PHOTO TRAFFIC POWER

HOW TO BUILD MASSIVE AMOUNTS OF TRAFFIC WITH PHOTOS & SOCIAL MEDIA

BY PAT FLANAGAN

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INTRODUCTION

They say a picture is worth a thousand words...

Yes, I'm starting off this book with a moldy cliche, but only because it is SO true, especially when it comes to Internet traffic. Images are a POWER method for traffic creation. It's a method you can start using today... RIGHT NOW... and start building a flood of targeted niche traffic to your websites and offers.

What about videos, isn't video the thing everyone's doing today?

I will not argue with anyone about videos being super powerful for traffic. I use videos myself. However, in the time it takes to create one video, you can use images to create a ton of traffic, both immediate traffic and longterm traffic. If you're doing video, don't stop, it's a super method. But try out some of the techniques in this guide and see if images work well with (or better than) your current video strategies. You may be surprised.

What about article marketing?

Well, let's think about article marketing. Dozens of people have written for years about the power of article marketing... and then thousands of people have worked their fingers to the bone (or hired outsourcers to do so) in order to crank out hundreds of thousands of articles... or they buy PLR article packs dozens of other people also buy... they run those articles through this spinning software and that spinning software to get turned into millions of rehashed articles (many of which don't even make sense)... then they use software programs to submit these rehashes of rehashes to article directories, blogs, and other websites...

...and finally... they hope for the best. They sit and they wait for some (but obviously never ALL) of their articles to "hit" and send trickles of traffic over to them.

Boy, I don't know about you, but to me, it all sounds like one big crap party. Especially when you can get hundreds or thousands of visitors from a single photo.

So I just grab some photos off Google Images and I'm ready to go, right?

Whoa, slow down. You *could*... but you'd be an idiot to do so. You risk, at best, losing all the work you've done and all the traffic you've built up... and at worst, a very expensive day in court. Why? Because you wouldn't be the copyright owner of the photos you grabbed, nor would you have a license to use those photos. That's copyright infringement, which has very stiff legal penalties.

Even stock photo sites present a challenge. There are plenty of sites out there where you can get a photo for a dollar or two, even less. However, you need to read what you're allowed to do with the photo. You're getting a license for that payment, but at that price, it will not be an unlimited usage license. It will probably limit you to using the photo a single time on a domain that you own. That means no posting it on Facebook, no posting it on Twitter, or any other blogging platform. In other words, it's useless for building traffic.

And don't think that, because there are millions of people on the Internet, you can get away with it. Stock photo companies employ large staffs to hunt down infringers, because the penalties are so lucrative. James Jones, a rather well known Internet marketer, legitimately licensed a photo from Getty Images a few years ago for a website he was constructing. His website designer, however, used the photo on the website in a way that was not allowed by the license. Neither James nor the designer realized this. Getty did hunt him down and brought an infringement suit against him. He had to pay a settlement of $3,400 to keep it from progressing to court. That was for ONE photo. Think about if you'd unknowingly grabbed dozens or hundreds of images off Google Images, thinking you "wouldn't get noticed."

I'll cover some image sources in the Resources section at the end of this guide, but don't jump ahead. I encourage you to read through this guide and familiarize yourself with the methods I lay out. Figure out which method(s) fit right with you, THEN start looking for images to use. The method you use may determine what photos you need and which source to use.

I hope I've quickly made my case. So, without further adieu, let me show you how a picture can be worth a thousand clicks... Maybe more.

PART 1: WHAT IMAGES WORK BEST?

That's an easy question to answer, as there are three distinct groups of images that will pull in more traffic than any other images…

Sexy Women

This is, by far, the most productive group of content in terms of generating traffic online. Men are visual animals, they love to look at pretty women. Many women like to look at photos of sexy women as well, both to get ideas for how they want to look, and just to enjoy their beauty. Traffic gained from sexy women photos can be directed to any male-related blog or website, as well as CPA offers for dating websites, "how to meet women" ebooks, "male enhancement" products… basically anything appealing strongly to men.

Sexy women photos are also easy to segment into niches — blondes, brunettes, redheads, swimsuit models, fitness models, "girl next door," athletes, etc. As well, you can segment into professional photos vs. "self shot" photos (where the woman is taking her own picture in the mirror — also known as "MySpace photos").

One major issue with this niche is that, if you want to be aboveboard and keep yourself out of potential legal issues, you need to either have 1) model releases from the women in the photos, or 2) a photographer who has those model releases on file. This is in addition to having a license to use those photos from the photographer (or taking them yourself).

Plenty of people are ignoring this issue and they're starting to get smackdowns from the legal copyright holders of the images they're using. This results in, at best, the loss of work done to that point (Facebook pages and groups being shut down, or blogs with pages being removed or entirely shut down), at worst, expensive legal settlements or court judgments.

Don't let these issues scare you off. Work this niche legally, with pictures you either outright own or have legitimately licensed, you will have a much longer lasting business without those concerns. Plus, as illegitimate businesses fall by the wayside, you'll see your business increase even more from lower competition. I'll cover legal photo sources later in this book.

Cute Puppies/Kittens/Animals

If you've been online for any amount of time, you've seen how people will pass around photos of dogs, cats, birds, hippos, elephants, whatever, especially if they're baby animals. People love animals and they love to look at their photos, it's like going to a zoo without leaving home.

You can tap into this by segmenting to a particular animal, like dogs, or subsegmenting to specific breeds. This traffic responds well to information products such as training guides for the particular animal, as well as breed-specific items ("I Heart Dalmatians" paraphernalia, etc.).

Model releases aren't necessary for animal photos because, obviously, animals can't sign contracts and don't have the same legal rights as people. But you do need to follow the same copyright practices — make sure that you're using photos that you either own or have legal license to use.

Memes and Funny Photos

Close behind the animal photos are memes and funny photos. A meme is a photo, video, audio, saying, etc. that quickly takes on a life of its own online. Famous photo memes include the "Philsoraptor," the "Ehrmahgerd" girl, "Ridiculously Photogenic Guy," "Overly Attached Girlfriend" and more. Google any of those and you'll see what they're about. Sometimes it's obvious why funny photos become memes, other times it's baffling. And it's almost impossible to intentionally create a meme, most are accidental. But when you can produce a meme, it's like catching lightning in a bottle.

Funny photos are generally easier to come up with than memes, it's as easy as putting a funny caption on an otherwise normal photo. The key is, well, they have to be funny. Some people can crank out funny photo captions effortlessly, while others just fall flat on their face with it. If you go this route, be sure to run your captioned photos by some friends who can give you an HONEST opinion as to how funny they really are. Your friends may come up with funnier captions, which will help you out.

One advantage to this group of photos is that they tend to be protected as parodies. Therefore, you have more leeway in finding the photos you use. I am not a lawyer, so you should gain specific advice on photos you're not sure about. But parody protections are a long-standing legal standard.

While you may not have as much of a legal responsibility, you still have a bit of a moral responsibility here. Keep in mind if you use photos containing people, those ARE real people and the joke photo you create could go widely viral. This could have negative consequences for the person(s) in the photo.

Other Photos

Don't think that you're limited to sexy women, cute animals and funny photos. Think about the niche you're targeting and find compelling photos that apply to that niche. Use pictures of the sights of Mexico if you're gathering traffic to send to an offer for trips to Mexico, or shots of classic car engines if you're selling auto parts. Anything that will appeal to your target market can be used! You just need to keep in mind the interests of your target market and how they apply to what you're selling.

