

How to Drive Traffic to Your Site Quickly without Using Adwords or Search Engines

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Introduction

No matter who you are, if you have a website, you want traffic. The more traffic you have, the more likely you will be able to sell your products, or provide content, depending on what your website is for.

The biggest way people have relied on to get traffic has been Google, Yahoo, and other search engines. In some cases, website owners have used Google Adwords to get traffic.

As the web expanded with more users and businesses putting up websites, search engines became an essential way to immediately find information.

Many people have relied on search engines for traffic for years. If people wanted instant traffic they would go after Adwords.

Well, did you know you can get traffic without relying on search engines or Adwords. Although search engines have been known to deliver targeted traffic to a website, there are ways you can target traffic to your website without using search engines.

In reality, there are many ways to get traffic to your website without using search engines. In fact, if you are adventurous, you could actually create your website without optimizing it for search engines.

You don't have to place keywords on it. You don't have to place Meta tags on each web page. You don't have to engage in search engine optimization, or keyword optimization.

You don't need to take any of the steps that you have read regarding optimizing your website to get ranked in the top of search results, and yet you can still get traffic to your website.

You may think such thing is impossible, considering people have been working toward search engine ranking for many years. If you took a course in website design, or you studied search engine marketing, you were told how the search engines worked. You abided by them. You dealt with search engines. You made sure each web page had every element on it for great search engine ranking.

Well, I am here to tell you that you can get traffic to your website without using search engines. You don't even have to use Google's expensive Adwords system. You don't need any of that. Let the bigwigs work hard to get ranking in search results. You don't need it. Instead, there are many ways you can get traffic to your website and I will describe them in this e-book.

If you follow this guide, you will find your website will be getting a lot of traffic to your website. Maybe even more than you would have gotten from search engines.

1. Blogging

One of the biggest ways to get traffic to your website is by blogging. There are two good reasons for blogging: A) It gives you a chance to express yourself and provide commentary on important issues of the day, and B) It is a great way to get traffic to your website. When you comment, and you place a link back to your site, more than likely your readers will click the link and get to your website. Popular blog services like Technorati can deliver great traffic.

There are a ton of websites out there that will cater to your industry no matter what it is. Whether you are in IT, business, medical, or otherwise, all you have to do is search your niche blog by entering "niche blogs" in Google or another search engine. The word "niche" will be replaced with whatever your niche is.

For example, let's say your niche is solving Windows Vista problems. Well, you can find many blogs dealing with Windows Vista problems. Just type in "Windows Vista problems blogs" in any search engine and you will no doubt see many of them. Go to each blog, register, and submit comments.

Every time you enter a comment in a blog, and leave your website link, that blog will drive traffic to your website. If you register with many of them, the better chance you will have of getting a ton of traffic to your site.

What better way than to establish your own blog and have links on it pointing to your main site. That would really be a boost for you. Send a link about your blog to your subscriber list and within a short time frame, you will find a lot of traffic going to your main site.

2. Podcasting

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 enhanced 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.

Plus, podcasts are easy to make and are personal in nature. Those who listen to your recordings hear your voice. So it is like you and the user one-on-one. The user can hear you and your personality can come through your voice. This is a great way to gain relationships for a long time to come.

What is even better about this form of delivery is you do not have to be bothered with spam, filters or any of that stuff associated with email marketing.

3. Link Buying

You may not believe this, but search engines do not like link buying. Why? No one knows for sure. It is just a rule they set. But there are businesses that buy links all the time. And when they do so, they find their link popularity soars.

If you are not familiar with link building or buying, remember this. A good link can deliver a ton of traffic to your site. And this is targeted traffic to.

Some website owners use text ads to get traffic to their site. They contain owners of websites that fit within their niche market and purchase space on the person's website. They place a text ad with a link in it. When people visit the site and see the text ad, and click the link, they will be directed to your site.

When considering link buying, look for sites that are relevant to yours. This is a more powerful way of getting traffic to your site. For example, if the site you are considering buying a link from is in the computer repair industry, and you are too, there is a perfect fit

there. But if the site deals in making watches, there is no relevancy here. As such there is not a fit.

