

Driving Traffic to Your Website



Schelly Gallimore

About Schelly

1982: Began supporting computers, networks, and software apps, transitioned into Tech Writing

1990: Returned to Midwest to serve as Manager of Information Systems in public schools

- Managed IT projects
- Managed change
- Managed introduction of emerging technologies including the web & CMS.

2004: Relocated to San Diego

InfoTAP/NMS – managing CMS deployment projects

Training & empowering users to manage their own site content and features.

I AM A PHOENIX



1 Award to the Wise

2 Give It Away

3 To Link or Not to Link

4 Start the Press!

5 You Tease...

6 Your Words Are Key

7 The Care and Feeding of Spiders





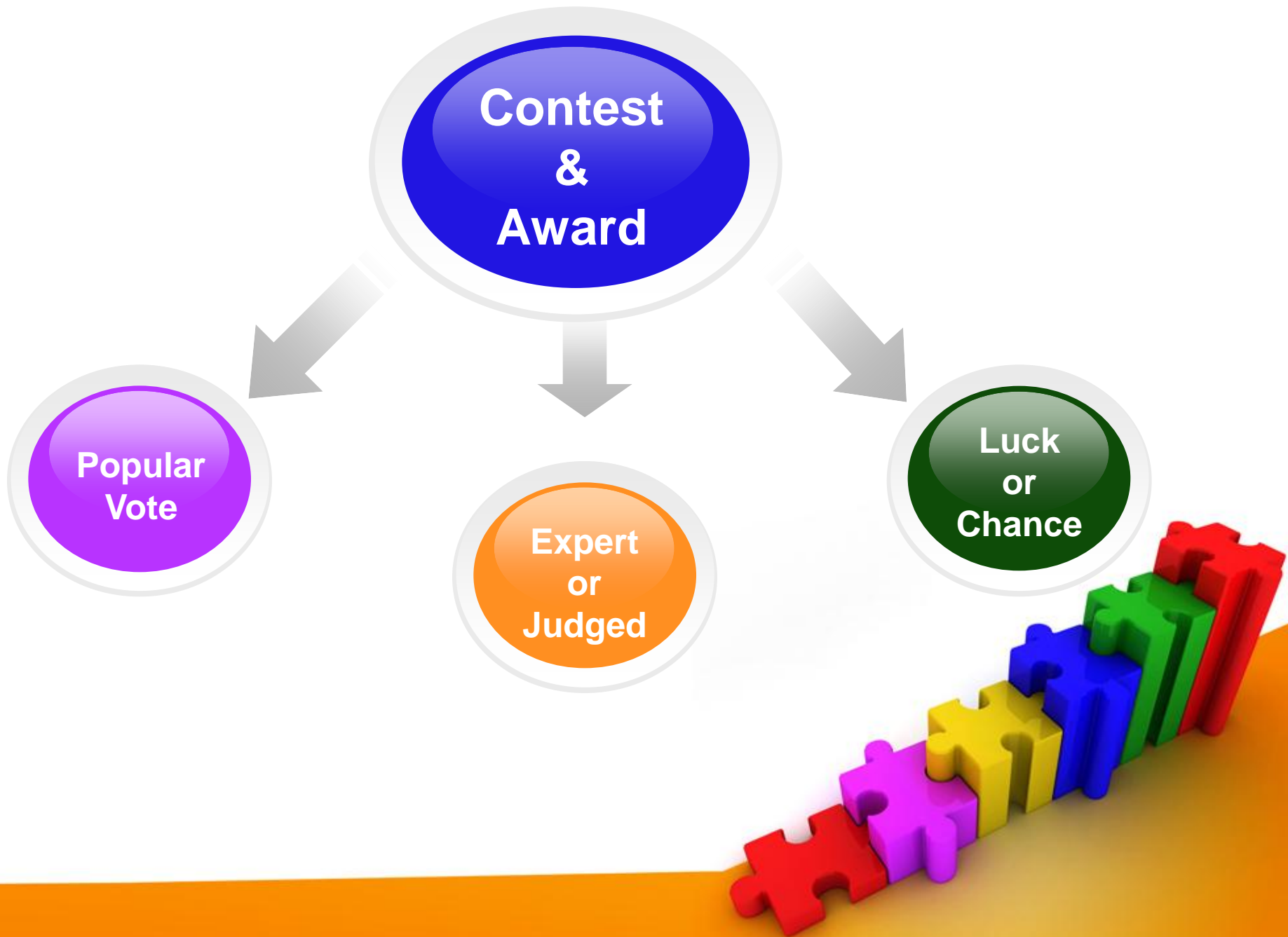
**FIRST
PLACE**

Award to the Wise

or

**How to Get
Word of Mouth Advertising
For FREE**





**Contest
&
Award**

**Popular
Vote**

**Expert
or
Judged**

**Luck
or
Chance**

POPULAR VOTE CONTEST & AWARD

- Members vote on best entry in contest
 - **Attracts new members**
 - **Captures more email addresses**
- Participants Drive the Traffic
 - **Vote for me!**
 - **Vested interest in getting votes**
- Site Owner Remains Impartial
 - **Just hosts the contest**
 - **Confers the award**



EXAMPLE: VOTE FOR DOG CONTESTS

Google Search [Advanced Search](#)



Web [+ Show options...](#) Results 1 - 10 of about 16,900,000 for **vote for my dog**. (0.34 sec)

[My Dog Votes](#) ☆
