


BRANDING FOR TRAFFIC





Anchor text is how you build "ownership" of search terms in search engines!

Did you know?

That I have promised to bring fresh content to this site and if possible some solutions for your problems; therefore I have been digging into a lot of sites and e-books to get great ideas. In this F-R-E-E document you will find some good ideas to tackle that traffic issue with a minimum expense.

Maybe you are an Internet Marketer like me and you are facing the same problem that we all do. How to get traffic to your site? If you can't have massive amounts of visitors, how are you going to sell anything?

Yours Truly: THE PURPLE GENIE eBook Store

<http://www.thepurplegenie.com>

INTRODUCTION

We have been scouring the net for months looking for innovative and ingenious tips to help you brand your website and build links through little known linking techniques.

I don't care if you are a brand new webmaster. If your ready to take the next step and start driving serious traffic to your websites by branding them all over the internet.

Are you new to branding? You probably not though. Even if you don't use AOL, I bet you are familiar with the little yellow "AOL" guy, that's branding from a marketing viewpoint. What we are going to concentrate on is branding your "[ANCHOR](#)" text for your incoming links.

Anchor text is how search engines find you. A great example of this is what many unknowing webmasters do now. They make all their links say things like "click here".

Who do you think has the highest number of strategic links for the term "click here", your probably wrong. The site with the highest ranking for "click here" is Adobe, because of all the sites that use it as anchor text for their link.

Here is what I am talking about:

Now you don't want 1 million anchor links out there that all say the same thing. You want SOME variety but not too much. Keep 50% of your links for your main target keywords.

Did you know?

Don't always use the same anchor text!

Search engines will think you are spamming. Make sure you split that anchor text up on some link exchanges.

Anchor links should focus on your main keywords.

The important thing about having smart anchor text for your links is making sure you have the right keywords for your website. For example, you don't want to compete with Adobe for "click here". Instead find some smart keywords that aren't so competitive.

We suggest instead of having all incoming links with the same anchor text, a split between your most important keywords. However, 50 percent of your anchor text should be the same all the time until you find that you are at the top for those particular keywords. Then move onto others.

Remember beyond that anchor term, [Content is king.](#)

Content rich copy based on your keywords is important.

Hey, content is king, you know it and so do the search engines. Search engines take a look at alt tags, meta-tags, header tags, and a few other things, but above all they want fresh unique content. You should update your site content as often as possible, by making changes to your pages, making new pages, and in general just babying your website.



Content is King

That content shouldn't be jumbled jargon though, you should focus your keywords and content together.

The keywords we are using for this page are "content- anchor text -keyword" You will notice that we have used the words in the "bold" text which is our headers, and we have used the keywords through out our content.

We planned the whole site out ahead of time, knew what keywords we wanted to target and actually wrote our meta-tags and page titles ahead of time. The content is based off those important keywords. Even the anchor text in the menu was planned ahead of time. Most webmasters write the content, then worry about SEO, branding, and anchor text. That just doesn't make sense when your main goal is a high search engine ranking.

Now you can't wait to make a profit from your website, you need immediate traffic.

The rest of this website is devoted to getting links to your site out there while building your legion of massive targeted anchor text links.

Did you know?

Your content should concentrate on certain keywords just like your anchors.

Planning your content strategy before picking your keywords will carry you far. If your going to have a website about cats, and KNOW that you can't compete with the keyword "cat", why can't you concentrate on "Persian cats", or "house cats"?

Need help writing content? Need help with smart SEO friendly content management? Write to the folks at [stmadeveloper](#). They can help you have 100's of others provide you with keyword rich content.

PPC IS EASY AND AFFORDABLE.

Pay-Per-Click is an easy and affordable way to drive traffic to you site quickly.....and there are some long term benefits as well.

Google is the king of Pay Per Click advertising, it's effective and you can really get some great deals on those "niche" keywords with out much competition. It won't help your search engine rankings, but it will give you some immediate visitors and hopefully cashflow.

Google has a new system that makes it possible, for the first time in the history of the world, to deposit five bucks, write a couple of ads, and instantly get access to over 100 million people - in less than 10 minutes.

