

MP3: <http://media.archonmedia.com.s3.amazonaws.com/w2m/audios/freetraffic.mp3>

Purpose:

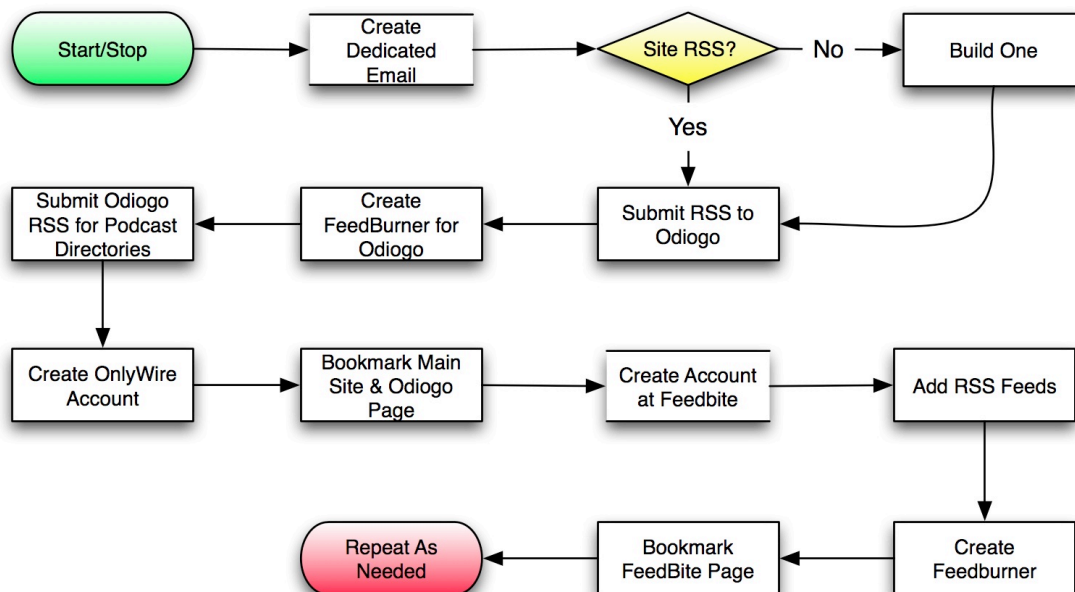
The purpose of this strategy is to create an automated notification and linking system for your website by taking advantage of your sites RSS feed and other free services. The power behind using this strategy is that it is a one time set up and then it continues to run automatically, updating whenever you update the content on your primary website.

This strategy is not meant to be an end-all, be-all promotion system, but rather it is meant to compliment your existing promotion efforts by “Promoting your Promotions”. It is highly recommended that you also incorporate a diverse number of other traffic strategies into your promotion system.

The idea of “Promoting Your Promotions” is based off the principal of traffic generation rather than link building. If a link is added to a page that the search engines are unaware of and has no human traffic... well then the link is a waste. To ensure all your promotion efforts are worthwhile I highly recommend that you create a system that notifies Google and others that a link exists.

The following strategy is just a tiny part of the overall process for achieving this.

Overview Flow Chart:



Step 1 - Create Dedicated Email Account:

It is not recommended that you use your own personal email (you will get loads of emails) or a free email such as Gmail, Yahoo or Hotmail (many services are not accepting these because of spammers).

The strategy that I recommend is to create a separate Gmail account that is used only for your promotions and account creations. Then you forward your emails to that address from your actual host. In Gmail, create a filter and label that will manage that specific account. I set the filter to bypass the inbox and go directly to the folder (label).

The great thing about this is you have a legit email (accounts@yourdomain.com) and you can have an all in one area to manage them plus Gmail has loads of cool features.

The reason for the email is to create accounts at different services that you will submit your site to.

Step 2 - Create RSS Feed:

You are going to need to have a RSS feed for your site. If you are using a system like Word Press to build your site, then you will already have a RSS feed, but if you've manually created a static HTML page then you may not have one. Creating a RSS feed is very easy and there are different free and paid services available to help with this. A good free choice to use is <http://feedity.com/>

If you are unsure if your site has a RSS feed then simply go to your site and look in the address bar for an icon similar to this...



