

“The Tollbooth Strategy”

How To Squeeze More Dollars From Your Incoming Traffic!

A special marketing report by
[Ewen Chia](#)

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Dear Friend,

Yes this report is about traffic, but it's not so much on traffic generation, you can find tons of information on that elsewhere...

Instead it's about something probably no marketer has readily highlighted before. It's about creating a traffic generation STRATEGY. It's about squeezing more results and dollars from all your incoming traffic!

That's right, contrary to popular acceptance; there IS a strategy even for something as obvious as generating traffic.

I call this the "Tollbooth Strategy". What does it mean?

Think of your website like a typical 'tollbooth' where any entry demands a payment in terms of a duty or levy.

Similarly you'd want to maximize the 'payment' you receive from each visitor to your website. You can do this by understanding the different types of traffic you acquire against your business objectives.

Don't worry if it sounds complicating now, it's nothing but that. I'll explain more as we go along.

For starters, you need to realize that...

You can only create your own **traffic tollbooth strategy once you understand **TWO** important factors that I'm going to reveal here...**

By identifying and combining the synergy of these two factors, you can then easily map out an effective strategy that helps bring you more profitable and 'meaningful' visitors who can help turn your business around fast.

What are these two powerful factors then you ask? They are:

1. *Being aware that there is a **difference** between **short-term** and **long-term traffic**, and knowing how this difference can impact your business; and...*
2. *Identifying your **business objectives** and **goals**.*

These two factors are dependent upon each other and work together to power-charge your traffic, sales and profits over time.

It's also how you can then sit back, plan and construct your own tollbooth strategy. Why would you want to do that?

Frankly, do you prefer to continue shooting in the dark and getting less than desirable results, or...

Would you rather achieve maximum results and dollars from your incoming traffic, while *saving more money, time and resources* - simply by being smarter and employing **leverage** in your business?

I rest my case ☺ let us continue. Drill into your mind that...

There IS a real distinct difference between **short-term and **long-term** traffic...and separating these two traffic types can easily maximize the amount of 'levy' you get from each visitor to your website!**

Needless to say, we all know that traffic is the true currency of the web. Every site owner and marketer with a *commercial goal* understands the true *value of the visitor*, and will study the *synergy between traffic and sales*.

Yet it is all too easy to get caught up in the details of specific traffic generation methods and lose sight of the big picture.

What's this 'big picture'? As mentioned it is to build a comprehensive tollbooth strategy.

Why is this important?

A well-defined tollbooth strategy allows you to choose the best traffic tactics for your objectives, leading to increased leverage and minimum wasted resources.

It's simply the smarter and most efficient way to do things. Setting up a strategy might sound daunting, but it really comes down to this:

Understanding the difference between short-term traffic and long-term traffic as previously stated.

So what is Short-Term Traffic?

Short-term traffic creates a temporary boost in visitors.

That much is obvious, right? But there is actually more to this. You might immediately think of a pay-per-click campaign as an example of short-term traffic; but did you know that certain search engine optimization efforts could *also* result in a short-lived traffic boost?

The key word here is the word *temporary* – and the question to ask is: *temporary relative to what?*

A PPC campaign might be temporary relative to your budget.

Perhaps you can afford only X number of clicks in your current situation. It may be temporary in that it is not your primary method of traffic generation, but you only use it to run campaigns in order to collect leads for your newsletter or test your landing pages.

Likewise, if you have a large budget and have found through testing that PPC visitors convert well for you, then this method becomes a part of your long-term arsenal.

So know your business limitations and budget.

Here is another example:

Let’s say you jumped on the bandwagon and created “smart pages” or “doorway pages” before Google wised up and stated banning those sites...

If Google failed to blacklist those types of sites, you *could have* had a source of long-term traffic on your hands.

I bring this up just to make it clear that not all search engine optimization (SEO) tactics produce long-term traffic...as what many would have you believed...

Similarly experts pound us all daily with the notion that SEO is the holy grail of consistent, long-term traffic. It bears noting that this isn’t entirely true.

Changes in algorithms can affect your ranking even when you use legitimate optimization tactics. Put another way, SEO is a preferred method, but you must stay on top of things, else your efforts will be short lived and so will your traffic!

What is Long-Term Traffic?

Long-term traffic consists of **repeat** visitors and a *consistent* influx of **new** visitors.

Repeat visitors come through relationship building and branding. The focus is on communication, compelling content and some form of direct link between the visitor and your site (e.g., a newsletter subscription, a bookmark, a product containing your link).

New visitors reach your site through *broad* and *consistent exposure*.