It's called Google AdWords and it's hot. In fact it may be the first and best thing to do to get traffic to your site.

But it's not always as easy as I just made it sound - AdWords has some nuances, and most people have a rough time at first.

Well my colleague Perry Marshall has written a very helpful e-course called "5 days to success with Google AdWords" and there's no charge for it. You can find out about it here:

[Perry's Free 5 Day Course](#) (Go check it out, it will open in a new window so you don't lose this one).

I wouldn't even think about getting started in Pay Per Click unless you at least get the free course that Perry Marshall is offering. I'm not an expert on Pay Per Clicks, but he gave me enough information to make a good bit more every month than I spend with adwords.

Google isn't the end of PPC engines though. There are others, and many of them will let you advertise for free at first, by giving you FREE money! Here are a few and what they were giving away when I was there last.

\$10 knowz.com
\$10 go2simon.com/
\$5 sellingcircle.co.uk/
\$5 search4it-online.com/
\$5 metaeureka.com/
\$5 100results.com/an/
\$50 wowclicks.com/
\$20 moreclickthrus.com/
\$10 searchanytime.com/

You might not get any traffic at all, but many PPC engines allow other sites to parse their contents out. One bid on one of those sites may result in 100's of clicks beyond what you spend there, and possibly more branding of your targeted keywords.

[Want the ultimate link branding method?](#)

Branding your site with DMOZ listings!

DMOZ is the open source directory. It's edited by humans, so there really isn't a way to "trick" it. However, it's a very prime piece of real estate to start getting your website all over the internet.

You see, many search engines, directories, and content farms use DMOZ's directory to make sure they are offering relevant content. DMOZ's human editors will only approve websites that have relevant content and are professional looking.

Read the Submission terms at Dmoz before you submit your website, if you don't comply, don't bother submitting it. It can take up to 6 months to get approved because your site has to be seen by a human editor. Make sure your description of your site is accurate as well as they may just reject you instead of editing it.

You can find DMOZ here: <http://www.dmoz.org>

DMOZ usually has a shortage of editors, so if you have some free time and are interested in a certain category, you might want to think about applying.

Branding your site by purchasing links!

There are a few places where you can "bid" on links, and where you can purchase package deals. I highly recommend that you purchase the package deals as you will get more links, more traffic, and a broader PR reach. If your just looking for a burst of PR and will be adding links elsewhere, you might want to just get a couple of high PR sites to link back to you.

There are some immediate benefits to purchasing links if you have the budget to allow it. First off, you get spidered by the search engines very quickly. Second, it will increase your website branding and give you increased ranking.

The reason I recommend that you purchase the package deals is that you get links on a variety of sites, get spidered more often, and in general will just be better off.

There are 100's of ways to get targeted traffic. I have listed a ton of resources off to the side in the menu. These are my "traffic secrets", that I usually don't share with anyone.

[You are welcome to visit my site. Thank you.](#)

BRANDING SECRETS:

Secret No 1.- Coupon Sites are good for a few hundred visitors per week and branding.

Traffic Secret-1 :: Using coupon sites to increase your websites branding, ranking, and traffic!

It's true, there are hundreds of coupon sites out there that will gladly host your coupon. Not only do you get a link from a highly visited and in most cases well ranked website, you will get targeted visitors left and right.

I'm assuming you sell a product, and it's really not a complex thing to do. Create a special page where if the user can input a "code" they will be taken to the special pricing. You will make more sales and get a great deal of exposure. If you don't know how to create that special page, it's a pretty easy job in most cases and you should contact a programmer. Stmadeveloper.com will probably be able to handle it for you.

Secret No. 2.- Article Sites give you great exposure and traffic! Your site will be branded there as well.

A well written article can establish you as an expert in your field, even when you aren't one. Ghost writing enables you to hire someone to write articles for you. Even though you didn't write it you can have your name and website put in the resource box. In effect YOU own the words.

You then submit your article to sites like Article-engine.com or [EzineArticles](http://EzineArticles.com). [Groupmarketingsolutions](http://Groupmarketingsolutions.com) is another one, and your article is almost guaranteed to be published elsewhere.

