

The Instant Traffic Source Report

Using Paid Traffic To Make Money Online

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Introduction

Welcome to The Instant Traffic Source Report -- **you can use it to get instant traffic, as much as you want!** With paid traffic, it allows you to “control” when you want your traffic and how much you need.

I'm going to share with you 5 sources and these would be “enough” for you to get started. Four of them are “common” sources, while the fifth one is more unique. 😊

1. How to Find Quality PPC Advertising Venues

PPC (pay per click) advertising is one of the fastest ways to get a lot of traffic to your website.

You can literally put an ad up right now and start receiving traffic within a few minutes to an hour or so. And if you put up several ads (perhaps across several PPC venues), you can quickly create a flood of targeted traffic.

Now before I tell you where to find this type of advertising, let me quickly explain how it works...

First off, PPC ads are the ads you see alongside the regular search engine results in Google, Yahoo! and other search engines. These PPC ads also appear on major websites, such as on Amazon.com. Many small website publishers also allow your PPC ads to appear on their websites.

Tip: If you're using a service like Google AdWords, you can opt out of this “content network” and instead just have your ads appear alongside the regular search engine results. My recommendation is to test to see which venue works best for you.

What you'll need to get started is a short ad (generally one short headline and two short lines of text) and a landing page (this is where your prospects land after they click on your ad). Your landing page may be a newsletter subscription page or perhaps even a product sales page.

The other thing you need is a list of keywords you can “bid” on. These keywords are the words your target market is actually using to find information about your products or services in the search engines.

Example: If you're selling dog supplies, then your keywords might include:

- Nylon dog leashes
- Leather dog collars
- Dog food bowls

You might narrow it down even further with more specific keywords, like:

- Books about miniature poodles
- Clippers for cocker spaniels
- [brand name] dog clippers

And best of all, you might choose “buying” keywords, which indicate your prospect is close to buying something:

- Buy leather dog collar
- Dog collar free shipping
- Review [brand name] dog collar
- Compare leather dog collars
- Discount dog collars
- Cheap dog collars

While different PPC search engines work in slightly different ways, in general your per-word bid amount helps determine where your ad will appear in the search results. That is, the higher you bid, the better your ad’s position in the search results (or in the content networks).

Tip: Some PPC venues like Google AdWords also factors in how well your ad performs. So the better your add CTR (click through rate), and the higher your bid amount, the higher your ad will appear in the results.

When someone clicks on your ad, you then pay an amount equal to or less than your bid amount. So if you bid 25 cents per click, you’ll pay up to that amount each time someone clicks on your ad.

Now, if you’ve never done this before then you’ll need to come up with an ad and a list of keywords. I’ve included ad templates with this package to make this step easy for you. Otherwise, you can hire a copywriter at a freelancing board like elance.com.

As for the keywords? Here are three choices:

1. Look them up yourself using the PPC service’s tools or a tool like WordTracker.com or Google Adwords Keyword Tool.

2. Hire a keyword researcher to do it for you. You can find this person through Elance.com, oDesk.com, GetAFreelancer.com or a similar service.

3. Hire someone to manage the entire campaign for you. This is an easy, hands-free way to do it but I would not recommend it to you if you do not have the budget. You’ll need qualified marketers to do this if you want good result and they’re not cheap to hire.

Below I’ve listed some of the more popular PPC venues.

Tip: You can also find more niche-specific venues by searching for your niche keywords alongside words like “ppc advertising.”

Example: “dog ppc advertising.” Later in this report you’ll discover how to uncover more of these niche-specific advertising opportunities.

Here are some popular PPC services:

- Google AdWords: <https://adwords.google.com/>
- Yahoo! Search Marketing: <http://advertising.yahoo.com/smallbusiness/>
- Microsoft adCenter: <https://adcenter.microsoft.com/>
- ABC Search: <http://www.abcsearch.com/>
- 7Search: <http://7search.com/>
- Miva: <http://www.miva.com/>
- Facebook: <http://www.facebook.com>
- Advertise: <http://www.advertise.com>
- Bidvertiser: <http://www.bidvertiser.com>
- Kanoodle: <http://www.kanoodle.com>
- Stumble Upon ads: <https://www.stumbleupon.com/ads/>

2. How to Find Quality Forums That Accept Ads

Niche forums are one of the best places to buy advertising. And that’s because you’re not putting your ad in front of casual one-time visitors. Instead, you’re putting your ads in front of highly targeted repeat visitors.

What’s more, you’re putting your ads in front of a community who cares about the forum and its owner.