PART 2: FACEBOOK

Facebook is the traffic king right now. With around 800 million people using it, it's a frickin' beast. You probably have a Facebook page yourself, on which you post your thoughts and miscellaneous personal photos, or stuff connected to your business. You use it to reconnect with old friends and family, as well as to make new friends with the same interests as yourself. And you share things your other Facebook friends post, funny photos of cats and such.

If you don't, you should put this guide down, go to Facebook right now, and open an account. I'm not going to walk you through this, it's not hard and this is not Facebook For Dummies. Get on there and start exploring. Go buy Facebook For Dummies if you want it. Just get on there and get familiar with it. You're going to be left behind, otherwise.

If, however, you're already on Facebook and you've done all of the above, you have the core understanding of how image marketing works on Facebook, and you don't even know it. Your knowledge just needs to be tweaked and expanded a bit. First of all, what we're talking about above is a PERSONAL Facebook page. In order to get any traction at all with this method, you must use Facebook FAN PAGES.

What Is The Difference Between A Personal Page And A Fan Page?

Your personal page is where you post your status updates — what's on your mind, what you're doing, what you're eating, etc. It's the place your friends see, and you see their personal pages. It's the place where your posted photo albums are available, where the photos and videos you share are seen by your friends. Whatever you post or share on your personal page will show up in your friends' news feed when they go to Facebook.

A fan page is different from a personal page in a number of ways. First, a fan page does not have friends, it has LIKEs. When a Facebook user clicks LIKE on your fan page, your fan page gets listed in their LIKEs list. Then, when you post something to your fan page, your post appears on the walls of all those who've LIKEd it (in theory — more on this later). The post will contain a link back to the original post on your fan page, so those friends can visit it and then (hopefully) LIKE it.

And here's where it gets good... when one of those people SHARES your link, all their friends see it, along with the link back to your fan page. This is how your posts go **viral** and you increase your fan base with more LIKEs.

Finally, you get to use Facebook Insights to see actual statistics from a fan page — visitor counts, how many total friends your fans have, number of people who've seen each post (reach), how many clicked on a post (engagement), how many are "talking about" one of your posts (they've liked, commented on or shared the post), and how viral each post was (percent who talked about vs. total reach). These stats will give you essential keys to what's working and what isn't.

How To Create A Fan Page

Creating a Facebook fan page is very easy. I'll give a runthrough here, showing the most important parts. Some details, like inserting a profile picture, are left for you to do later, as they're done the same way as you would for your personal Facebook page. First, go to http://www.facebook.com/pages/create.php and you'll see this:
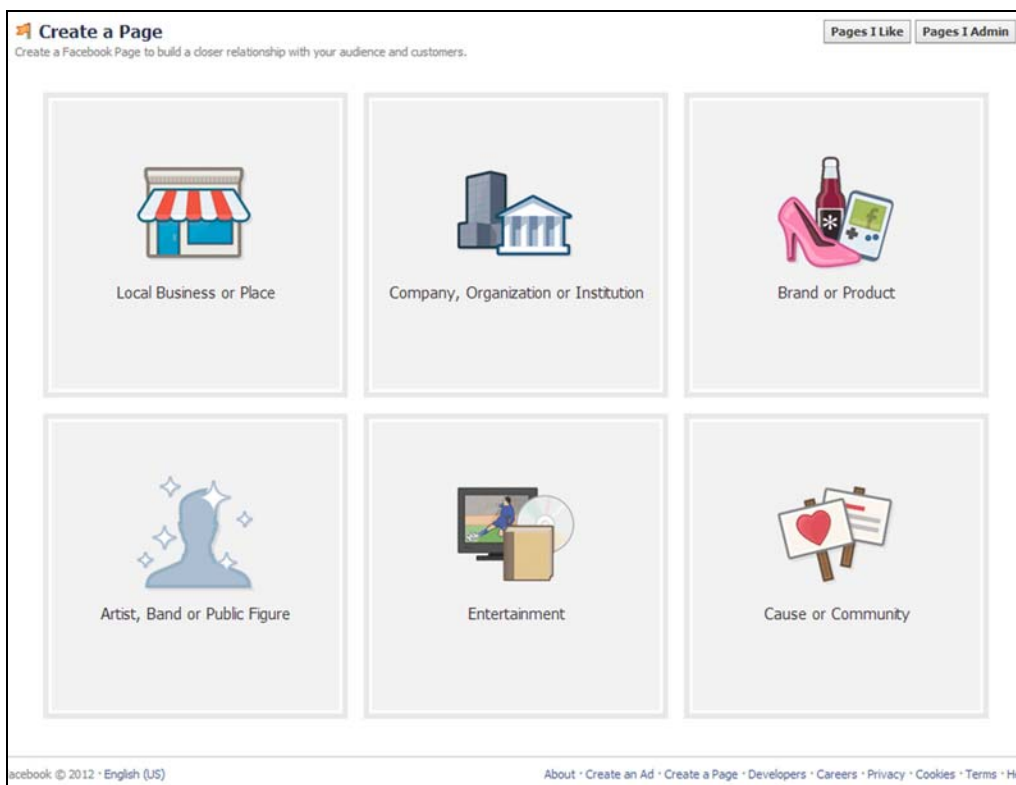
Facebook gives you 6 different overarching categories within which to open your page. Click on the one that's most applicable and you'll get a form for picking a specific subcategory and naming your page.

Often, there won't be an exact category/subcategory you'll fit into, in which case you need to get creative. For example, if yo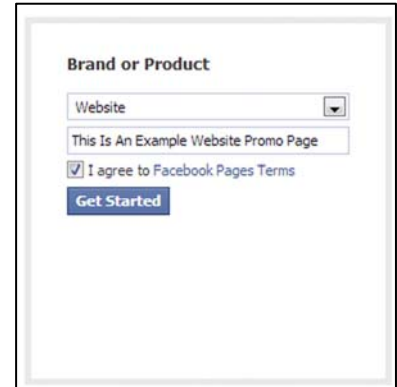u were creating a fan page about a specific actress or actresses, you might pick Entertainment as category, then Magazine as subcategory. If you're doing a page that will be promoting a specific website or product, you could pick Brand Or Product. Then, either select the subcategory that the product fits in or just pick Website as the subcategory, as I did for this example. Type the name of your website, click your agreement to Facebook's Pages Terms, and click the Get Started button.

The first step is uploading a profile picture. You SHOULD do this, but you don't have to do it immediately. You can skip it and come back to that later, as I'm doing in this example.

Immediately after, you have the opportunity to type a description of your page, plus add a link to your website. If you're using the page to directly promote your website, then you SHOULD enter your website address (or addresses — you can have multiple websites listed). If you're just collecting traffic and want the flexibility to send them to different places from each photo or post, then leave it blank. You can also put your Twitter link there, rather than a specific website, if that's your strategy.

There is also a yes or no question, "Will this Page represent a real business, product or brand?" Your answer to this question will determine whether or not your page shows up under the Business heading in searches or not. Unless you're specifically promoting your business, you'll likely want to say No here.