Ezinearticles, has a pretty strict editorial staff, but a well written article gets in every time. The good news is that it's a high PR site and will help you get more traffic and a higher ranking faster. Article-engine is SEO friendly though, and the pages get spidered quickly as well. Article-engine is also a new site so your article won't have so much competition.

The goal here is to get your branded anchor text link out there as much as possible... Articles do that very well. A good article will be in circulation for years, will be copied onto websites, put in newsletters, etc... Every time someone publishes your article you will get another link, and your site's branding will grow even more.

Did you know?

If you KNOW you can't write an informative article, you might be able to use [stmadeveloper](#) for your ghost writing needs. They guarantee your articles will be accepted by major article directories or they will rewrite it until is accepted.

[Stmadeveloper gives you custom programming and editorial services](#)

Secret No. 3.-Brand your site with classifieds.

Classified ads probably won't net you any sales, you might get a visitor or two, but not much more. (Some people's results may vary).

However, they still have a use. Classifieds are often spidered by the search engines, and a free post or two will show up in search results at some point in the future. Make sure you use your keywords in the ad.

Download the Google toolbar, it will show you the pages you are visiting page rank. If you can find a page rank that is high enough to suite you, post an ad. It's a few minutes of time and you will get enough benefit to make it worth your time.

Secret No. 4.- Brand your site with geocities.

Geocities is a free web host, they let you make a webpage in just a few minutes. You of course don't want to actually host your website at geocities, because it really doesn't look very professional.

However, how much would you pay for a PR4 link to your site? Most of Geocities free pages have a high page rank, just from the PR they get from geocities.

Make a free site, based off of your keywords and linking to your main site. Once you have done that, get it linked from a site you know Google will find. Once that's done just sit back and wait. You just got a PR4 link for a few minutes of your time.

[Knowledge is power.](#)

Secret No. 5.- Brand your site with free tools and software.

You know you love free tools and software. We all do. Well there is a great way to get massive branding and exposure to your site by offering free tools and even software. A good custom programmer can make you these things quickly and affordably.

It really doesn't matter if this tool is in use somewhere else, there is enough traffic to go around for everyone. Software is a great way because you can brand it with your website. You can sell the software or even give it away and every time someone uses it, they will be exposed to your site.

I'm sure if you think about it for a few minutes, you can think of a few dozen tools or software programs that you could use for this purpose. After you think of it, contact a [programmer](#) and turn it into a reality.

Secret No. 6.- Brand your site with E books.

Branding your site is easy, you just need to get links, exposure, and get viral! One of the easiest ways to get viral is to use E-books. You can charge for E-books, or even give them away.

One really easy way to get your book out there all over the net quickly is to provide everyone who purchases it "master rights", sales pages, and the resources to promote it.

One way to do this, is to start an affiliate program to sell the e-book, but that's a pain if you're not inclined. You can also just package the sales pages with the e-book so you don't have to do anything else beyond getting your first few orders.

(I have been known to "give" away these rights, just to get more people promoting my e-book with my links).

I'm lucky though, I have the time to write, research, and design my e-books. Many others don't. If you decide this is a great way to brand your website, having an e-book made for you might be the easiest way. E-books (or even a PDF report), can be affordable to have made, and even cheaper if you will allow the developer to include some of his links. Contact the developers at [Stmadeveloper](#) who made this site and e-book for an amazing rate. They will have some questions for you, but most of the work is done by them. If you can provide some of the content the prices go down even more.

E-books are one of the best ways to get viral, don't believe the hype that they don't work anymore. They do and I am living proof.

Secret No. 7.- Brand your site with flash cartoons.

I love this concept, and it's a great way to get a ton of recurring traffic to your site. Flash cartoons are quite popular and funny ones get circulated all over the net.

Embed a funny flash cartoon in one of your interior pages, of course you should leave your links up around the cartoon, send an e-mail out to a few people with the link to the cartoon.

Before you know it, your site will be receiving a large amount of visitors daily. It could cost you between 100 and up to make the cartoon, but for the amount of traffic you can achieve and the branding of your site that you would never get otherwise it's worth it.