Many regular, loyal forum visitors will purchase from a forum’s “sponsors” just as a way to support the forum. That means that if you pick the right forum (one with a lot of loyal, regular visitors), you’ll likely enjoy a responsive audience.

Different forums allow different types of advertising, including text ads and banner ads. These text and banner ads may appear on the main forum page, between forums or even between posts. You may:

- Pay a per-month, flat-fee rate for the ad.
- Pay per click for the ad.
- Pay per impression for the ad.

So how do you find these ads? The easiest way is to run a Google search for your niche specific keywords alongside words like “forum advertising.”

Example:

- Dog forum advertising
- Dog forum ads
- Buy dog forum ads
- Dog message board advertising
- Dog message board ads
- Dog bulletin board advertising

Tip: Be sure to only place your ads on targeted, high-quality forums. Some forums are basically advertising forums, where people come to place ads and that’s it. Avoid these and stick with popular communities that accept advertising.

However, keep in mind that just because a forum doesn’t specifically offer forum advertising opportunities doesn’t mean they aren’t open to it. This is especially true if you see a forum using something like Google AdSense or affiliate links. This shows that they’re open to advertising... but perhaps they’ve just never considered selling the ad space directly.

Getting an ad on these types of sites is as simple as asking. And the bonus is that you won’t have a lot of competition with other advertisers (at least in the beginning).

Here’s an example of email template...

Subject: I’d like to purchase ad space on [forum name]

Dear [forum owner’s name],

Would you like to make up to [dollar amount] per month with your forum without doing any work? Let me explain...

Hi, my name is [your name] and I am seeking out advertising opportunities for my site [name and link]. I noticed that you have affiliate links and Google AdSense on your forum. Would you consider selling flat-rate ad space for a [banner ad/text ad] directly to me?

The benefit is that you’ll make money even if no one clicks on the ad. You don’t have to worry about making a few pennies per click or trying to pre-sell someone on an affiliate product. You get easy income just by selling ad space to me.

Please hit reply now or call me at [phone number] to tell me your ad rates. I look forward to working with you!

[Your Name]

Here are some examples of niche communities that accept advertising. To find a forum in your niche, just follow the instructions given previously.

- Work at home opportunities for moms: <http://www.wahm.com/forum/>
- Small business: <http://www.smallbusinessforums.org/>
- Dog-related: <http://www.dogster.com>
- Health and fitness: <http://www.discussfitness.com>

3. Where to Find Newsletter Advertising Opportunities

Newsletter (AKA ezine) advertising is another high-converting means of advertising. This is especially true if you choose to advertise in high-quality newsletters where it's clear the publisher really engages the readership.

Tip: For best results, subscribe to a newsletter first before buying advertising. That way you can see if the publisher puts out a high-quality product (or if the newsletter is more advertising than anything, which isn't a good sign).

Now before you buy advertising from a newsletter publisher, you need to know some information about the readers, such as:

- **How the list was built.** Were these names purchased? Was it a co-registration deal? Is this a prospect's list collected one-by-one online? Is it a buyer's list?

Tip: The most responsive list will be a buyer's list. Also, lists that the publisher personally built (rather than bought) will tend to be more responsive.

- **Demographics.** Find out what the publisher knows about the people on the list, such as gender, age and location.
- **List size.** Find out how big the list is and how much it costs (per address) to advertise. Also, ask if you can purchase a smaller "test run" where you send your ad to a small part of the list.

- **Pruning.** Ask the publisher if the list is regularly pruned to get rid of bounced and duplicate email addresses.
- **Other stats.** Ask the publisher about the average “open rate” for a typical mailing. Also, find out how often newsletters are mailed out and what types of ad placings are available.

Finding newsletters to advertise in is similar to finding forums to advertise on. Namely, you can run a niche-specific search in Google, except this time you’ll run a search for terms like “newsletter ads” and “ezine ads.” And once again, just because someone doesn’t sell ad space yet doesn’t mean they’re not open to it, so feel free to approach publishers about them selling ad space in their newsletters.

Aside from a niche-specific Google search, you can also find newsletter advertising in these places:

- Here’s a list of niche-specific ezines that accept ads: <http://www.ezineadvertising.com>
- Here’s a list of over 156 ezines with over 2.6 million subscribers: <http://www.ezinead.net>
- Another site where you can place one ad in multiple newsletters: <http://www.adsmarket.biz>
- Here’s a cheap place to test ads: <http://www.10dollars20ads.com>
- Send your ad to multiple business-related ezines here: <http://www.mywizardads.com/ezine-advertising.html>
- Two ezines run by the same company that deal with affiliate marketing and other promotions: http://www.submitexpress.com/newsletter_advertising.html
- The Directory of Ezine – this has a lot of cool features but it’s a paid service. Still worth checking it out. <http://www.direzines.com>

4. Where to Buy Banner Ad Spots

The advantage of buying banner ads is that you get to include graphical elements – like pictures – which help to draw the prospect’s eye to your ad.