My Dog Votes. admin. Changing Room Sign. Please excuse us while we change. While you're waiting, why not subscribe for free updates?
www.mydogvotes.com/ - [Cached](#) - [Similar](#)

www.votemypet.com.au - Home ☆
A huge thanks to every cat and **dog** who entered the VoteMyPet competition. ... We are delighted to keep the **Vote My** Pet website up and running for all our ...
[About the site](#) - [Pet Care](#) - [Register](#)
www.votemypet.com.au/ - [Cached](#) - [Similar](#)

[Vote My Dog](#) ☆
Vote or upload your **dog** for voting and support Thai stray dogs.
www.votemydog.com/ - [Cached](#) - [Similar](#)

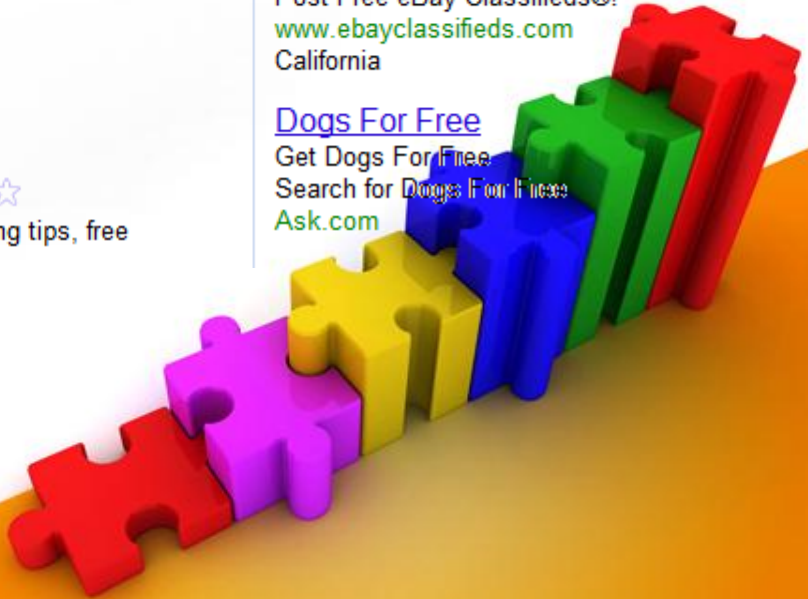
[Please vote for my dog Lou - Sweepstakes Forum at About.com](#) ☆
Apr 22, 2010 ... Welcome to the Sweepstakes Forum , a place to discuss winning tips, free sweepstakes to enter. LIPC codes. motivational advice - and most of

Sponsored Links

[Dogs+for+free](#)
Find Low Prices and Multiple Of
Dogs+for+free
shopping.yahoo.com

[Dogs For Free](#)
Find Dogs For Free.
Post Free eBay Classifieds@!
www.ebayclassifieds.com
California

[Dogs For Free](#)
Get Dogs For Free
Search for Dogs For Free
Ask.com



EXAMPLE: VOTE FOR BABY CONTESTS

[Advanced Search](#)

Web [+ Show options...](#)

Results 1 - 10 of about 26,400,000 for **vote for my baby**. (0.46 sec)

[Cute Baby Pictures | VoteMyBaby.com](#) ☆

Upload Your Cute **Baby** Pictures for everyone to **vote** on.