You can submit the "funny flash" to joke sites as well, and it's just one more link pointing to your domain. Instant branding.

Secret No. 8.- Brand your site with Pay Per Click- Advanced listings.

We have already covered how branding your website with pay per click search engines can help your business and search engine rankings.

I have researched the net for a few days now looking for deals for you. This list is current at this time and includes the amount they are giving you free.

A1Max.com - \$1.00
AbstractNet.com - \$10.00
Ban-X.com - \$25.00
BeaconFlash.com - \$25.00
BeeBuzzed.com - \$10.00
BlueMacs.com - \$5.00
CashDream.com - \$10.00
Casino-Search.net - \$5.00
ClickSprint.com - \$10.00
CoreFind.com - \$100.00
CrossLinkz.com - \$1.00
DataMine.com - \$10.00
Djobinow.com - \$10.00
FetchSeek.com - \$10.00
FindEngines.com - \$5.00
Fmnl.net - \$5.00
ForParentsOnly.com - \$5.00

Gamblino.com - \$25.00 -
GetItFido.com - \$25.00
Go2Simon.com - \$10.00
Go40.com - \$10.00
HeatSearch.com - \$25.00
HelavaSearch.com - \$2.00
jJump.com - \$200.00
Kadoddle.com - \$50.00
LinkModule.com - \$10.00
LocateCasino.com - \$10.00
LottoHangout.com - \$5.00
Marketing51.com - \$50.00
MetaEureka.com - \$5.00
MiteFind.com - \$5.00
MobySurf.com - \$25.00
Najula.com - \$50.00
NetClicked.com \$25.00
NoozLetters.com - \$10.00
OhSpot.com - \$10.00
Oozle.com - \$25.00
PreciseHit.com - \$10.00
RunQuest.com - \$10.00
Search2Know.com - \$1.00
Search4It-Online.com - \$5.00
SearchAnytime.com - \$10.00
SearchFlip.com - \$5.00
SearchHit.net - \$20.00
SearchLead.com - \$25.00
SearchQueen.com - \$25.00
SearchTunnel.com - \$50.00
SeekFindClick.com - \$25.00
Seekle.com - \$5.00
SellingCircle.com - \$5.00
SewVillage.com - \$20.00
SimpleSiteUK.com - \$5.00
SolidHits.com - \$10.00
Ssearching.com - \$10.00
Stanico.com - \$50.00
StartShop.com - \$25.00
SurfBlaze.com - \$25.00
Swyle.com - \$10.00
VeryGoodSearch.com - \$10.00
VnetFind.com - \$10.00
WebHostingSearch.net - \$10.00
WebSearcherz.com - \$10.00
WorldSearchers.com - \$10.00

WowClicks.com - \$50.00

Zugbo.com - \$10.00

Secret No. 9.- Brand your site with Forums.

Forums are a great way to brand both your name and your website. I'm not talking about spamming them; I am talking about participating and helping others. Most forums allow users to post their signature (including a link or two) with every post they make. Many forums are also spidered by the search engines, and it's a way to build even more links to your anchor text.

I spend a few minutes every day hunting through forums where my various areas of skills are needed and I help as much as possible. I don't do sales pitches, market, or anything other than offer genuine advice. I get over a 100 hits a day from my forum signatures.

A search for my links also reveals hundreds of links from forums.

Sometimes not even making a post can get you noticed. Many forums allow you to include a website address in your profile. It's going to get spidered eventually. If you do make posts, people will "check you out". It's a great way to brand your website and build link popularity with your anchor text.

Right now do a search for popular forums in your area of expertise. Example: Marketing forums, business forums, seo forums, webmaster forums:



Get active in a few forums and stay that way, you will learn a lot as well while you are building your reputation and branding your website

Secret No. 10.- Brand your site with sitemaps.

Sitemaps allow you to list all of the pages on your site. Even ones that are very deep. A user may never ever click on your site map, but you can bet your apples that the search engines do.

You should always have a site map. The sitemap should also use your anchor text for each page you are linking to inside your website.

Taken from:

<http://seo-branding.info/anchor.htm>

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