that can show you a successful online and offline marketing campaign. Learn from their success.

Using Advertising to Promote Website Traffic for Your Offline Business

You have a regular brick and mortar store – an offline business – you have a professional website – now what? The first thing you should realize is just because you have a really good website doesn't mean that your site will be found! It's one of the most common mistakes made by today's business owners. A company pays a hefty price for a really good website and then expects the website to immediately start to do well in the search engines. For that to happen other things have to occur to bring traffic to your site. Right now, we'll focus on the role of advertising both online and offline.

When it comes to advertising online there are tons of excellent sources, some paid, some free – Banner advertising, Google Adwords, email advertising, website advertising, and the list goes on. All of these ads can be both an expense and an investment depending on how 'on target' you are.

You need to ask yourself some questions. Is your advertising matching who your target audience is? Even with a low response to your advertising campaign, will you reach your target audience? You can spend a lot of money on online advertising and get very little benefit if you don't do it right. Then again when done right your online advertising is a great way to generate a lot of traffic and spend time not money.

Offline advertising can also generate traffic for you by advertising your website on business cards, flyers, signs, brochures, word of mouth marketing and email signature lines. Make it your practice to include your website on all of your printed materials so that you ensure the widest possible reach.

Think a little outside the box when it comes to advertising your offline business. Similar businesses can cross promote for each other both offline and online. Link exchanges can be a good way to advertise free by exchanging links with related businesses or businesses within the same industry.

Never miss an opportunity. There are many that you might not think about, especially if you are not running an online business. For example, email advertising is as simple as adding it to your email signature line with no costs. The best thing you can do is get the help of professionals if you are not quite sure how to proceed with your advertising.

