**Podcasting - A Big Way to Get Quick Traffic to Your Website**

As you may know, podcasting is a big deal today. There are many people with iPods. These people get the news, music, and other forms of entertainment on their iPod daily.

Just ask one of your friends if he has an iPod. If he doesn’t ask him if he knows anyone that does. I’ll bet he will know a few people who do. In fact, if you go on a bus or subway, more than likely you will see people fooling around with their iPod.

Just in case you want to know, a podcast is basically an RSS feed with an audio attachment. Podcasts have an extra tag added into them that links to your audio file. When someone subscribes to your audio enchanced RSS feed or better known as Podcast with a Podcast aggregator, the aggregator will download the audio file onto the user’s computer automatically each time the Podcast is updated, or link the downloaded file to Windows Media Player or iTunes and play the file automatically after download.

Podcasts allow for automation. If the user has a favorite audio enabled website where they can download new files, as they become available, they will be able to get those files automatically.

If the user chooses to, he can have the file download to his computer and play it there first before transferring it to his MP3 player.

If you want traffic to your website, why not look into this market. All you have to do is record any type of audio file that is educational or informative. Make sure the info is unique and provides some value for the listener. For instance, let’s say you publish a newsletter. You can actually record the newsletter on audio and provide that as a download. If you hold seminars, you can also record them on audio and provide them to people as a download.

When doing this, make sure you tell your listeners to go to your website for more information. This is how you will get visitors to your site. If you repeat your website about two or three times within the audio recording, those listening to it will respond at their earliest opportunity. What a way to get traffic.

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If you want to get more traffic to your website than what search engines can deliver, pick up a copy of my e-book “How to Drive Traffic to Your Site Quickly without Using Adwords or Search Engines.” Once you do this, you will learn the right way to drive traffic to your site without depending on search engines and can use that to make a ton of money online. Just go to <http://www.domainname.com> to learn more.