Your screen will now look like this:
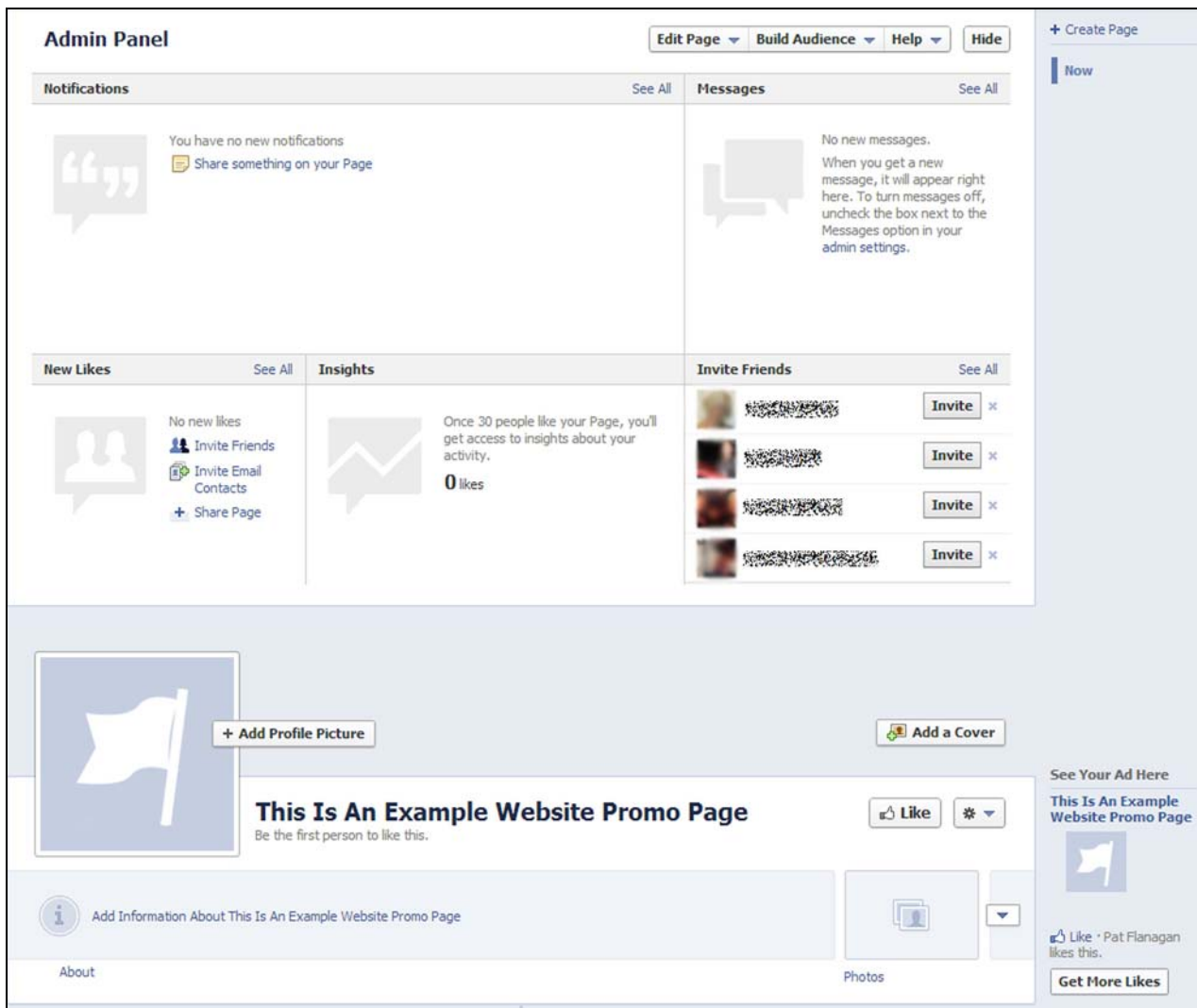
The majority of the top of the screen is taken up by the Admin Panel. Only you see this, your visitors don't. It shows stats and information about the activity of your page (the subject headings are self-explanatory, with "Insights" being Facebook's stats graphs which appear after your page starts getting traffic), as well as giving you tools for building your page's audience. When you're not needing it, you can hide the Admin Panel by clicking the Hide button in the upper right.

The Edit Page button at the top is where you edit the page's info, as well as where you can set up other people to be page admins, if you have a team. The last selection on the menu is "Use Facebook as (the name of your page)." When you pick this, your status posts, comments, likes and shares will be designated as coming from your page rather than from your personal account. Use this judiciously in other people's posts that are directly related to your page topic and you can build an audience this way, just do go spam crazy.

The Build An Audience button gives you various ways to invite people to your page, including from your non-Facebook email contacts. They'll need to be from services like Hotmail, Skype or your own email app like Outlook or Thunderbird, they can't be imported from autoresponders or email services like Aweber. However, if your email service offers an export function, you may be able to export your list, import it into one of the allowed services and go from there. Check with your email service on the legality of that, and note that there's a limit of 5,000 contacts supported and you can only use this function while you have less than 5,000 likes on the page.

The last selection is to create a Facebook Ad. This is where money starts getting involved. You shouldn't use them immediately at the start. Use the free resources of your existing friends and email first, and let them help spread your page virally. THEN use Facebook Ads. I'll show some examples of Facebook Ads in one of my Case Studies later in this chapter.

Adding Content To Your Page

Before you do any of this, though, you need to build some content on your page. You should build up a stock of posts on your page, at least 10, before inviting people to visit it. Why would people click like on an empty page?

If you didn't during the initial signup, you should first add a profile picture and timeline cover to your page. Click the appropriate buttons as shown in the bottom third of Figure 3, selecting a photo for each and using Facebook's cropping tool if the photos are not exactly sized.

I would highly recommend making your own specific photos for these, so that you have total control over what's shown where. If you want to make your own perfectly sized profile and timeline cover photos using Photoshop, the dimensions are:

- Profile Pic: 180x180 (note that Facebook will automatically crop 10 pixels from each side)
- Timeline Cover: 851x315

Now to add some posts. I'm not going to teach you how to make Facebook posts, that's basic stuff that you should already know from using Facebook for personal use. But I'll tell you how to make the BEST posts.

It's crucial that your initial posts be the BEST possible ones you can make. That doesn't mean that it's garbage from there-on out, but you want to get traction with your initial invites. So if you're doing a page with sexy women photos, put some VERY sexy ones up. Cute puppies? Put the SUPER cute ones. You get the idea.

Once you have 10 or 12 good posts up on your page, THEN start inviting people using the resources on the Build An Audience button. Your initial fans who like your page and start sharing your content will get the ball rolling.

After that, it's important that you post new content frequently. One of the pages I'll show you in the Case Studies posts a new photo 3-4 times per day. This is a pretty good rate, it allows you to space things out so your fans see SOMETHING from you on their feed, no matter what their timezone.

This doesn't mean that you'll have to be at the keyboard for 24 hours, or setting a timer to make a post every 6 hours. Take a look at the bottom left of the posting box...
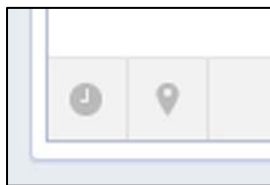
 Note the button on the left that looks like a clock. Clicking that will allow you to SCHEDULE your posts. So you can set up a whole month of posts in one sitting, scheduling them out with date and time. The posts will automatically pop up on your page at the appropriate time.

Note that the first time you use the scheduling function, you may need to designate a date that the page started. This can be a date before the page was actually created, and you can backdate posts to dates in the past, if you want to create the appearance that your page has been around for awhile. (The "Joined Facebook" post will remain on your timeline after the backdated posts, but you can hide it by clicking the Edit or Remove button — with a pencil graphic on it — that appears when you mouseover the upper right corner of the post.)

