

## **Traffic Building Training – Guiding visitors to your website**

Our 1-day training program covers the following areas:

### **1. Article Writing**

A look at how you can build links and generic traffic via articles. We will walk you through all areas from article writing through to submission, including what sites to use and how to add your websites signature/s.

### **2. Social Book-marking**

Considered by many as one of the future ways of driving traffic, Social Book-marking can take time but can be very productive. We can guide you through how to add social bookmarks.

### **3. Directory Listing**

We will show you how to find and how best to submit to Directories including DMOZ & <http://searchsight.com/>

**4. SME (Subject Matter Expert)** We will look at how you can use the Internet to drive traffic to your site by acting and becoming an SME online, by using forums and message boards. How to post and include natural links.

**5. Forums and Message Boards.** Using forum and message board posts for organic traffic and for link building. Finding forums, which ones to use, adding signatures and adding natural links.

### **6. Free Ads and Advertising**

A look at avenues such as Craigs List, Email signatures, UTube etc.

### **7. (Social Book-Marketing) VIA Facebook and LinkedIn**

### **8. Blogs and RSS**

Ensuring you make it easy for users to subscribe to your feed.

### **9. Using Groups to drive traffic.**

A look at groups such as Yahoo Groups for promoting your business online.

### **10) Podcasting**

A look at Audio Acrobat and creating PodCast to drive traffic.

### **11) Tools Creation**

A look at creating tools and generating traffic i.e. Google Gadgets

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**PRICE: £285**

**Email us: [paul@promarketingonline.com](mailto:paul@promarketingonline.com)**