When you purchase a text ad or link, make sure to put your primary keyword in the anchor link. An anchor link is a short cut of a URL. For example, let's say you have a URL like this:

<http://www.computervista.com>

The anchor text link for this website would be "computer vista." Do you see how that works? The main thing about anchor text is that they point to the same URL just the keywords that are used as pointers is shorter.

Keep in mind that keywords matter for relevancy and search engines will look at the link text of your incoming links as relevant as well. For example, if the site you are buying a link or text ad from is about Windows Vista, then your ad will have the keyword "Windows Vista" listed in the anchor link.

4. TV Ads

You may be looking at this and laughing. Your very thoughts may be "TV ads. Are you crazy. Do you know how expensive they are." Well believe it or not, you can actually purchase time on TV for cheaper than you think.

Since cable TV has taken over most markets, you can actually rent a cable channel for free or at low costs. All you have to do is contact your cable provider and they will tell you what channel is free and which ones you can use for your own purposes, but that you have to pay for.

I personally see many TV shows on cable and see normal people on TV talking about their products or introducing some kind of new show ,or something. For example, not too long ago, I happened to come across this station that had people talking about the Bible. I looked up the station and found it was free for anyone to use. So I figure if people can use the station to advertise biblical topics, anyone can get on there.

Here is where TV can help you. By going on TV, you can advertise your product or service, whatever it is you are selling. All you have to do is describe what it is and provide your URL on the TV screen for all to see. This way people can write it down and go write to it after your program is over.

In some cases, people may not wait. If their computer is close by, they may just go ahead over to the computer, log in, go to your website and order your product. What happened is you end up with a sale and traffic to your site. Your visitor will remember your site and will likely come back.

When you place your URL on the TV screen, make sure to remind the producer of the show to show the URL for a few seconds. This way people will have a chance to see it. This is especially helpful if the URL is long. People will need time to write it down. You can also help by announcing it yourself while it is being shown. This way people will not only see the URL on screen, but you will also tell them the URL. So they see it and hear it at the same time. By hearing it, this reinforces on their brain your URL. It works every time.

So whatever you do, don't forsake TV, as this is a really super medium to get involved in. Since cable got involved, there are a couple of channels that are left for users. Find what are available in your area and use them.

You'll get more traffic to your site than you ever thought possible, since well over 50 million people saw your program and URL. And this number is just a guess.

5. Web Directories

Years ago the Internet was arranged by the use of directories. There are still many of them around. Some are free and some you have to pay for.

If you go here

<http://www.onewaytextlink.com/links.php?type=free&pagenum=1>, you will be able to submit your site to many free directories in one click of the mouse. The downside to submitting to free directories is it may take weeks or months for the editors to list your site.

If you want to get a jumpstart and have your website listed to the directories faster, here are those that you will have to pay for

<http://www.onewaytextlink.com/links.php?type=paid&pagenum=1>.

If you go to <http://www.web-directories.ws/> you will get a long list of web directories you can contact to have your website listed. Not sure if these sites are paid or not, but you can click on each directory and find out.

The more directories you post your website to, the more traffic you will get. If you post your site to say 100 directories, you will find your traffic increase substantially. That is a good thing, especially when you want a lot of traffic.

What is good about directories is that much of the traffic is instant traffic. So don't overlook web directories. You may just end up getting traffic you didn't think existed. And these directories are not associated with search engines. They are not search engines at all. So don't think that submitting to them is the same. They are not.

6. Ad Networks

An advertising network is a company that connects advertisers to web sites that want to host advertisements. Ad networks pay software developers as well as web sites for allowing ads to be shown when people use their software or visit their site.

The ad network market is a very large industry. And it continues to grow. The top 20 companies that create, produce, or sell as part of the ad network earned \$2 billion in revenue in 2007. Growth is expected to multiply exponentially through 2010 and beyond.

DoubleClick was the number one company in the ad network industry until Google decided they wanted a large piece of that pay and bought them out for \$3.1 billion.