Strategic Content Posting

There are some simple strategies you can use to increase your page's likes and shares. First and foremost... POST GOOD CONTENT. Make sure that every single post is on-topic. If you're running a fan page about sexy blonde women, don't post a brunette, no matter how sexy she is! It seems obvious, but you'd be surprised how many pages lose focus. The minute you start going down the wrong page is the minute you start losing people. You MUST stay on-topic.

Second, QUALITY. Always make quality posts. That doesn't mean that every picture has to be a work of art, it just means that it shouldn't look like garbage either. The text content of the post is just as important, make sure it pertains to the picture, rather than just being randomly spun text dropped in. You can include a link in the text, but if you do, it's all the more important that the text and image be quality.

Finally, watch your stats. I can't tell you for your particular niche what photos or text or post times will be best, only your stats can tell you that. Pay particular attention to the Facebook Insights portion of the page admin section. You'll find out which of your posts are getting the most reach, which are shared the most, even what countries and cities your fans are from and their age ranges. Use this information to decide, for example, when to post based on their predominant timezones, or any other clues you can get.

Also, watch which photos get the most likes and shares. You should be able to see patterns emerging, whether it's based on photo content, text content or posting time. If you detect some overlapping patterns, play with them, do some split-testing to see which patterns remain true. For example, if you're seeing more likes on posts that you make in your timezone's evening, but also more likes on blonde women with long hair, try posting some short-haired blonde women in the evening and move the long haired women to the daytime. If the evening posts still get the higher likes, you know that time is most likely the factor, whereas if the long haired photos get the likes, you know it's likely content-driven.

Ensuring Your Posts Are Seen By Your Fans

Not all of your fans will see your posts. That's how it is now on Facebook, it isn't guaranteed. Facebook's perspective is, there is now so much content on Facebook that they have to give people the ability to filter what they see. Unfortunately, Facebook pre-filters it for everyone, to some extent. There are two solutions to this.

1) Once you have 400 likes on your page, you can pay to guarantee that a particular post will be seen. This program is called Promoted Posts and it's been very controversial, since Facebook is supposed to be "free." I see it as a positive, though, because of the additional reach you can get from a Promoted Post. Promoting a post can be done either before or after it's been posted by using the Promote button next to the Post button on the posting box.

Your Promoted Post will show up prominently in your fans' news feeds and will be labeled as "sponsored" at the bottom of the post. Promoted Posts that are liked and shared by your fans can also be shown prominently on the feeds of those fans' friends, giving the post extra juice.

The price for the Promoted Post depends on the number of people you want to see the post, as well as if it's being promoted solely to your page's fans, or to THEIR friends as well. Since the promotion is based on the number of people who see the post, and that doesn't count until your fan actually goes onto Facebook, it could take time for your promotion to complete. Thus, you can pause and restart a promotion at any time. You'll be able to see stats along the way as to how many people have seen the Promoted Post "organically" (i.e., like you'd normally see the post), "virally" (from your fans liking and sharing the post), and "paid" (from the Promoted Post option).

More information on Promoted Posts can be found at http://PatDigs.com/fbpromotedposts/

2) The free way of doing this requires the page's fan to take a specific action. If you hover your mouse over the Liked button on a page you've liked, you'll see a menu pop up. One of the selections on that menu is "Show in News Feed." If you pick that, so there's a checkmark by it, there's a much higher chance that posts you'll see posts from that page in your feed.

Because this requires the fan to take action, you need to post GOOD content so they'll WANT to take this extra step. It also doesn't hurt if you TELL them how to do it. Here's a graphic that one page is using to show their fans how. I think this is a great idea, the only downside is you need to post it from time to time so people actually see it (ideally when they initially click the Like button.


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I think a better graphic would be full timeline width, to get more attention. After you post it, hover your mouse over the upper right of the post and you'll see a button with a star on it, called the Highlight button. Click that, and the post's width will change from one column to full timeline width. That gets much more attention and could even be used as somewhat of a section divider on your page.

The other option is to "pin" the graphic's post to the top of your page. Do that by selecting "Pin To Top" from the post's Edit button menu. The downside of doing this is that the first post on your page isn't content. You have to decide for yourself how important that is.

Facebook Advertising

Facebook ads are those little display ads with a short line or two of text that you see to the right of your feed. Facebook ads are a great brute force tool for getting more new people to your page and (hopefully) more likes. They're awesome because of the targeting, you can target by location, age, interests and a whole slew of other demographics, so you can hit just the people you think would be interested in your page's topic. As you narrow your targeting, it will give you an approximation of how many people would see your ad. You then set your budget and let it go to work.

The first fan page case study, Sexy Actresses, uses Facebook ads extensively to build traffic to their fan page. Here are a few of their ads, see if you can tell why their ads are especially good:
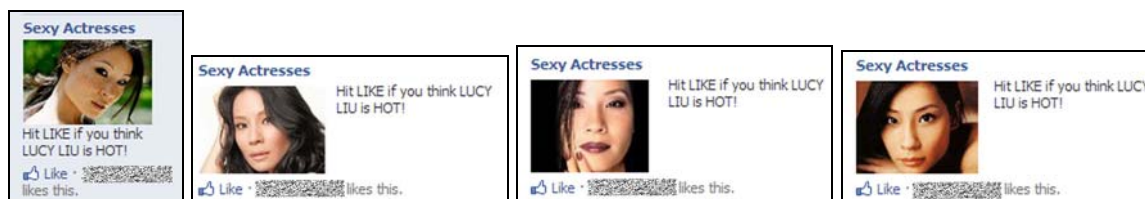
These ads are good because they are facial photos that include eye contact. As humans, we are instinctually trained to look at other people's faces. An ad that contains a face has been proven again and again to attract eyeballs, and there's no reason it shouldn't be the same on Facebook. Of course, the faces they're using are right on topic and yours should be too.

If your niche isn't people, then you need to have an equally attractive picture for your ads. If it's puppies, for example, that's easy, show a cute puppy face. Don't try to show too much, you only have 99x72 pixels maximum for your picture.

The text in their ads is a perfect example for Facebook, too, and can be adapted to any other niche (e.g., "Hit LIKE if you love PUPPIES!"). It's a clear, concise call to action that gives the reader an opportunity to express their opinion, which people LOVE to do on Facebook (if you hadn't noticed). In this case, expressing their opinion gives your page a like, plus it posts on their friends' feeds that they like your page. It works virally in your favor.

More information on Facebook advertising can be found at http://PatDigs.com/facebookads/

Facebook Page Case Studies

I'm going to show you four Facebook pages that make use of the power niches: sexy women, cute animals and humor. For each of this, I'll include my analysis of their photos, description, posting style, and what I think they're doing right, or wrong, or could be doing better. These are just four examples, once you know what to look for and how to look at it in the right way, I'm sure you'll find other Facebook pages that you can analyze yourself.

Don't blatantly copy what other people are doing. If you do that, you'll probably never outdo what the established page is doing. But if you look at what a bunch of different pages are doing right and wrong, then put your own spin on it, you may come up with something that surpasses all the other pages you've been analyzing.

