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5 Ways to Create Content to Drive Traffic to Your Site

By vijaykumar

There are many ways to promote your business online. The difference between online marketing and offline marketing though is profound.

Although advertising can be very effective offline, it isn't nearly so effective online. The reason why is that most people surf the internet looking for information. They aren't usually interested in advertising unless the product or service in question can solve their problems.

There are five strategies that you can implement in your business that will not only create a content strategy for you but will also create a very effective marketing strategy. This strategy will only require a few hours of your time each week.

1. Articles

For those who have read my work, you know that articles not only brand you as an expert but are also a way to create quality content for your site, and search engines love content.

If you don't like writing, or don't write, you can find quality articles to post on your site. The larger your site, the more likely you will be found in the search engines.

Here are a few article directories you can use:

<http://www.ezinearticles.com>

<http://www.isnare.com>

<http://www.goarticles.com>

2. Blogs/RSS

Blogging is another way to create content for your website, and by using RSS, you can easily distribute your content.

Most don't understand what RSS really is, or how it can most effectively be used to drive traffic to their sites.

Basically, RSS is a form of code that's very search engine friendly. With RSS feeds, which you can add to your website or blog, you can create content that updates itself. Because of this self updating, the search engines will spider your site more often, raising your rankings.

Once you've built your blog and added several entries, you need to "ping" it to get it listed. Here are two tools you can use:

<http://www.pingoat.com>

<http://www.pingomatic.com>

3. Press Releases

Press releases are news about your business. Press releases are also an excellent way to get high rankings for your site because you can create content rich press releases and submit them to press release directories. Many of these directories are high traffic.

Here are several sites that accept press releases:

<http://www.press-world.com>

<http://www.free-press-release.com>

<http://www.prbase.com>

<http://www.click2newsites.com/>

<http://www.prweb.com>

4. Search Engine Optimization

Optimizing your site for the search engines means creating keyword rich content, exchanging links with other sites, submitting your site to directories, which create backlinks pointing to your site.

You can use tools like Web CEO, <http://www.webceo.com>, to help you optimize your pages.

Although submitting the search engines is often unnecessary, since most search engines will spider through to your site from another site, you still need at least one link pointing back to your site so that your site gets spidered.

Submit your site to Alexa, <http://www.alex.com>. Not only will this make sure that your site gets spidered, you'll be able to compare your site to other sites, as well as get statistics on traffic to your site.

5. Free Ebooks and Reports

By writing and giving away free ebooks and reports, you give visitors an incentive to visit your website.

You can also submit your ebooks and reports to ebook directories for free.

<http://www.ebookdirectory.com>

<http://www.ebookpalace.com>

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

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

If you make your ebook brandable, which means others can place their links inside your ebook, your ebook becomes viral. You give others an incentive to share your ebook and spread it across the internet.

Once you implement these content strategies on your site, add streams of revenue to your site like AdSense and Virtual Portals. These sites will allow you to monetize your site.

<http://www.google.com/ads/>

<http://www.virtual-portals.com>

Although advertising, like pay per clicks, can be effective in promoting your website, it can quickly become expensive. By focusing on creating quality content for website, and then promoting that content, you can continue to drive traffic to your website for years to come.

Mehul vyas, is a founding partner and Director of Marketing for Vyas Infotech Pvt Ltd. The firm specializes in the development and implementation search engine optimization technologies and solutions for the improvement of web site placement within the Internet's top search engines. The company is regarded by many to be the world leader in its field, with clients in 57 countries around the world

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10 Profitable Ways To Recycle Your Content

By Larry Dotson

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1. Repackage your web site content in to different products to sell. You could create speeches, audio books, classes, and video tapes with your content.
2. Divide your content up and use it for promotional articles. You could submit them to other web sites or ezines for publicity. Just add your resource box.
3. Allow people to link to your web site's content. This is a fast way to get hundreds of people linking to your web site.
4. Add to your content and create an ebook to sell. You don't want to sell your free content, but if you add to it you can. It's an extra profit stream.
5. Compile it into a free ebook. You could submit it to free ebook directories. Use it as a bonus for when people subscribe to your e-zine.
6. Use your free content as a lead in product for your fee based content or private site. Just allow them the option of up grading to the paid version.
7. Place it on follow-up autoresponders from your web site. This is a great way to remind people to come back and revisit your web site.
8. Create a free bonus out of your content for your main product. When you add new content, remove the old content and create a bonus product with it.
9. Use the content to create a press release. This works well if you need extra information for your press release announcement.
10. Trade content with other web sites. It will give you the chance to get new content and promote your web site at the same time. ----

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