This means you maintain at least first-page positioning on a handful of relevant keywords, you maintain a reciprocal linking strategy with other relevant sites and you convert your new visitors into repeat visitors.

What then are the functions of these two different types of traffic sources to YOUR business objectives?

Now the first question to ask as always, is: what are my goals and/or objectives?

This will dictate the type of traffic to go after.

Here are some typical scenarios with recommendations for each case:

- **I need to split test my sales pages**

Recommendation:

Short-term traffic through Pay Per Click advertising

- **I need to recruit new subscribers**

Recommendation:

Short-term traffic through Pay Per Click and long term traffic through viral marketing (free reports etc.)

- **I need a consistent flow of visitors to my site and I need them for free**

Recommendation:

Long-term traffic through search engine optimization, name and brand building,

loyalty building within existing subscriber base and affiliate program.

Short-term traffic is most always directed toward some form of testing or quick list building.

It presents an opportunity to collect important feedback on your site in real time. You can test your ad copy, headlines, design and price points with short term traffic and use the data to optimize your sales message immediately, without waiting for your site to be indexed in the search engines.

Long-term traffic builds your customer base, subscriber base and audience.

It allows you to spot trends through examining month’s worth of patterns logged in your server’s web stats. Your repeat visitors (core audience) provide a valuable test bed for researching your market and learning how to communicate with them effectively.

Are you beginning to see the impact each traffic type has on your business and profits?

Short-term traffic gives you the jumpstart you need to experiment, test and track.

This immediate feedback allows you to adjust course and remedy errors *before* you invest too much time and energy into a losing idea.

Short-term traffic may generate sales, but is not likely to provide consistent profits when used alone.

On the other hand, long-term traffic is the heart of your business!

This type of traffic creates the flow of monthly profits. It also serves to minimize overhead advertising expense.

Once you establish sources of long-term traffic, your budget frees up for other important areas of investment like testing, product development, and improvements in site design and technology (for example, a faster server or a better auto responder)

Your ideal traffic strategy should consist of **multiple** traffic sources chosen with respect to:

- Your target market, as well as...
- The *inherent* traffic pulling capabilities of your site

Now what do I mean by the latter?

Essentially, *certain types of sites pull certain types of traffic better than others.*

Think about it...

A large site with dozens of pages of content stands a better chance of building long term traffic through search engine optimization techniques than does a one page direct response site.

Direct response sites are much better suited to pay per click campaigns, affiliate marketing and joint venture marketing.

Your job as a marketer is to determine the best mix of methods to deliver the traffic you need!

What are some sources of both short and long term traffic?

Here are 7 top examples:

Search Engines

Search engines are the *number one source* of long-term traffic.

The top engines to focus on are Google, Yahoo and AOL. Many view Google as the only engine that "matters", and focus all of their efforts there. Is this a good idea?

It certainly cuts down on your work. Placement in Google usually nets you placement in other engines, but this also works in reverse, get this:

Placement in Yahoo or AOL can deliver placement in Google!

Competition is fierce and the game is always changing. For the time being, Google is #1 right now. So what should you do?

Focus on building keyword and content rich web pages if you have a medium to large sized site.

That is the single most important step you can take. Second, seek out **reciprocal linking** opportunities to boost your Page Rank in Google.

Here's the low down on quality links:

When you exchange links with other webmasters, make sure that you link to *relevant, authoritative* content.

Simply linking to another site's front page is **not** sufficient. You want a page or pages within another site, which **relate to your content** and have **high Page Rank in Google**.

Google indexes pages by Page Rank in descending order. Pages with higher PR are spidered first *and* more frequently.

If you own a direct response sales site, you'll *probably* experience more difficulty achieving high rankings. This is not to say you should avoid SEO altogether.

Reciprocal linking will still benefit you. Optimization still benefits you. The deciding factor will rest on the competitiveness of your market and related keywords.

If your site sells a very **tightly focused** niche product, you stand an excellent chance of showing up in the top results on Google for undervalued keywords.

Pay Per Click Marketing

PPC offers an instant "backdoor" into search results - for a price.

A PPC campaign allows you to place your site in front of searchers as a "sponsored listing"

(Down the right hand side of the page in Google, and within the top half of results on engines which pull sponsored listing from Overture).

PPC campaigns are excellent source of short term and medium term traffic.

However, they are not ideal sources of long term traffic for most small businesses due to the costs involved.

A well-designed campaign allows you to test your market and recruit subscribers, customers and affiliates. You can think of this as **lead generation**.

Once you capture those leads, you nurture them into repeat visitors and repeat customers.

In a sense, you are converting short-term efforts into long-term results. Your captured leads are resources that you can use as leverage.

