



## How to Get Free Traffic to your Website - Part 2

### Your 1 hour/week monthly schedule

Week 1 – Social bookmark your new articles for the month

Week 2 – Create one 5 min video, upload to YouTube and your website

Week 3 – Write as many blog comments as you can

Week 4 - 1 press release written and distributed to 3 directories

### 5 Tools You Can Use to Get External Traffic Flowing into Your Website:

1) **SOCIAL BOOKMARKING:**

A quick and easy way to spread the word that you have published something new.

**List of social bookmarking sites:** <http://speakerstreasuremap.com/social-bookmarking-accounts/>

2) **PRESS RELEASES:**

Write at least 1/month about the topic of your most popular article. Then distribute to at least one directory.

**Here are recommendations for free directories:**

Free Press Release Centre - <http://www.free-press-release-center.info/>

SB Wire - [www.sbwire.com](http://www.sbwire.com)

PR.com - [www.pr.com](http://www.pr.com)

**Paid ones worth looking at:**

PR Web - <http://www.prweb.com/>

Web Wire - <http://www.webwire.com/>

PR Newswire - <http://www.prnewswire.com/>

Some headline templates to get you thinking. These are for writing web copy but you can use these as a start for writing press releases too:

<http://www.copyblogger.com/10-sure-fire-headline-formulas-that-work/>

<http://www.copyblogger.com/headline-swipe-file/>

**CONTACT:**

**web:** [www.heatherporter.com](http://www.heatherporter.com) or [www.autopilotyourbusiness.com](http://www.autopilotyourbusiness.com)

**If you have questions about any of this please email me:**

[heather@autopilotyourbusiness.com](mailto:heather@autopilotyourbusiness.com)



3) **VIDEO OPTIMIZATION:**

**In YouTube:**

- a. Name your videos what people are searching for using keywords.
- b. Check in the Google Keyword Tool for ideas.
- c. Use your keywords at the start of your description with a link to your website.
- d. Then write the description (some people use video transcripts)
- e. Then at the end write “to watch this video in YouTube go here (insert Youtube link)”

**When Embedding on your Site:**

- a. Name your post the same thing as your video title.
- b. Write a summary of the video to place under the video.

4) **COMMENTS:**

Comment on external blogs that are in your industry. When you share a great piece of advice people will click to find out more about you.

**You can find great blogs here:**

Google Blogs - <http://www.google.com.au/blogsearch>

Technorati - <http://technorati.com/>

**Great resource to find a tribe of commenters → <http://triberr.com/>.**

5) **HOW TO USE EMAILS:**

Get people to come back to your website by enticing them with short conversational email.

Include an image whenever possible (people love to click on images).

Use that P.S. and your signature to provide links back to your various websites.

**Great places to outsource this:**

<http://odesk.com/>

<http://fiverr.com/>

<https://www.elance.com/>

**Sites where the media looks for talent:**

<http://pitchrate.com/>

<http://www.helpareporter.com/>

<http://rtir.com/>

**CONTACT:**

**web:** [www.heatherporter.com](http://www.heatherporter.com) or [www.autopilotyourbusiness.com](http://www.autopilotyourbusiness.com)

**If you have questions about any of this please email me:**

heather@autopilotyourbusiness.com