CASE STUDY: *Sexy Actresses* - Genre: Sexy Women
The Sexy Actresses Facebook page is an excellent high-traffic example of using a fan page to send traffic to a website. It's run by the Moviepilot website and sends traffic there with every post. How much traffic? Of course it's impossible to know unless you have access to their stats. But with 557,000+ likes on the page and posts that get thousands of likes and hundreds of comments in a matter of hours, combined with an interesting posting and linking strategy, I would guess they do quite ok. Let's take a look at their page.
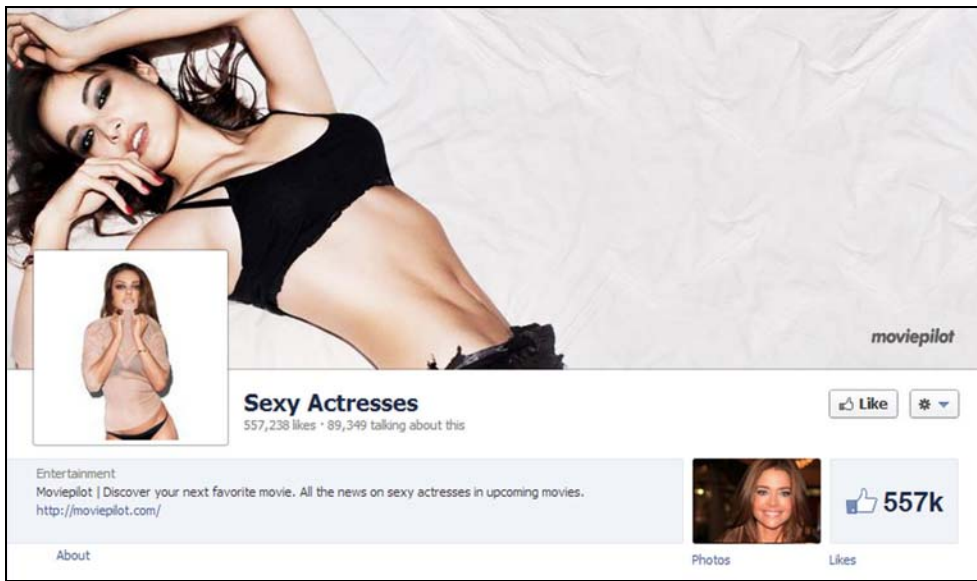
Profile & Timeline Photos: You can see that they've used a pair of provocative photos for the profile pic and timeline cover. This is the first thing your visitor is going to see, regardless of what sent them here, so you want it to be quality and 100% on focus with your page title and niche.

Description: They are totally upfront and blatant about the purpose of this fan page — it's to drive traffic to their website, which is prominently linked in the description.
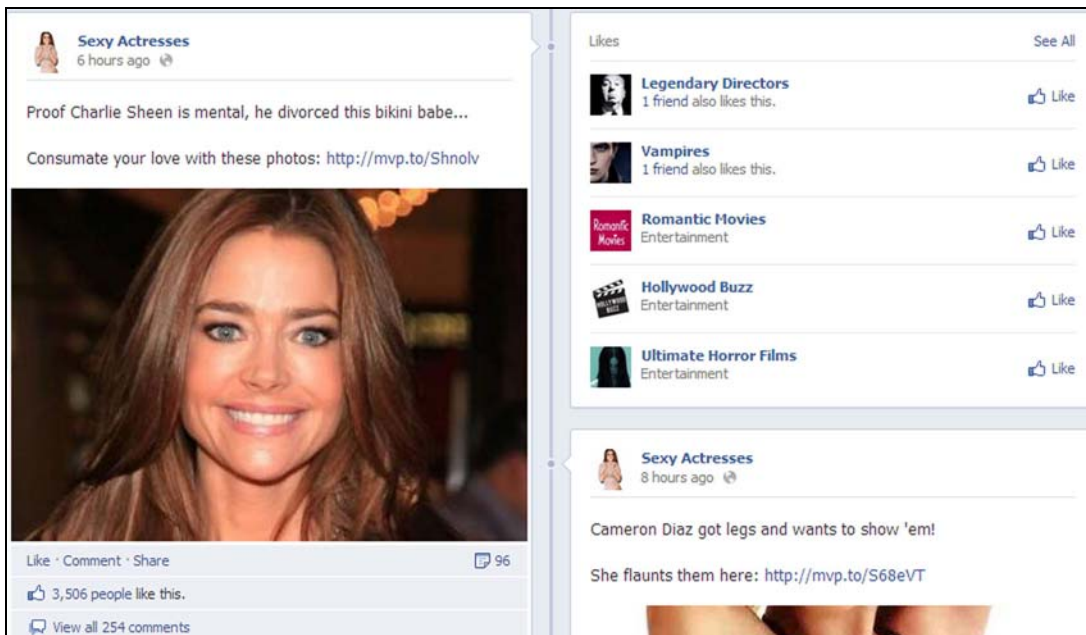
Posts: At the time I took this screenshot, the main post with Denise Richards had been up just over 6 hours on a Saturday evening. In that time, it had accumulated 3,506 likes and 254 comments. Note their linking strategy, which you can see as well on the post in the lower right -- every post contains a slightly snarky one-liner, followed by a line of lead-in text and a shortened link. The link leads to a page on their site with the pictures they refer to. The picture in the post is not even one of the pictures from the linked page — it's just a photo of the actress. And in the time it took me to take the screenshot and type this information, it's gotten 150 more likes and 100 more comments. This is a busy page!

Notes: I left this page set to Highlights under the description, rather than Posts By Page, so you could see the page's own Likes box. This shows a valid strategy for increasing the reach of the page. They go to other relevant pages and like them. If they're smart, they participate in those pages, leaving non-spammy relevant comments. Think about this, if they leave a comment on a post at another busy page such as Hollywood Buzz, while using Facebook as the page rather than the personal account of the page's admin, everyone who comments afterward or reads the comments will see the Sexy Actresses name and link connected with the comment.

Now, the secret I didn't tell you... ALL the sites you see in the Likes box are run by the Moviepilot people. They're using this to segment out different genres on Facebook, reeling in fans of those genres, while cross-marketing between their pages. VERY smart. And if you look at their site, they're building a big community full of subcommunities, mirroring their Facebook fan pages. Think about the marketing opportunities with a site like this — besides the movies themselves, they're big enough to approach theatre chains for discount offers, plus anything having to do with the actors, actresses, directors, etc.

Moviepilot is probably big enough to be getting their images legitimately, from PR people and photographers. If you get into celebrities, be very careful. You risk negative attention from the celebrities, as well as the owners of the photo copyrights. Do it legitimately and get good legal advice.

CASE STUDY: *Hot Women Pics* - Genre: Sexy Women
I'm including a second Facebook page with sexy women photos because this one's doing a few things wrong. It shows that you can be less than perfect and still accumulate traffic... but this page could easily end up being taken down.

Profile & Timeline Photos: They're doing the profile and timeline photos right. Since the niche of the title is just general "hot women," they're ok as long as they're showing photos of attractive women. Not as many likes as the previous case study, but 139,000+ likes is nothing to sneeze at. Plus, it hasn't been in existence anywhere near as long as the Sexy Actresses page.

Description: Here's where they're making some major mistakes. First of all, they aren't linking anywhere. The description is a place where they can put a live link and EVERYONE who comes to the page will see it EVERY time. So they're wasting a major opportunity.

But worse than that, the description text says "All the postings of mine in this whole page is not my own collection. All are downloaded from internet posted by some one else. I am just saving some time of our page users to avoid searching everywhere. So none of these are my own pics." He should've just put "I'm a copyright thief, please come after me." All it would take is one or two of the copyright owners of pictures he posted to contact Facebook, and that page could be taken down. All his work, down the drain.

Don't be fooled into thinking that "we are simply saving our readers' time" argument works, because it doesn't. People have been trying to use that argument since the first pictures were posted on the Internet,

with expensive court cases proving them wrong. Neither you nor your Facebook fan page are search engines. You are not Google. Be legal and get photos you are authorized to use!