[www.votemybaby.com/](#) - [Cached](#) - [Similar](#)

[Please Vote for my Baby Girl!!!](#) ☆

15 posts - 10 authors - Last post: Apr 10, 2007

You must click on the left where it says contest. She is on page 1, the 1st picture in the 6th row down. She has her eyes closed and is ...

[forums.dealofday.com/.../185542-please-vote-my-baby-girl.html](#) - [Cached](#)

[Glee auditions~ Please vote for my baby! | Los Angeles | Yelp](#) ☆

38 posts - 1 author - Last post: yesterday

I'm not sure this will work but **my** daughter is trying out for glee and if you **vote** for her I'd be over the moon!Thank you!

[www.yelp.com/.../los-angeles-glee-auditions-please-vote-for-my-baby](#) - [Cached](#)

[Due Date Buddies: PLEASE VOTE FOR MY BABY!](#) ☆

2 posts - 2 authors

Sponsored Links

[Where to Vote](#)

Find your polling place and get nonpartisan candidate info.

[www.VOTE411.org](#)

[See your ad here »](#)



EXPERT OR JUDGED CONTEST

- Good material for press releases and free public service announcements through other media outlets.
- Usually takes more time to plan and execute but generally has more formal overtones.
- Excellent opportunity for partnering in vertical markets, i.e. “causes” for additional visibility.
- Notable name as expert recommended.



AWARDS DO'S AND DON'TS

- **Remain Objective**: Don't just give awards to friends or sponsors. Make it accessible to all.
- **Attract Submissions**: Brings more traffic to the website and increases the quality of the award.
- **Avoid Ruts**: Change your awards each year so you keep content fresh and interest high.
- **Focus on Credibility**: Your award program is tied to your name. Make sure it remains a respected one.



PROVIDE A GRAPHIC AND LINK CODE

- You retain control of the graphic.
- You can count inbound traffic from their link.
- Recipient can't change the award and misrepresent the contest or achievement.
- Protects your reputation and your intellectual capital.

SUGGESTIONS

- Keep the graphic small and light
- Code it with recipient ID tag





Free!

Give It Away

...or

Sweat Equity Traffic Tips



TWO GIVEAWAY TECHNIQUES

Site Content

- Feeds Spiders
- Keeps people on your website.
- Can capture email and establish relationships.
- Not as likely to “Go Viral”

Free Articles

- Attracts spiders to your website
- Lends the air of ‘expert’ to your reputation.
- Do not capture email



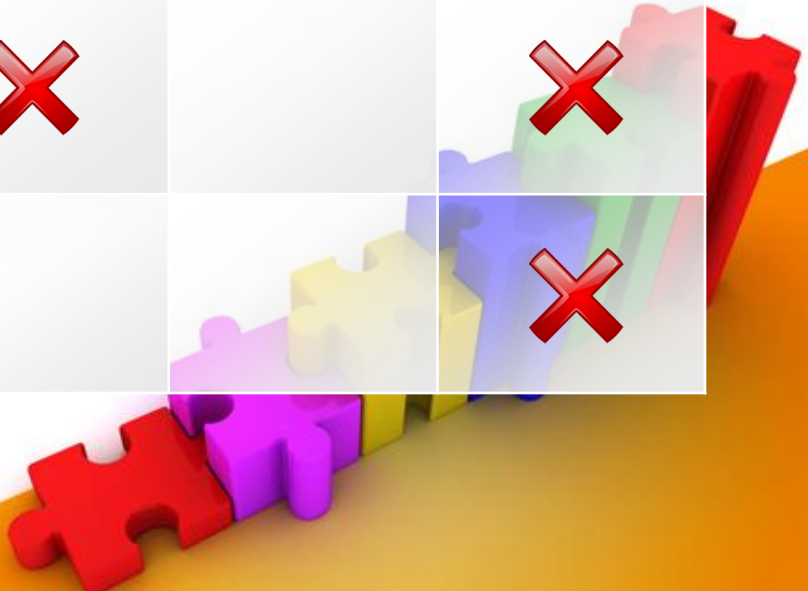
ON-SITE GIVEAWAYS

- Ebooks
 - How to become more creative in 5 easy steps
 - How to submit your manuscript quickly and easily.
- Members-only Content
 - You glean member emails – more exposure and opportunity to build relationship.
 - Interactive features that confer a sense of status.
- Videos, podcasts, quotes
- Free RSS feeds