You can even design a banner that blends in with the website where you’re buying the ad, which helps reduce “ad blindness” (that’s when people ignore ads that look like ads).

Before you purchase banner ads on a website, be sure to ask the usual questions to unearth the following information:

- **Price.** Are you paying a flat-fee per week or month, a fee per 1000 impressions, or a pay-per-click fee?
- **Smaller tests.** If the ad space is expensive, find out if you can run the ad for a shorter length of time to test the ad venue.
- **Do the ads rotate?** This isn't all that important if you're doing a "cost per impressions" deal. However, if you're paying a flat fee then you'll want to know how long your ad actually appears.
- **Visitor stats.** You'll want to know how many visitors the site gets and where these visitors come from. In other words, you want to make sure these ads appear in front of a targeted audience.

Once again, you can search for niche-specific advertising opportunities by running a Google search. Even if a site doesn't offer advertising, you can certainly ask a site owner if they're willing to provide it. Refer back to Method #2 for an email template you can use.

Besides running a niche-specific search, you can also use ad networks to serve up your banner ad on targeted sites. Here's a list of some of these banner networks and providers:

- Ad Click Media: <http://adclickmedia.com>
- Ad Roll: <http://www.adroll.com>
- This one is primarily for blogs: <http://buysellads.com>
- Traffic Taxi: <https://www.traffictaxi.com>
- Banner Ad Networks controls some large properties. Check it out: <http://banneradnetworks.com/>
- This one displays ads on California newspaper websites: <http://www.californiabanneradnetwork.com/>

5. How to Find and Buy Niche Domains with Existing Type-In Traffic

Here's a way to not only tap into an existing traffic source, but actually take control of it. Namely, you buy domain names with existing type-in traffic or keyword-laden names that are likely to rank well in the search engines.

Let me define these terms...

By “**type-in traffic**”, I’m referring to people typing a domain name directly into their address bar, such as “dogtraining.com.” Because most people automatically type in dot com (.com) names, any domain name you purchase should be a .com name.

As for “**keyword-rich names**”, I’m referring to domain names that include the exact words your market is searching for in the search engines.

Example: If WordTracker says your market is searching for “dog training tips,” then you’d buy “dogtrainingtips.com.”

The domain names with the type-in traffic are most valuable, simply because they don’t require any work on your part. That is, you don’t have to do any search engine optimization to ensure good traffic. The type-in traffic is automatic and generally won’t diminish (unless you have a “fad” domain name). All you have to do is redirect this traffic to your main website.

Now, these sorts of valuable names were all snatched up long ago by other savvy marketers. That means you can’t go to NameCheap.com and hand register them. but you can visit the most popular domain name marketplaces yourself and buy premium names in your niche:

- <http://www.ebay.com>
- <http://www.sedo.com>
- <http://www.greatdomains.com>
- <http://www.afternic.com>
- <http://www.moniker.com>
- <https://auctions.godaddy.com/>
- <http://www.namepros.com>
- <http://www.dnforum.com>

Here’s the tip:

If your online business is related to physical products or product’s name, there’s still a chance you can get domain name based on the products name. For instance, we own www.motorbreak.com where we can get traffic from people searching for “motorbreak”.

Finally, another source of domain traffic is by purchasing domains that recently expired. These domains often have a ready source of traffic, but the previous owner either forgot to renew the domain or they let it naturally cancel. You can buy these sorts of domains here:

- <http://www.snapnames.com>
- <http://www.upname.com>
- <http://www.pool.com>
- <http://www.deleteddomains.com>
- <http://www.justdropped.com>
- http://www.name.com/recently_deleted

I hope you've learn some very useful information about getting started with paid traffic. The only advice I have is this – start small when you start advertising with paid traffic to avoid losing money. Once you have a winning campaign, it's literally opening a vault of unlimited traffic to make money online!

All the best,

Patric Chan

P.S: Maybe, paid traffic is not for you? If that's the case, then let me show you how to get free traffic from Google.com by ranking on page #1 of this massive traffic website...

[The SEO Conspiracy](#)