



# Best Ways To Driving Traffic to Squeeze Page

Driving traffic to your Squeeze Page is the final ingredient to getting subscribers and making your squeeze page system profitable. Traffic is a struggle for most marketers but with these few tips, you'll be able to start getting a flow of [targeted traffic](#) to your squeeze page. Besides, you need to focus only on targeted traffic because quality is always better than quantity.

## Search Engines (SEO)

One way in which you can drive traffic to your Squeeze Page is through natural search engine optimization. This can sometimes be a slow process, but it is also one of the best ways to ensure a continually increasing stream of targeted traffic over time.

The first step to good SEO for your squeeze page is by optimization your website for a certain key phrase. You can do this by researching what people are searching for in Google etc. and optimizing your page for that specific keyword. SEO is a very in-depth topic but a few simple things to remember is to have that keyword in your web page's HTML title tags and also to include META tags with your keywords included.

## SEO - Incoming Links

Generating natural search engine traffic generally entails getting links from other sites to your site. While reciprocal linking was once the best strategy, experts now believe that major search engines are devaluing reciprocal links in favor of one-way links and triangular links (which search engines can't really detect).

The most common ways to get one way links are to buy them or hire a one way linking service to get the links back pointing to your site.

## More Backlink Methods

1. Other ways to get one way backlinks is to find blogs with no "no follow" attribute and leave comments on them with your website url included. Search Google for more info about this method.
2. Also, don't forget to submit your site to web site directories like Google, Yahoo, Dmoz amongst hundreds of others. Again, there are services that will submit to these for you if you pay them.
3. Article marketing is very popular method that's free and helps get high search engine ranks very fast. Also known as "Bum Marketing" because it's comparatively easy to get traffic doing it.
4. Participating in online forums is a great way to get people to see your links and also to get them to know you. There are several forums in various different niches so do a

search using Google for “(your niche) forum”.

When you sign up, you can create a signature file where you can include links to your squeeze page or other web pages. Then every time you post on the forum, your signature with you links appears at the bottom of your post. Be careful not to spam forums just to get a link up though.

### **Ad Swaps**

Ad swapping or co-op advertising is nothing new. Businesses have been doing it for a long time. You may have heard the term Joint Venture before. Ad swapping is one form of doing a JV.

Basically, once you have a list, and it doesn't have to be massive, you promote their squeeze page in exchange for them promoting yours to their list.

The easy way to do this is simply contact other marketers in your niche and propose you do an ad swap.

First, you'll want to join their list and find out more about them, and if they are a suitable candidate. Then you can contact them.

It might sound scary if you're a beginner with a small list, but remember there are other markers all over the web in the same boat as you looking for more traffic and more subscribers.

There's only one important thing you should keep in mind when contacting joint venture partners – and that is to make it as quick, easy, and beneficial for them as possible. If they have no incentive for doing it, they probably won't even reply to you. And if it isn't easy, they'll accept other joint venture offers over yours.

### **Traffic Exchanges**

Traditionally, traffic exchanges are aimed at the “business opportunity” crowd. So if you try to promote anything else, you'll be very disappointed that no-one opts in to get your diet ebook.

It's easy to get started with Traffic Exchange websites. You sign up for a free account, add your website url – many times you can add banner ads too - and then you go “surfing” for credits where you'll view other people's sites.

When you build up credits, they turn into views for your web page so other people surfing will see your site.

In fact, squeeze pages are the best types of web pages to use with traffic exchanges because you don't have much time to keep the visitors attention.