...or somewhere on your page that says..



If you do not see either the icon or something similar on your site then chances are you will need to create a RSS feed (don't worry, it's very easy)

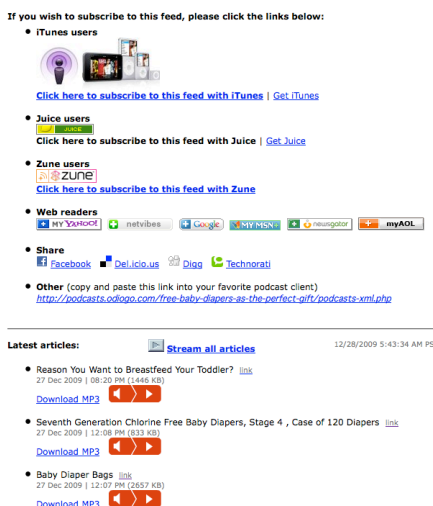
Step 3 - Create Odiogo Podcast Feed:

<http://www.odiogo.com/> is a free service for website owners that allows you to automatically create podcasts of your posts. It also creates a new HTML and RSS feed for you that you can promote.

I highly recommend you only submit full article content to Odiogo. Do not create pages of jumbled and mashed up RSS feeds that actually provide no content. Your focus here is offering value to the end user.

Here is an example page that it creates:

<http://podcasts.odiogo.com/free-baby-diapers-as-the-perfect-gift/podcasts-html.php>



Step 4 - Create FeedBurner Feed of Odiogo:

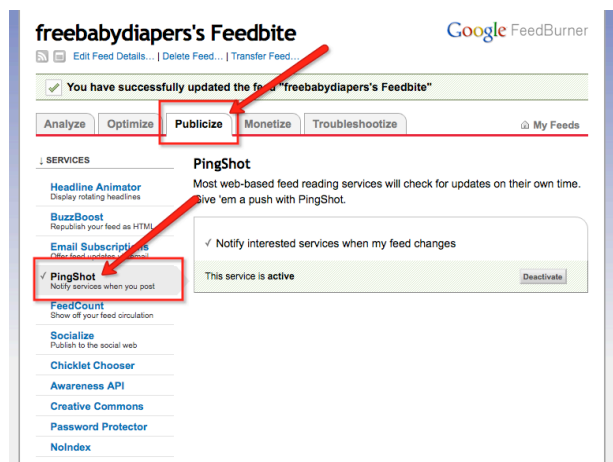
<http://www.feedburner.com> is a free service offered by Google that allows you to add your RSS feed to their system and they will then format it into a more universally accepted format. They will also automatically notify different services whenever you update your RSS feed.

When submitting your Odiogo feed to Feedburner, ensure you check the “I am a podcaster” checkmark and then, when prompted, add a keyword rich title, description and keywords.

I personally do not use any of the other Feedburner features except for the “Pingshot” feature. To activate this, in the feed control panel, click on “Publicize” and then in the left hand nav bar “Pingshot” and then you will see an activate button. Click it.

An example of the RSS feed it creates is...

<http://feeds.feedburner.com/FreeBabyDiapersAsThePerfectGift-PodcastsPoweredByOdiogo>



Step 5 - Submit Odiogo RSS to Podcast Directories:

Now that you have created your optimized feed, it's time to submit it to a few different Podcast directories. The great thing about these directories is that unlike regular link directories; Podcast directories are still liked by Google and provide a decent back link to your site. Below is a list of 15 directories that do not require you to register for an account.