Posts: I've snipped two posts from the Hot Women Pics page to illustrate that different content will get different likes, shares and comments. The post on the right was made a day after the one on the left, but you'll see that the later post had already far surpassed the earlier one in all three cases. Could be the poses — the photo on the left is a very porn pose while the photo on the right is a more glamour-style pose. Or it could be that the page's fans prefer brunettes to blondes... or they just don't like the woman on the left. The only way to tell is by looking at long-term stats on multiple posts.

Note that the posts are made with no supporting text. Yet another missed opportunity for links or just plain personality. You can do ok just posting photos... but if you put some time into it and give the page its own personality (like the snarky comments on Sexy Actresses), you'll get much more out of it.

Notes: As I said earlier, this fan page is asking for trouble. The owner actively states that they don't own the copyright to any of the pictures, they just collected them from around the web. The blonde photo in the sample posts even has a porn company's name still on it! There's obviously been a lot of time and work put into this, all which could be for nothing if enough copyright holders complain. Not to mention the expensive court cases the owner could be facing! Besides all that, the page owner is missing opportunities for links and monetization. Don't make these mistakes.

CASE STUDY: *Puppies!* - Genre: Cute animals

Puppies! is one of the big dogs (pun totally intended). I'm including this to show where you can get to if you find a subject that grabs traction with a large number of people. This page was started in 2012... and it has 3.1 million likes, with 927,000+ people talking about it at the time I took the screenshot.

Profile & Timeline Photos: You can't miss with this, all you need are cute puppy photos, and they did a great job here. Notice that they didn't go for photos of single puppies, they went for multiple puppies in each photo. Whether or not this was intentional, it multiplies the cuteness factor. You know that people who love puppies will melt when they get hit with these photos immediately upon reaching the Facebook page.

Description: Again, another fan page with no link in the description. When I see this, I wonder what their point of making the page is. They did list themselves as "Pet Supplies" when they created the page, so possibly they're still building it up before hitting people with links. If that's the case, I could never have been that patient. Hopefully they're messaging their followers, though that's a very gray area you need to be careful with.

Posts: This page makes heavy usage of highlighted full-width posts. It's actually a pretty sloppy fan page, but look at this post. In 12 hours, it's received over 177,000 likes, 6,307 shares and 1,464 comments. With that kind of reach, they have to be adding tons of new page likes daily.

And look at the text, they use a common trick to get reader engagement. I don't think I have to explain it, it's the "Hot Or Not" concept that's been in use on the Internet for over a decade. And it works. 177,000 likes speaks for itself.

Notes: Let me reiterate... this page was started less than 10 months ago at the time of this writing, and it has 3.1 MILLION likes. This fan page is a viral machine. Imagine what kind of promos you could do to that many people, with very little cost. Even if you only got a tenth of a percent click-thru rate, that's still 3100 clicks. Convert 2% of those clicks to your offer and you've made 62 sales from posting one link. Think about that.

CASE STUDY: *The Secret To Humor Is Surprise* - Genre: Memes & funny photos

Here's a busy humor fan page that's doing some interesting things. I don't agree with everything they're doing, but then again, they have 1million+ page likes and an even higher number of people talking about the page. That means that their content is getting spread around virally like the flu in a grade school.

Profile & Timeline Photos: This is a mixed bag for me. The profile pic is great because it's a funny looking photo of a dog. The timeline photo, however, just doesn't do it. I can forgive the 1999-style graphics, but what's so funny about THAT dog photo? He has his tongue hanging out? I don't know, I don't get it, he looks more pathetic to me than funny.

Description: The owner of this page has designated it as being a community page, and does have multiple links in the description. What they're doing is linking to their Tumblr, Twitter and Pinterest pages. When I follow those through, I do see some ads on the Tumblr page, along with a lot of commission ads on their own website. So they're driving traffic to those from here in a roundabout way.

Posts: You can see the expected ridiculous number of likes, comments and shares, considering the number of likes this page has. Note that the most recent post on the left is pinned (that's indicated by the ribbon in the upper right corner of the post), and it's actually a shared picture from another humor page, Pleated Jeans. Viral sharing isn't just for your fans to do. ;) No monetizing links or even just supporting text in the posts, though I can sort of understand that with a humor page — the jokes are in the pictures, in most cases, text wouldn't add anything.

Notes: As noted above, the traffic from this fan page can eventually hit ads, but only if they follow the links found in the description. I might be a bit more liberal with the links throughout the posts. Other than that, this is a typically busy humor fan page.

Conclusion

Do not ignore Facebook, don't think it's just silly Farmville games and people trying to hit on the girl they went to high school with 20 years ago. Facebook is a traffic juggernaut. Its viral sharing component has become ingrained in the minds of its 800 million members. That's just such a huge membership that even a small percentage can account for potentially high profitability. Where else could you put together a community of 3million+ in less than a year? It's worth it to make sure you're using legitimate legal pictures that you have a license to use, and to play within the rules. After all, Facebook fan pages could be a long term golden goose for you, if you play them correctly!

PART 3: FREE BLOGGING SITES

Free blogging sites are a world where you have much more control over your content. The tradeoff is that you don't have the built-in traffic base of Facebook. However, many of the free blogging platforms contain viral components like friend lists and "reblogging" that can increase your blog's reach similar to Facebook's viralness.

There are many free blogging platforms such as Blogger, Posterous, Blog.com, Typepad, Weebly, LiveJournal, even Wordpress has their own blogging platform. For this chapter, though, I'm going to concentrate on what I feel is the best of the bunch for traffic building... **TUMBLR**.

I like Tumblr for a number of reasons. First of all, it's very quick and easy to set up an account and get a site going. If you're comfortable working online, you can open a new account and be stocking your Tumblr blog (aka Tumblog) within just a few minutes. If you're new to online, it's still simple, all you need is an email address and you're good to go. There's a very simple form to fill out, your account is set up and you're ready to go. Want to run more than one Tumblog? Just get another email address, that's what Gmail is for. ;) There are tons of free themes for your Tumblog, so you can make it look however you want. Simple is best, though, put the focus on the content. Plus, some of the layouts can really bog down the viewer's browser with unnecessary complexity.

Second, Tumblr has a number of features that are important for traffic building. Most important are the follow list and the reblogging features, but Tumblr also has blog post scheduling and optional integration with Facebook and Twitter. Tumblr also supports many third-party apps like Google Analytics and Feedburner. You can also follow other Tumblogs and their posts will appear in your dashboard feed, as will yours for anyone who follows your Tumblog.

Third, Tumblr is stable. They only slowly add features and don't do radical changes like Facebook did with their switch to the timeline. More than likely, you won't have to worry about re-doing your work.

Finally, most important, Tumblr has massive traction. Tumblr is currently rated by Alexa as the 20th busiest site in the US and 36th in the world. That's a lot of traffic, and it's reflected in search engine results. Just take a look at what I found when I searched for "self shot girls" on Google:

Notice that there are 225,000,000 results, and results #1 and #2 are Tumblogs. Not only that, results #6 and #8 are also Tumblogs. In other words, four out of the top eight results were free blog sites that anyone could've put up. In general, Google loves Tumblr, and I bet these 4 blogs get a LOT of traffic.

Tumblogs are pretty simple, plus we can't tell how much traffic a Tumblog gets, so I'm not going to have case studies like I did for Facebook. Instead, I'm going to break down some blog post and Tumblr settings best practices for you, plus show you the posting process.