SITE CONTENT GIVEAWAYS

	Sticky Feature	Capture Email	Go Viral	Short Term	Long Term
Read more...		✗		✗	
Free ebooks			✗		✗
Podcasts	✗	✗	✗		✗
RSS Feeds	✗				✗



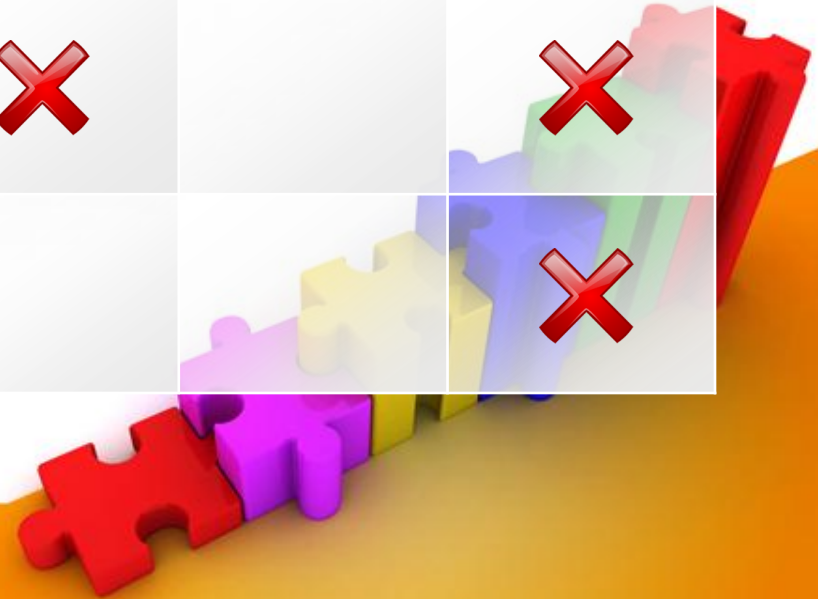
• OFF-SITE GIVEAWAYS

- Free articles
 - **Brief tutorials**
 - **Informational articles**
 - **Topical and relevant to your target audience.**
- Guest blogging
 - **Timing counts!**
 - **Write about issues – your bio holds the link.**
- Live online interviews (Podcast)
 - **Establishes professional credentials**
- Post on popular forums
 - **Link in “signature”**



OFF-SITE CONTENT GIVEAWAYS

	Magnet Feature	Capture Loyalty	Go Viral	Short Term	Long Term
Free Articles	✗	✗	✗	✗	
Forums	✗		✗	✗	
Guest Podcast	✗	✗	✗		✗
Reviews	✗	✗			✗



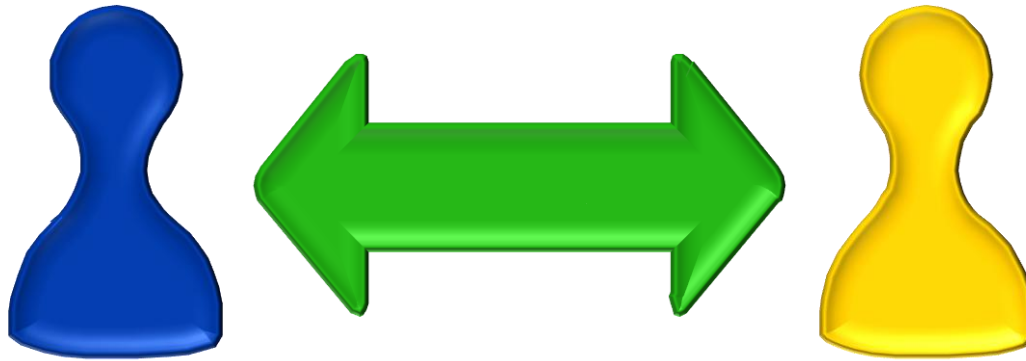
WHERE TO SUBMIT YOUR ARTICLES

- Articles Base: www.ArticlesBase.com
- Ezine Articles: www.EzineArticles.com
- Article Alley: www.ArticleAlley.com

WHAT TO INCLUDE

- Short author biography
- Link to your website
- One or two compelling factoids
- Small picture (optional)





To Link or Not to Link

...