1. http://www.epnweb.org/index.php?view_mode=suggest
2. <http://www.everypodcast.com/add.php>
3. <http://www.fluctu8.com/add-podcast.php>
4. <http://www.getapodcast.com/AddFeed.aspx>
5. http://www.hardpodcafe.com/modules.php?name=pod_add
6. <http://www.ibizradio.com/add.html>
7. <http://www.idiotvox.com/index.php?spid=7>
8. <http://www.mirpod.com/addpodcast.php?lang=en>
9. <http://www.podanza.com/submit/>
10. http://www.podblaze.com/directory_submit.php
11. <http://www.podcastdirectory.org/submit.php>
12. <http://www.podcastlikethat.com/>
13. <http://www.podcastpup.com/addpodcastform.asp>
14. <http://www.speecha.com/channel/new>
15. http://www.thepodlounge.com.au/add_podcast

Step 6 - Create ONLYWIRE Account:

<http://www.onlywire.com> is a service that allows you to submit your content to a bunch of different bookmarking and micro-blogging services at once. It has both a low cost paid option and free options. To use the free option you simply have to put a little banner on your site and the cool thing is that the banner is actually used by visitors to promote your website... so it is kind of a no brainer in my opinion.

There are loads of sites you can use with Onlywire but I have found that only a few of them actually work automatically and don't require you to verify info each time you submit something. As a result I personally recommend you only create accounts with the following OnlyWire supported services...

- ✓ <http://www.bibsonomy.org/>
- ✓ <http://www.blinklist.com/>
- ✓ <http://www.bookmarksync.com/>
- ✓ <http://faves.com/home>
- ✓ <http://friendfeed.com/>
- ✓ <http://www.google.com/bookmarks/>
- ✓ <http://hi5.com/>
- ✓ <http://www.jumptags.com/>
- ✓ <http://multiply.com/>

- ✓ <http://www.plaxo.com/events>
- ✓ <http://slashdot.org/>
- ✓ <http://www.stumbleupon.com/>
- ✓ <http://www.tumblr.com/>
- ✓ <http://twitter.com/>
- ✓ <http://bookmarks.yahoo.com/>

Onlywire provides both a Firefox and IE plugin that makes it very easy to submit your content using their service. Make sure to install it.

Step 7 – Bookmark Main site and Odiogo Page

Once you have successfully set up and tested your OnlyWire account, you will now want to use it to bookmark your main website plus the Odiogo created page. OnlyWire has a limitation of only 5 submissions per day (to prevent spamming).

Step 8 - Create Account at <http://www.feedbite.com/>

Feedbite is a free service that allows you to create a mashup of your different feeds, it also allows you to SEO optimize the title, description and keywords associated with the page PLUS it creates a new RSS feed for you to use.

In the previous step, some of the accounts you created for the OnlyWire service, also provide a RSS feed of your profile. In this step, you are going to take the RSS feed from those services and add them to your Feedbite page. The reason for this is you will set up a notification system that will send the search engines to your bookmarking pages whenever you add a new bookmark.

The OnlyWire services that provide a valid “profile RSS” are...

- ✓ <http://faves.com/home>
- ✓ <http://friendfeed.com/>
- ✓ <http://www.jumptags.com/>
- ✓ <http://www.tumblr.com/>
- ✓ <http://twitter.com/>

Some of the other services do provide a RSS feed but they are 99% of the time rejected because they are not valid, contain errors or are empty.

Here is an example of a finished FeedBite page...

<http://www.feedbite.com/user/freebabydiapers>

Step 9 - Create FeedBurner Feed of FeedBite Page:

Create a new Feedburner page for your FeedBite account and this time do NOT check the "I am a podcaster" option. Once you add the feed, simply bypass adding any extra features and just click on "Publicize" and then in the lefthand nav bar "Pingshot" and then you will see an activate button. Click it.

Step 10 - Bookmark FeedBite Page:

Using your OnlyWire account, bookmark your public FeedBite page.

Rinse & Repeat:

This strategy, although powerful, is again only a small part of what you should be doing to effectively promote your websites. Another powerful place that I recommend you implement this strategy is with article directory submissions. Sadly, not all article directories provide a personal RSS feed; however the following four are all search engine loved article directories that also create a profile RSS feed focused on your own content. By implementing the above strategy with these directories you can ensure that whenever you submit new content to these sites, it will be automatically promoted.


- ✓ <http://www.articlefeeder.com/>
- ✓ <http://www.articlesnatch.com/>
- ✓ <http://ezinearticles.com/>
- ✓ <http://www.goarticles.com/>

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- Boyd Mouritsen Orem, Utah

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