Ad networks do their job by selling space for online ads to appear. This advertising industry comes in many different forms. You may see it as space on websites, in RSS feeds, on blogs, in instant messaging applications, in adware, in e-mails, and many other sources.

Of all the places where you will see ads from ad networks are third-party websites who work with advertising networks for either a fee or a share of ad revenues.

The advertising network serves ads from an ad server when a site where the ad is located has been clicked on. A snippet of code is called from the ad server and sends that code to the called web page, most often in the form of a banner ad.

This can be very lucrative for you. By contacting companies that are involved in the ad network industry, you can work out a deal with them. They can show your ad with your URL. Your URL gets placed on relevant sites and before you know it, you are getting a ton of visitors. This is one reason people do business with ad networks. The amount of traffic and business that can come from that is astronomical.

7. Online Forums

If you really want traffic to your website, what better way to do it than an online forum. There are so many of them out there. Basically, you just go to a forum you are interested in, register, and contribute. You create a signature file with your website URL included and the way you go.

Online forums are also referred to as newsgroups, or as they are now referred to as groups. The big advantage to online forums is that there are many people using them at any given time.

What you do is find one or more that are within your niche or industry. You go to the website, sign up, and begin browsing through posts to see if there are any that need answering. At first you do not answer any. You just simply read over the posts and get a feel for what is being asked. I would say after you have lurked for about a few days, you can begin to leave comments.

You can highlight certain topics and make them your favorite, this way you can always go right to them.

While you are lurking, it would be a great idea to establish a profile. You don't have to enter any information. The main info you need is your name, email address, and website address. If you want to contribute more that is your decision.

In many forums, you have the choice of what to display with your name. You sometimes have the option of displaying your login name, email, and website. Again, the choice is yours as to what is displayed in the forum. You just go to the control panel that is supplied to you and choose your preferences.

Depending on how many forums you visit, you may end up with a ton of traffic coming to your website. What is remarkable about online forums is that when you go to them and make comments, you establish yourself as an expert in your field. This is important for it gives you credibility. When people see you are answering questions truthfully, they will take notice and will click the link in your signature to learn more about you.

I have heard of one guy who joined over 100 different forums and claim to see his visitor stats go

from about 20 to 30 hits a day to well over 1000 per day. He said it had a lot to do with his posts in forums, what he was offering, and a well done website.

You can have the same results if you take advantage of online forums.

To find forums in your niche, just go to Google and type in the name of your niche along with the word "forum." You will find plenty to choose from. You can also just look up the keywords "online forum" and will find a ton as well.

8. Social Media

Here is the biggie. Most everyone has joined a social media site. If they haven't they are missing out. Have you? It only takes a few seconds. There are many of them out there like Twitter, Facebook, MySpace, Digg, Reddit, and so many others.

Just sign up, provide a username and password, and when you get an email confirmation, click the link in the email and you will be taken to the website where you will get a confirmation message. At that time you will be set. You just need to set up your profile.

I will give you some idea of each most used or most talked about social media sites so you know what it is all about. These sites will be Twitter, Facebook, MySpace, and Digg.

Twitter

Twitter is a social networking site. It is also referred to as a microblogging site. It enables its users to send and receives messages known as tweets. Each tweet is text-based and uses up to 140 characters. Each tweet is displayed on the author's profile page and is

delivered to the author's subscribers who are known as followers.

When Twitter first came along, they were only a social media site and you had to access the site to communicate with others. But now, they have grown to the point where you can tweet from your mobile phone and even from Facebook.

Twitter currently has well over 100 million users worldwide and that number continues to grow each day. If you would like to check it out, just go to www.twitter.com and sign up. It's really easy to use.

After you sign up you will find how much traffic you will get from using the service. I have heard of a person who signed up to use the service, and within two months of exposure and developing followers, he found, based on his stats, his traffic increased 100%. He went from 100 hits a day to well over 100,000 a day.