All PPC campaigns begin with thorough keyword research. I recommend using as many keyword-generating tools as you can. The top three to have in your arsenal are WordTracker, AdWord Analyzer and the Overture Search Inventory Tool.

Press Releases

Press releases provide an excellent way to generate **immediate** targeted traffic.

In some cases, they can even net your site a ranking in Google.

The broad distribution of press releases places your message across a network of sites visited daily by both the spiders *and* live, warm-blooded customers.

The top source for Internet press releases is PR Web at www.prweb.com. You can set up an account and distribute your release for free there.

PR Web also offers wider distribution opportunities (and editing assistance) for members who contribute financially. Free releases limit your message to the PR Web index (though this index *is* spidered).

An \$80 contribution will allow your release to appear on Yahoo New, Google News and additional media outlets across the world!

Can you imagine the influx of traffic and new businesses this may bring?

Affiliate Marketing

Affiliate marketing remains popular for a reason; no other method creates so many outlets for your message – without additional work or investment from yourself.

Your affiliates are an army of referrers placing your link across hundreds of websites and running PPC campaigns *on your behalf*.

And do you know? Many of your affiliates may be *more* marketing savvy than you are! Nothing trumps the built-in profit motive of referral marketing.

If you don't have an affiliate program in place now, set one up as soon as possible.

Next, *promote it*. Yes promote your affiliate program!

Get your program listed in the places affiliates hang out. For instance, www.AssociatePrograms.Com is the top dog among affiliate directories.

Additionally, make sure you *educate* your affiliates.

Provide them with great marketing tools, top notch copy and lots of affiliate resources they can use to promote your product.

The most successful businesses take good care of their affiliates and reward them well for their efforts.

Joint Venture Marketing

In a nutshell, the standard traffic exchange scenario in joint ventures works as follows:

1. You have a hot new product and a high paying affiliate program in place
2. You contact other marketers who own sizeable and responsive opt-in lists and offer them an opportunity to plug your product to *their* list
3. You reward them with something tangible: a free copy of the product, a profit split or a higher commission than you offer standard affiliates.

This works to boost profits and build long-term exposure.

Here's the kicker many don't realize:

Even if you don't make a single sale, you still create **brand awareness** and capture a whole new set of leads to *your* opt-in list

(You do capture leads on your sales page, don't you?)

Reciprocal Linking

Reciprocal linking boosts both your traffic and your Google Page Rank (when done properly).

A reciprocal link is simply a link placed on another site in exchange for you placing their link on *your* site.

This is important...

You should view reciprocal linking partners as content partners.

They should offer relevant and *related or complementary* content. Link to individual pages of relevant content when you can.

Avoid any site that crams all reciprocal links onto one page.

Finding link partners manually used to be a time consuming chore, but there are several products available to automate this task for you. Arellis, Linkalizer and Zeus are all excellent link management products.

If you can't afford the above tools right now, go get a copy of the [Google Toolbar](#) and install it.

You'll see a blue button with the letter “I” inside of it.

Click this and check the results for ‘**backwards links**’ and ‘similar pages’ to find additional sites related to the one you're viewing. Then go get quality links from these sites.

Banner Advertising

Many say that banner advertising died in the dotcom crash.

This may hold true in competitive industries, but **banner advertising still yields significant returns when placed on targeted niche sites.**

When you research your options you should look for mid-sized, content-focused, special interest sites. These are typically non-commercial web sites run by individuals or small organizations.

One exception to the size rule involves media related sites – particularly sites devoted to talk radio personalities or special interest broadcasts.

These sites receive heavy traffic, but remain targeted. If your product is relevant to the subject matter of an average broadcast, you stand a good chance of getting click-throughs and leads from those listeners.

In summary...

I hope with this report you've realized there's more to traffic generation than at first obvious...

You should then relook at your business and combine your objectives with short and long term traffic to release your own tollbooth strategy upon.

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I’ve also listed some major tactics you should focus on in your day-to-day marketing.

Each tactic offers a variation on a theme. Your job is to keep your objective in sight as you mix and match these tactics.

The successful marketer uses a **blend** of short and long-term traffic and, more importantly, knows the difference between both – and then develop his/her strategy!

Now get down to some work ☺

To your success,



Ewen Chia

CEO, Instant Marketing Secrets Inc
Partner, Midas Touch Marketing

PS. Oops I almost **forgot** about this awesome traffic tactic I use all the time...

It’s one that can put your traffic generation on autopilot, and send a *steady stream of hungry short AND long term visitors to your business easily.*

[If you’re interested in knowing more, click here now](#)

PSS. Remember to also see exactly how you can make **\$38** or 76% commission for almost every visitor you send [there](#), you’ll love it.