Costly mistakes to avoid



COSTLY MISTAKES TO AVOID

- Leaky Links
 - ``
- Email Links
 - **Attracts spam-bots. Use alternatives.**
- Broken Links
 - **Penalizes your site**
 - **Lowers your popularity rating**
- Non-SEF Links
 - **Ampersands and question marks**
 - **Meaningless digits**



NON-SEARCH ENGINE FRIENDLY

http://site.com/index.php?option=com_content&view=article&id=22&Itemid=29



SEARCH ENGINE FRIENDLY

<http://www.site.com/articles/Movie-Reviews/index.php>





Start the Press!

for

More Free Advertising



PRESS RELEASES WORK

“News has 3 times more credibility and 6 times more readership than paid advertising of equivalent size.”

Starch Research

“71% of business owners say their marketing dollars are best spent on public relations.”

Inc. Magazine



ONLINE PRESS RELEASE SITES

- PRWeb.com
- eReleases.com
- MarketWire.com
- PRLeap.com
- i-NewsWire.com
- PRLog.org
- Free-Press-Release.com
 - Free how-to webinars
 - Free and paid services
 - \$120-\$500 per release



YOUR PERSONAL PRESS

- Newsletters
 - Develop relationships with audience.
 - Keep your “brand” in view.
 - May go viral.
 - Increase your credibility as a professional.
- Combine with Give-Aways
 - Vary placement to ensure readership views
 - Provide clues on where to find the give-away on your site. Do not provide a link directly to give-aways in a newsletter.





You Tease!

a socially acceptable
solution...



SOCIAL NETWORKING: NON-MARKETING

Friends

- Fun
- Discuss
- Build circle
- Focus on your profile

Friend Site

Micro-Blog

Followers

- 140 characters
- Search tags
- Follow others
- Fast paced, temp loyalty.

Blog

Audience

- GMTA
- Time-intensive
- Personality builds fans

Social Bookmarks

Comments

- Content sharing
- Comment to get noticed
- Fast paced, temp loyalty



SOCIAL NETWORKING SITES



MySpace

The Teen

- Young readers
- Speak the lingo!
- Great for character insights.
- Lots of 'noise'

facebook

FaceBook

The Town Hall

- Broad spectrum
- Meet online
- Chat
- Messaging
- Games
- Add pages, causes, & polls.



Windows Live

The Workspace

- Spaces
- Skydrive
- Office Live
- Mail
- Calendar
- Mobile

Linked in

LinkedIn

The Adult

- Jobs
- Pros
- Business
- Conferences
- Business events
- Discussion
- Resume
- Groups

IMPORTANT CONSIDERATIONS

- Your profile is vitally important.
- Search for people talking about topics related to your area of expertise.
- Do NOT link to your business.
- Relate as a person; they will check your profile.
- Encourage discussions. Participate!
- Create a page for your contests.
- Join groups and gain fans.
- Have FUN!



BLOGGING SITES

Your next book is under consideration for use in schools. Your content is of interest to this blogger.

Parents want their children to watch less tv and read more books. Your content is of interest to this blogger.

General bloggers write about topical items of current interest. You can influence this blogger to be interested in your content.

Education

Mom Blog

General

Your Website



ATTRACTING BLOGGER ATTENTION

- Target less-known blogs. Everybody wants a mention from the big boys.
- Read, learn, and comment on posts by the bloggers you are going to attract.
- Gift-wrap your idea!
 - **Brief note with story idea**
 - **Respond with details (don't write the post)**
 - **Add reasons it is timely.**
 - **Position it in 120 characters or less.**
- Show appreciation – talk up the bloggers website.