Facebook

Facebook was launched in 2004 as a social networking site. They started as a privately owned

company. They are based in Massachusetts. Facebook was developed initially as a project in college by four college dorm roommates. Since founding the company, they moved to Palo Alto, California, where they are now. They also have a branch they opened in Dublin, Ireland.

They have well over 1400+ employees and made \$800 million in 2009. Most of that was by way of advertising. They have an excellent pay-per-click advertising system.

Once users signup, they can create a profile and add people as friends and send them messages. On Facebook, a user's profile is more pronounced than on Twitter. Users can add more stuff than they could on Twitter. The biggest factor for Facebook has been security. Providing a large profile is okay, but there are inherit risks involved in showing too much, so Facebook worked feverishly to establish rules as to how security would be handled.

Besides making friends with people, users have the chance to join groups, networks, and create pages in order to advertise themselves or their products.

There have been cases of where people signed up to use Facebook, filled out their profile, and included their websites. Within a month or two, traffic to their websites increased dramatically.

If you have not signed up for Facebook and are interested in learning about it, just go to www.facebook.com.

MySpace

MySpace is a social networking site like the others mentioned. They are located in Beverly Hills, California. They actually share an office building with News Corp. Digital Media, which is owned by News Corporation.

MySpace got started in 2003, but in 2006 really took off as a favorite place for people to go to, especially in the United States.

MySpace was doing extremely well as a social media site until Facebook came on the scene. Then Facebook took over and grabbed many members from MySpace. According to monthly unique visitors stats, Facebook took over as the most popular social media site in April 2008.

At the present time MySpace has about 1,000 employees. This is only 1/3rd of what they originally had. Of course, MySpace was bought out by News Corporation.

MySpace is still active as a social media site. But the vision of where they are going has changed, for they now focus more on music. You can still use them for traffic generation. Just go there and sign up for an account. The actual website is www.myspace.com.

I know this guy who was a musician. He created a MySpace page and advertised his CD on his page, along with a URL to his main site. He said within one month, he started selling a lot of CDs. He sold more CDs in one month than he did the previous year. He attributes that to the traffic he got my MySpace.

Digg

Digg is another social media site. But Digg is slightly more than that. Digg is a place for people to discover and share content from anywhere in the world. It could be breaking news from India or a forest fire in

California. Wherever news occurs and people post it, it will show on Digg.

There have been standard stories to weird ones. Digg places the best stuff on the first page, based on votes by users. Digg does not have any editors. It is up to users to decide what good content is and what is not.

If your submission, whether it is a video, audio, or straight text, if there are enough users who like what they see, hear, or read, your submission will appear on the front page for all to see.

Digg got its start by Kevin Rose in November 2004. Since then Digg has grown to be one of the most popular sources of information on the web.

Digg has a way for you to integrate the site with your website. This way you can get traffic from and to your site. They have several options for those who want to submit their content to Digg. There is a button at the bottom of each screen that when clicked allows you to place a button on your website.

If you are interested in looking into Digg as a way to get traffic to your website and to exposure your content

on Digg, just go to www.digg.com and sign up. Sign up is free. Once you sign up and begin placing content, you will get a showing. And when people realize you have something worthwhile to provide, once you place the Digg button on your site, you will get exposure.

9. Email Marketing

You may not know this but email marketing is one of the best ways to get traffic to your website. Email marketing has been around for many years. In fact, most marketers depend on email marketing to sell their products.

Why? Think about it. Let's say you have a newsletter you send out twice a month. You provide excellent content in each newsletter. Now, let's suppose you create a product that is in demand. And you place your product on your website for sell. Now, what happens is you include a blurb about that in your newsletter.

When you send your newsletter out to your subscriber list, and each subscriber opens your email and read your newsletter, they will read about your product, click on the link and go to your website. Not every subscriber will do this. But if you can get at least 10% response rate, that is a whole lot of traffic.