Anatomy of a Good Tumblog Post

Let's look at a typical Tumblog post. This is a good example for patterning your blog posts:
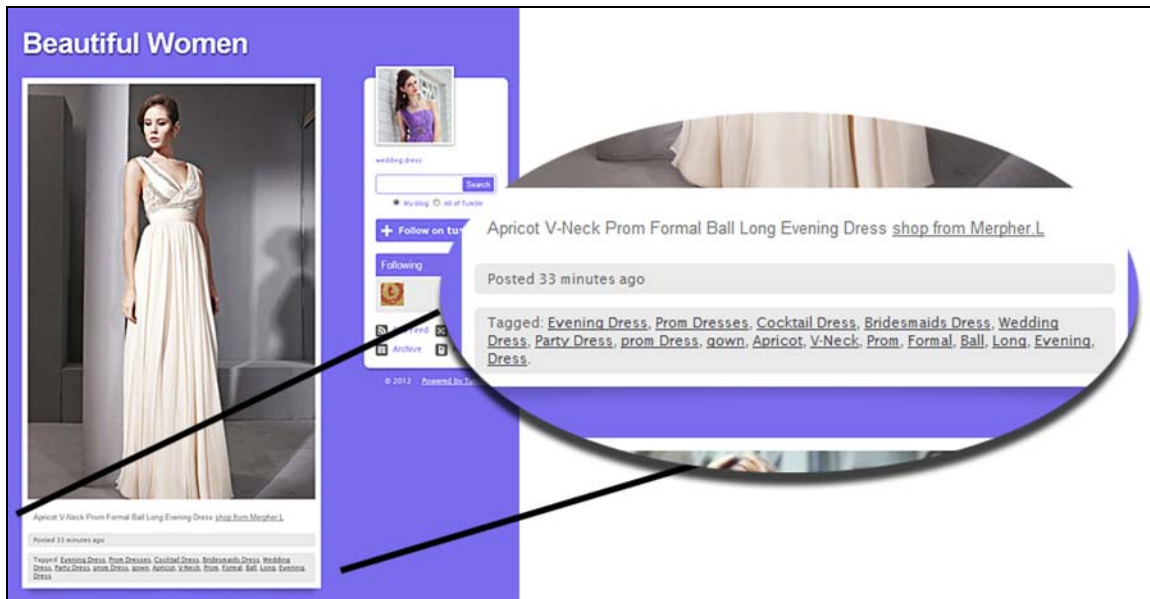
This is from a Tumblog designed to drive traffic to a formal dress website. Note that there's a nice big picture (though there are reasons for using a smaller photo, which I'll cover later). The photo is linked to the owner's website. The magnified area shows a simple single line caption (a wise idea for posts where the photo is the focus) with text link to the owner's website, plus a list of tags. The tags are used by Tumblr in their search engine, as well as by blog viewers who can click on the tags and find other similar posts on your site.

It's smart to ensure that your blog post caption has the most important keywords and keyphrases, while your tags have those keywords/phrases plus a wider selection of secondary words. You want your posts to be found, because other Tumbloggers will re-blog your posts, spreading your reach.

Tumblog Settings

There aren't that many settings for your basic Tumblog, but there are a few that are especially important for traffic-building blogs. You can access the settings by clicking the gear button at the top of the screen while logged into your account. In this example, we're going to make a sexy women blog.
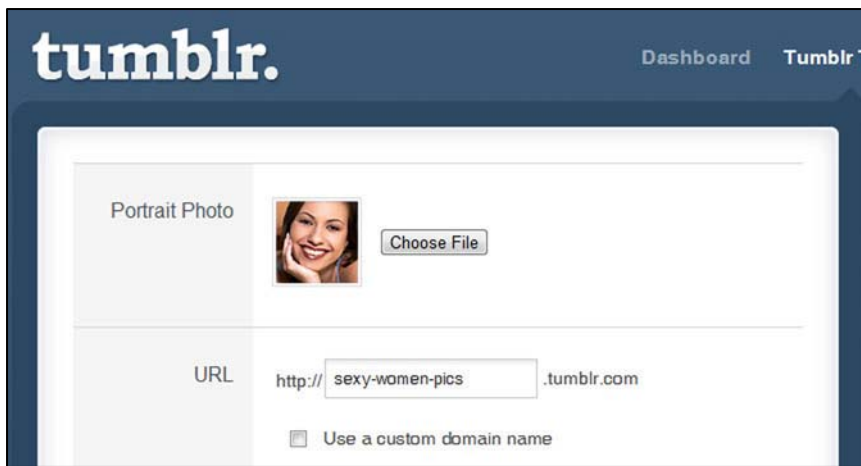
You can see here that I've selected a portrait photo or avatar. It isn't a photo of me, it's a photo of the sexy woman who will supposedly be running this blog (nothing says you have to be yourself on the Internet). I've also set up the URL for my Tumblog. You can use hyphens or not — two of the four Tumblr sites shown in the Google search results earlier had hyphens, two didn't. You can also use a custom domain name, but again, it really isn't necessary, as Google likes Tumblogs.

Scrolling down, you'll come to Facebook and Twitter. If you turn these on and sign into both of your accounts by clicking the accompanying buttons, then all of your Tumblog posts will be simultaneously posted on your Facebook and Twitter accounts. Make your own decision as to

whether or not you want that. If you're running multiple Tumblogs, you may not want this.
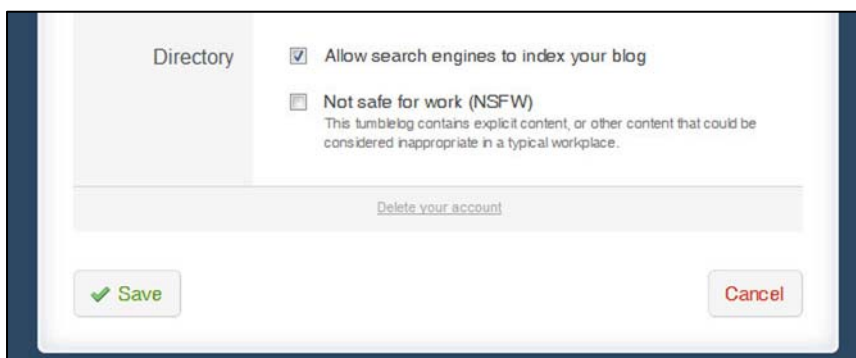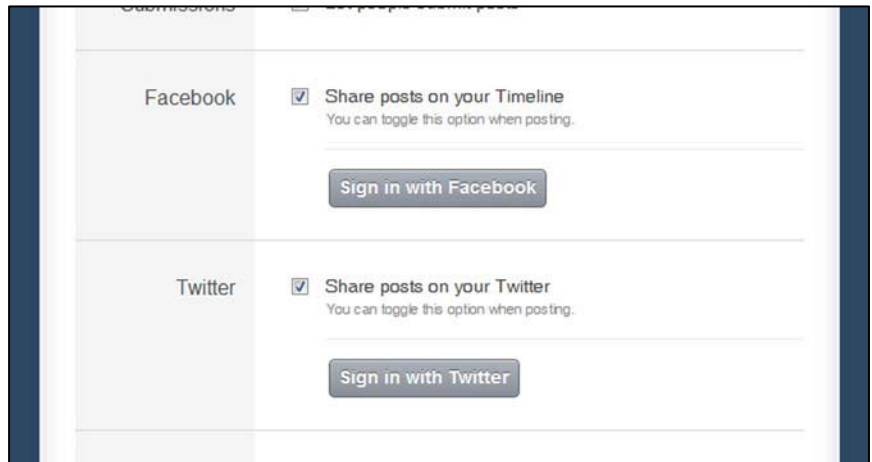
Finally, the last two settings have to do with the Tumblr directory. The first setting is whether or not you want to allow search engines to index your Tumblog. If your goal is to get traffic, I don't know why you'd want to have this turned off!