SOCIAL BOOKMARKING


















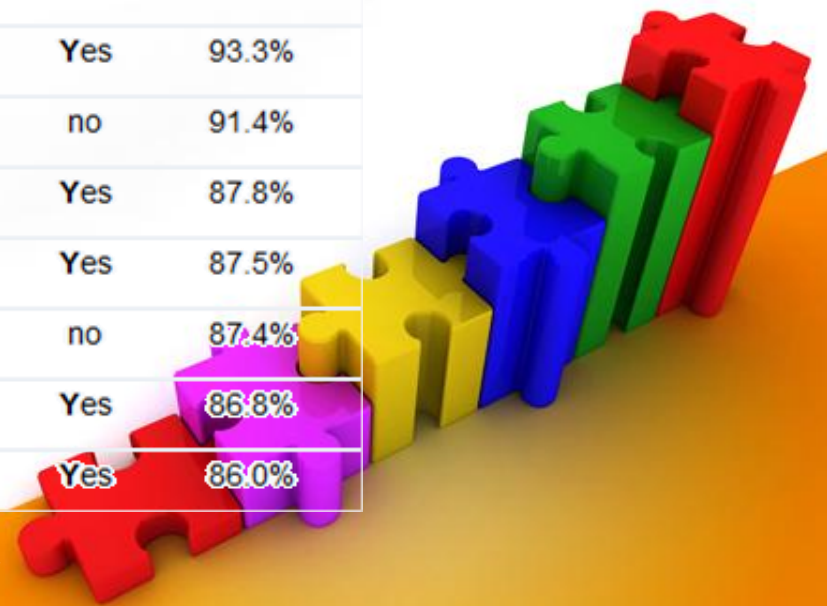
SOCIAL BOOKMARKS

- Add to your site content so others can bookmark your articles.
- When you comment on blogs or articles – add a social bookmark.
- Articles you write for free content sites will receive social bookmarks.
- Comment on other members bookmarks.
- Develop trust ~ partnerships.
- Social bookmark members want the same things you do.



SOCIAL BOOKMARKING SITES

	Website	PageRank	Alexa Rank	Do-Follow	Popularity
#1	 slashdot.org	9	1,253	Yes	98.4%
#2	 digg.com	8	98	no	94.9%
#3	 squidoo.com	8	260	N/A	94.7%
#4	 stumbleupon.com	8	236	N/A	94.7%
#5	 reddit.com	8	335	Yes	94.6%
#6	 delicious.com	8	360	N/A	94.6%
#7	 mixx.com	8	630	Yes	94.2%
#8	 technorati.com	8	914	Yes	93.9%
#9	 folkd.com	8	1,348	Yes	93.3%
#10	 mister-wong.com	8	2,848	no	91.4%
#11	 propeller.com	7	1,800	Yes	87.8%
#12	 metafilter.com	7	2,018	Yes	87.5%
#13	 diigo.com	7	2,109	no	87.4%
#14	 wikio.com	7	2,585	Yes	86.8%
#15	 current.com	7	3,179	Yes	86.0%



Source: <http://www.social-bookmarking-sites-list.com/>

MICRO-BLOGGING

facebook

Facebook

Threaded Posts

- Common exchange
- Can delete
- Discuss
- Don't be intrusive
- Slower paced
- Connect

twitter™

Twitter

Short & Sweet

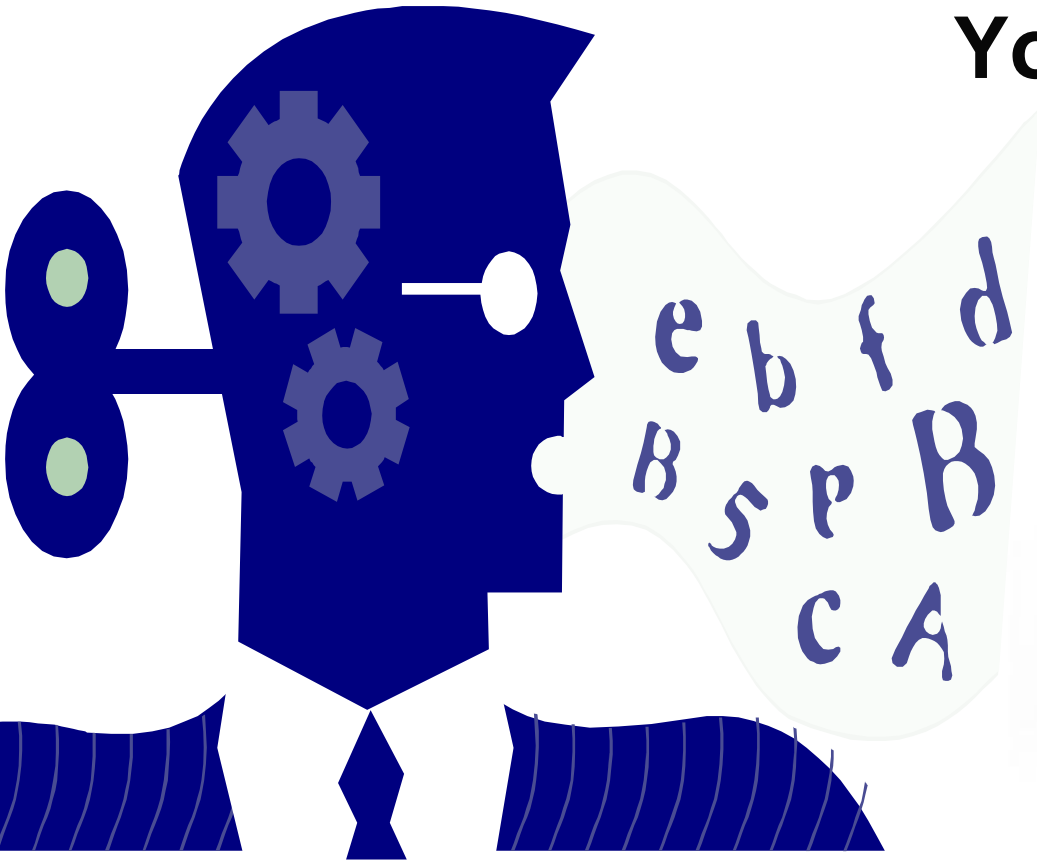
- Some exchange
- Impulsive
- Lone voice
- Follows = votes
- Use others' names
- FAST!