For example, let's say you have a subscriber list of 100,000 subscribers. According to the stats, you get a 10% response rate. This means that 10,000 people

opened your email and responded. This also means that 10,000 people clicked on your link and went to your website, which means 10,000 hits in one day. What if you had a 30% response rate or maybe even a 50% response rate. Well 50% is unheard of in the Internet marketing world. No one has yet to achieve that mark. But even if you had 30%, you are still getting 30,000 subscribers to your website.

These people may see what you have and come back for more. This is possible. As such, you will get consistent traffic to your website.

If you do not have any newsletters, nor do you have an email list that is okay. You can always create a joint venture with a marketer who does have one. Ask your friends or those you know go online. Find out if they know any marketer with a huge list. If that is a no go, you can always go to a search engine and type in the keywords "Internet marketers" and see what comes up. You are bound to find a few online. You can also go to newsgroups that feature Internet marketers and see if anyone knows of someone with a big list.

The worst case scenario is that you rent a list from a listing company and have your message sent out that way, along with your product announcement. You will still get responses and traffic to your website. The only problem with this is that you will have to pay for the list. So hopefully, you can make some sales to compensate for what you spend on the list.

Email marketing is no doubt the best if not one of the best ways to market online and get traffic to your website. Take advantage of it.

10. Webinars/Video

Do you like to teach? Do you have information that people may want to hear or need to hear. Most business people are constantly on the lookout for ways to improve their business and their bottom line. Do you know that the biggest way they learn is by use of webinars.

Webinars are the hottest products online today. There is a huge audience out there, just waiting to sign up for a webinar. With a webinar, you can teach people privately or as a group.

All you do is send out an invitation by email letting people know the day and date of the event. Give them the URL with log in information, and just wait for that day to come.

Do you know that you can triple traffic to your site simply by offering a webinar. Think about it this way. If you record your webinar, you not only will have traffic to your website the day of the event, but you can have that same traffic coming back to your website over and

over again to replay the webinar any time they want to hear or see it.

What is even more powerful of a promotional tool is if you place your video on YouTube with a return link to your site. What a way to get traffic. Your traffic meter will fly by.

Don't underestimate the power of webinar or videos. Many people use them to their advantage. I had one person contact me recently and told me he created this great video on how to build a solar panel from scratch. When he completed the video, he placed it on YouTube with a link back to his site. He told me within a week, his hit counter went from barely 100 visitors a day, to well over 100,000. He couldn't believe the tons of emails he was getting about his video.

If this guy can do it so can you. You have a choice of either creating a video or doing a webinar. The choice is yours. Either way, you will benefit by excessive traffic to your website.

11. Online Press Releases

Do you want instant traffic and instant notoriety? Why not take advantage of the Internet, and get free publicity at the same time. Create and publish a press release (they are now called news releases).

Create a news release and send it to new release services like PRWeb.com. You can also send them to other news release services online. What will happen is the news service will publish your release. Journalist will see the release, read it, and if it is newsworthy, will respond. The first thing they will do is go to your website you have listed so they can learn more about you and who you are. What a traffic booster.

There are well over 100,000 journalists who read online news releases every day. Can you imagine the traffic you can get from that, not to mention the free publicity. In fact, if your story is really good, the journalist may cover it. This means your picture and story may end up in the newspaper either that night or the next day.

Before long, you will be getting a ton of traffic to your website. Not only that, but people will be calling you constantly, asking about your story, wanting to know more about you.

There is a goldmine in news releases. If you do not see that, take a stab at it and see for yourself what will happen. In fact, I have an interesting story for you.

I have a friend who owns a machine shop. He makes brackets for custom trailer hitches for cars only. He does not make the hitches. He only makes the brackets that allow the bolts to go through and fasten the car hitch to the trailer hitch.

Because of the way the brackets are designed, he has 5 guys working on lathe and other machines to make them. They can only produce 5 brackets on each machine per day. He prices each bracket near \$500 because of the work that goes into making each one.

One day, he did some research and found a machine that can do the same work but at a faster clip. Instead of making 5 per machine per day or 25 per day, since he had five machines, he could get 100, 200, 500, or

even 1000 done per day, depending on how the machine was set. He priced the machine at \$10,000 but with a money-back guarantee if the machine did not live up to expectations. So he went to his local bank and put his business up as collateral.

