



Using Feeder

Sites For Instant Traffic

One of the best ways to generate free traffic to a website, is through the use of feeder sites.

These feeder sites are complete search engine magnets, and if your website is featured on one of their internal pages, you will be able to instantly benefit from organic traffic from both the major search engines as well

as each feeder sites internal search engine.

The great part about building traffic campaigns using feeder sites is in the pure simplicity of it all. You don't have to be experienced with HTML, coding nor do you have to really spend a lot of time creating them. In fact, you can create your entire campaign within just a couple of hours following a simple plan of action.

Since feeder sites typically consist of only one page, you can create dozens of individual landing pages for every niche market that you are involved in.

Squidoo

<http://www.squidoo.com>

Squidoo is perhaps the most popular site for creating these feeder pages. It has tremendous authority with Google and other search engines, so pages made on the site often rank well fairly quickly.

Squidoo's internal linking structure makes use of tags for an efficient link web that helps ensure that all of its pages are linked to from other pages on the site, making for more efficient search spidering and indexing.

Pages made on Squidoo (called lenses) will usually be indexed by Google in just a few days, and will often rank well immediately.

The key is in effectively using relevant keywords within your page content, as well as in including tags within your lens.

Tags are vital, because every tag you use will get you an incoming link from another page on Squidoo. Each tag gets its own tag page, and every lens that uses that tag is linked to from that tag page. (don't worry, you can add tags to your Squidoo page with a click of the mouse, it's exceptionally easy to do!)

These incoming links are often ranked in Google, and they will help you get spidered and indexed more quickly. The more tags you enter (up to Squidoo's maximum, which is currently 40) the more incoming links

you will have.

A LOT of people overlook the important of adding tags into their Squidoo lenses and lose out on the opportunity for cross linking from other lenses, including authority lenses that receive a steady flow of high quality traffic.

When you create a lens on Squidoo, you should be sure to use that lens' main keyword phrase as the title of the lens as well.

For example:

<http://www.squidoo.com/your-keyword-phrase>

OR

<http://www.squidoo.com/yourkeywordphrase>

You may find that it's difficult to find a good URL for your phrase if it is a

popular one, so you may need to insert some extra words into your URL, and spend a bit of time trying out different keyword phrases.

Note: Whenever possible, use hyphens in between your keywords for better ranking:

For example:

<http://www.squidoo.com/top-your-keyword-phrase>

<http://www.squidoo.com/best-your-keyword-phrase>

<http://www.squidoo.com/your-keyword-phrase-information>

Just make sure the URL makes sense and isn't just stuffed with the top keywords you are trying to rank for. Think about the keywords that people would enter into the major search engines like

www.Google.com when searching for information on your lens.

You can also use built in modules to create an enhanced Squidoo lens including Amazon affiliate links to relevant products, videos from YouTube and affiliate offers from ClickBank, CJ.com and of course, links to your own products and services.

Make sure to put several links to your site within each lens you create. Squidoo is pretty lenient with their rules, so you can link to a single site several times in a lens without worrying about being penalized.

I do suggest keeping your lens clean and free from clutter. Whenever I create a

Squidoo lens with the intention of generating fresh traffic to a new website, I use only a couple of modules (mostly text based ones), so that I can keep people focused on clicking my links and visiting my site.

You can also add an opt-in form to your Squidoo lens and begin building a list as well!

HubPages

<http://www.hubpages.com>

HubPages is a site that is very similar to Squidoo in terms of how it functions as well as in how simple they are to create. Their pages are referred to as hubs, but are very similar to Squidoo's lenses in layout and format. Like Squidoo, it is absolutely free to create pages on HubPages.

It's also very simple, and their pages can often rank very well in search engines because they are considered an "authority" website.

HubPages doesn't limit the number of tags you are allowed to use, so you should take advantage of that. Don't go overboard however, or you could be accused of spamming the system, but make sure you use plenty of keywords that are directly related to your niche. (always focus on quality NOT quantity)

HubPages is a bit more restrictive in regards to the overall quality of the content being used to create hubpages. Be sure to read through their rules and guidelines to better understand what is accepted

within the network prior to creating your first hub.

For instance, HubPages.com does not allow more than two external links to be featured within a single hub. For maximum exposure, I suggest adding your website link into the introduction section of your lens and then one more time in the middle or final notes/closing of your hub.

Just like you did when creating a Squidoo lens, you will want to create your hub pages so that they include your primary keywords or phrase.

HubPages requires that all hub content is original in nature, so you can't use private label material to create your hub pages unless

you take the time to re-write a large portion of the content.

To speed things up, I suggest visiting the Digital Point Marketplace where you can purchase pre-made content / article packages for as low as \$20 (for 10). Browse through their "Buy/Sell/Trade" category and view the current offers in the "Content" thread.