- Off-topic is **GOOD**
- Post regularly
- Reply to people
- Voice matters
- Promotion is a by-product of connection



- **4 C'S OF SOCIAL MARKETING**





Your Words are Key

The fine art of
Meta-Tag writing...



- **META-WHAT?**

Two main uses for meta tags

- Web page information and control
 - **Doctype,**
 - **Scripts,**
 - **Author tags.**
- Search engines
 - **Title,**
 - **Description,**
 - **Keywords.**
- Between the `<HEAD>` `</HEAD>` tags



WEB PAGE INFORMATION

- Doctype
 - Is case sensitive
 - Declares one of three levels of compliance in document type definition (DTD)- strict, loose and frameset.

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01  
Transitional//EN" "http://www.w3.org/TR/html4/loose.dtd">
```

- Author

```
<META NAME="Author" CONTENT="Schelly  
Gallimore"></META>
```

- Vanity: no index value.



TITLE TAG

<TITLE>Fiction Writing Tutorial for beginners. Learn how to get Published**</TITLE>**

- Maximum 65 characters
- Appears in the top bar of the Web browser
- Usually the linked line displayed by search engines.
- Starts with the most important keyword
- Little to no branding in the title.
- Keyword rich.



DESCRIPTION TAG

- About 10-15 words

```
<META NAME="Description" CONTENT="A simple tutorial for absolute beginners. Learn to write and publish short works of fiction." ></meta>
```

- The whole content goes inside the tag
- Case doesn't matter.
- Usually displayed under the linked title by the SEs.



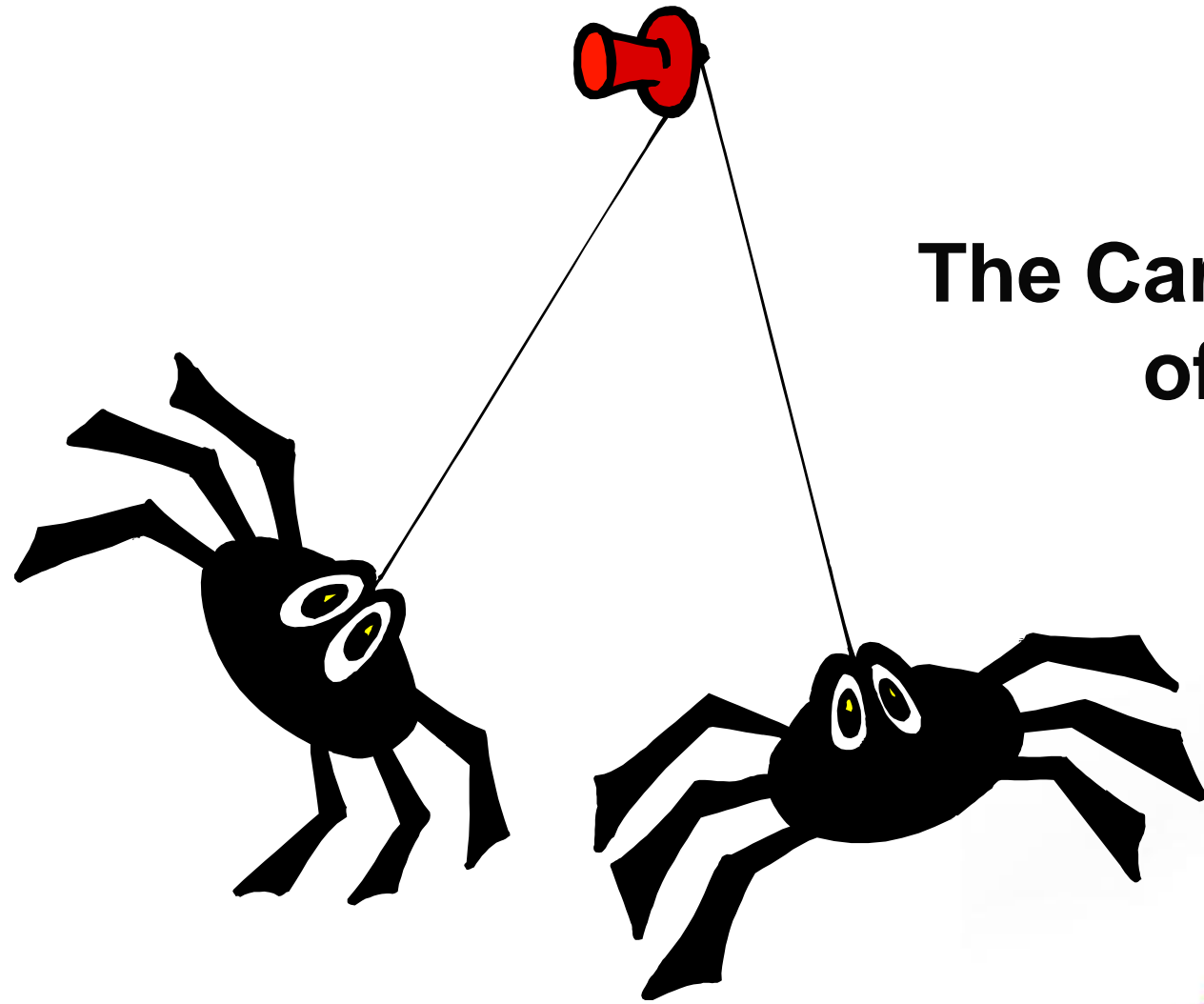
KEYWORDS TAG

```
<META NAME="KeyWords" CONTENT="writing tutorial, fiction, writing fiction, instructions, beginners, simple, published, beginning writers, fiction publishing">
```

- Don't guess at keywords ~ conduct a keyword analysis before building a site.
- Limit the length to about 10 words (65 characters maximum).