He purchased the one machine and after two days of getting it set up, he tried it. He had one guy monitor the machine to make sure it performed properly. Within two weeks his output increased tenfold.

He did some digging and found he was the only machine shop in the area that made these brackets. He hired a writer to create a short news release for him and it went out the same day. He did have a website where he advertised his business, hoping to get more clients.

He started getting a ton of email from potential customers. His hits went from about 5 to 10 per day to over 1000. The media even called him and did his story. His picture and story appeared in the local newspaper that night. His business got so busy after that he ended up buying 4 more machines just to keep up with the demand.

He opened up three more machine shops in his area and in a town near him. He hired people to manage it for him. He bought more machines he bought for his first location and after a year, he had 20 machine shops making a ton of brackets for him. He even spread out and began making other products for cars that made tugging U-Haul's or other rental trailers around easier.

Within three years he went from owning one small 6 man machine shop, to selling out franchises. He became a millionaire within 5 years. All this happened to him because he sent out one news release.

12. Sponsored Reviews

If you really want a ton of traffic to your website, and you have some cash to spare, hire a writer to create reviews for your products and have them posted on your site and the writer's site. Bargain with the writer if you need to.

You do not want to write your own reviews because you are prejudice against your own product. If you do not have the money to hire a writer, seek out friends or family members for help. It would be better if you had a stranger to do it, simply because your friends and family may not give you an honest evaluation.

You can also go on job boards like Elance or Guru and hire a writer for about \$50 to write one product review. That is all you need at first. Perhaps your writer has people who can also vouch for your product and would be willing to share a review as well.

If you do not have the extra cash at all, why not just ask your customers to write reviews of your product or products. They don't have to write a novel, just write a couple of short paragraphs. That's it.

I knew this guy who had a great product and he asked some of his customers to write reviews and they did without hesitation. The reviews included a link to his website. Those reviews were posted on the customer's websites. He began to see a huge increase in traffic to his site. He also began to get a lot of emails.

So product reviews are another way to get traffic to your site. Don't forsake them. They can add credibility to you and show you as an expert.

13. Syndicate Your Content

Do you know for every article you write and publish, whether it is on your own website, or in article databases, you can actually have that content re-distributed or syndicated. Why not keep it in circulation.

The biggest concern you have for every article you write is to make sure you have your URL at the end of each article, along with your name and email address. This way when the article is posted, no matter where it is posted at, anyone who sees that article, clicks the title to read it, and sees your URL at the end, will be curious to find out just who you are. Once that is done it results in instant traffic.

Hey, if you really play your cards right and publish a lot of material, you may be surprised just how many hits you will get from having your URL at the end of every article you write and publish. People do pay attention to your byline (that is what your name, email address, and website, together in one place, is called.

Not only are you getting traffic directly from the article, but you are also getting traffic from Google and all the other search engines. This is because they happen to find these places online where your articles are syndicated and index the site. This is another way your article title is found.

Never underestimate the power of article writing and publishing. By keeping your articles circulated, you increase your chances of having increases of traffic to your website assured.

Wrap Up

If you are really interested in making money from your product, you need to have people go to your website to see your product. The only way they can go to your website is if they know it exists. But once they know your site is on the Web, they will come to it quickly. When they come to your site, your website just recorded their presence. This is known as a hit.

For years people have relied on search engines and Adwords, or other PPC services to drive traffic to their website. Well believe it or not, you do not need search engines or PPC to drive traffic to your site. There are other ways to get traffic to your website and it can be done without involving search engines or any pay-per-click service.

I listed 13 different methods you can take to drive traffic to your site. If you take a look at each method as described in this e-book, and try each one, I believe you will be pleasantly surprised to find traffic going to your website.

When you do what is recommended in this e-book, and apply it, your hit counter will spring to life quickly. When this happens, you will find your business also will increase tenfold.

All you need is traffic. The more you get the better you are, and the more likely you will succeed.