- Don't repeat your keyword more than 3 times



The Care and Feeding of Spiders



HELP SPIDERS CRAWL YOUR SITE

- Site Map
- Tells spiders all the pages on your website.

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.site.com/schemas/sitemap/0.9">
  <url>
    <loc>http://www.site.com /</loc>
    <lastmod>2010-04-23</lastmod>
    <changefreq>weekly</changefreq>
    <priority>0.8</priority>
  </url>
  <url>
    <loc>http://www.site.com/article?item=publishing_tips</loc>
    <lastmod>2010-04-16</lastmod>
    <changefreq>weekly</changefreq>
  </url>
</urlset>
```



Use a service like <http://www.xml-sitemaps.com/> or a good CMS

TELL SPIDERS NOT TO CRAWL

- Robots.txt.
 - Private folder not sensitive enough to password-protect
 - Prevent certain spam-bots from crawling
- Not a security method
 - Some spiders intentionally disobey

Syntax

User-Agent: [Spider or Bot name]

Disallow: [Directory or File Name]

User-Agent: Googlebot

Disallow: /private/privatefile.htm

User-Agent: *

Disallow: /work-in-progress/

Disallow: /cgi-bin/



SUBMIT TO SEARCH

- Manually submit to Search Engines
 - **Google, Yahoo, MSN**
- Submit to Link Directories
 - **Pick 5-10 Directories a week**
 - **SEs evaluate your back-links**
 - **Niche directories are productive.**
 - **Use dmoz.org to find many high-quality directory sites.**



PUTTING THE PIECES TOGETHER

- Develop a traffic driving strategy
 - **Mix and match and innovate your own**
- Create a website development specification list
 - **SEF URLs, no bad links, sticky features, free content, members-only content, newsletter capture and publish, downloads area, video and podcast friendly, awards functionality.**
- Remember that ads intend to dispel suspicion ~ public relations intends to build relationships.



Thank You!