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The other check box is if you're putting adult content on your Tumblog (which IS allowed on Tumblr). That will list your Tumblog as being NSFW (not safe for work). Be honest on this one, you don't want to get in trouble over it.

Now we have a few blog customization settings that are important. You can access these by being logged into your Tumblr account, then visit your Tumblog and you'll see a button in the upper right of the screen that says "Customize" with a picture of a wrench. Click this button and make the following changes:

At the top of the Tumblog customization page is where you put your Tumblog title and description. Your title should match up with your URL which you entered earlier. The description should be full of applicable keywords and keyphrases, without being spammy — it should be readable and make sense. Then, scroll down the page and check the "Use descriptive URLs" setting. This allows you to have a few keywords at the end of each Tumblog post's individual URL. Otherwise, it'll just be the number Tumblr assigns, which has no usefulness from a search engine standpoint.
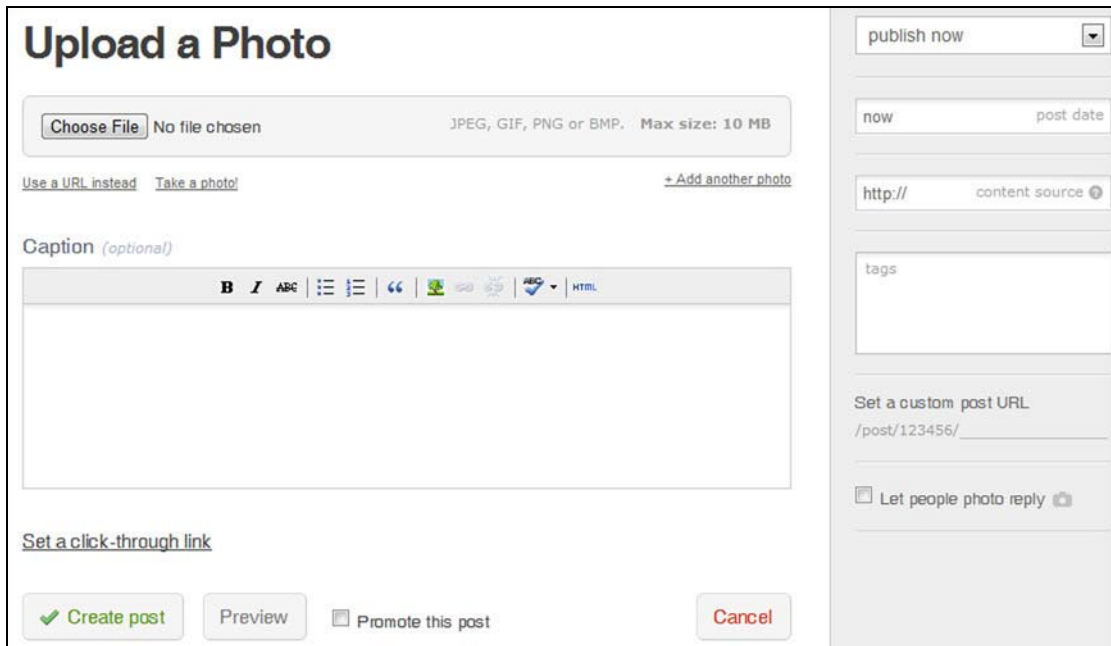
Making A Tumblog Post

To make a post on your Tumblog, log into Tumblr so you're at the Dashboard. You'll see this row of buttons along the top. For our example, we're going to make a Photo post on our Tumblog, so you'd click the Photo button with the red camera on it.
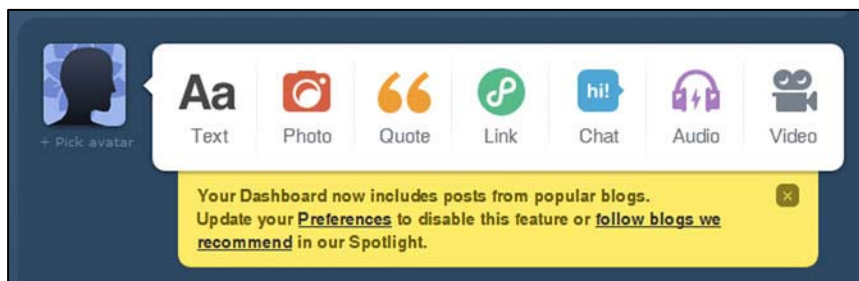
You'll be presented with the Photo post form, which will vary a bit from the posting forms for the other Tumblog post forms on the button bar. There are a number of things to fill out here, so I'll show you the

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empty form and go through the individual items, noting the smartest way to fill them out for maximum traffic potential.

First, click the Choose File button and select the photo you want to post. Note that you can select multiple photos, but I don't recommend this, for reasons I'll cover in the Tumblr Strategies section.

Next, click in the Caption box and type your blog post caption. Remember to include a link in every caption, and use keywords and keyphrases pertaining to the photo and your site, but make it readable, not a spam-o-rama. The caption box includes some simple formatting buttons at the top, including the HTML button on the right. But you don't need to use that to make a link. Just type whatever your text is for the link (keywords or a call to action recommended!), highlight over the text with your mouse, and the Insert/Edit Link button (4th from the right) will become active. Click the button and you'll get a popup window where you can enter your link URL, a title for the link, and whether the link should open in the same window or a new one. Always pick new window, so the viewer doesn't leave your Tumblog!

Once your caption is set up, click "Set a click-through link" under the Caption box. This is where you specify the link to be attached to your photo. You can use the same link you used in the Caption box or a different link, it's up to you. Just be sure to specify one, don't leave your photo unlinked!

Now go to the section on the right. The pulldown menu that says "publish now" and post date box below it is where you can schedule your post to appear at a later time, if desired. If you want to publish the

blog post immediately, just leave it set to "publish now." Otherwise, pull it down, pick "publish on..." and enter the date and time in the box below.

The "content source" box is not important, leave that blank. But the tags box is super important. List all of your keywords and keyphrases here, remember they're important for Tumblr's search engine.

Below that is "Set a custom post URL" where you can add a keyword or keyphrase that will be tacked onto the end of the post URL. If you use spaces, it will automatically replace the spaces with dashes once you move on.

The final selection, "Let people photo reply" is unimportant and can be left unchecked.

Note that I didn't mention the "Promote this post" checkbox at the bottom of the form. If you click it, you'll see that you can highlight the post for $2 and pin the post for $5. Pinning the post will make it appear for 24 hours at the top of the feed of everyone who follows your Tumblog. Highlighting the post gives you a choice of "stickers" to put on the post in order to draw your Tumblog followers' attention to it. To the best of my knowledge, Tumblr has not released any data as to the effectiveness of these pay-to-play options. For this reason, I don't recommend them.

Here's an example of the form filled in with bogus information. When you click the "Create post" button, the post will show up immediately on the Tumblog, since I didn't schedule it for later. It will look something like this:

Here we see the example post. It looks different from the blog post example I gave earlier because this Tumblog uses a different theme, but it still has all the essentials — the large photo, tags and caption. As you can see in the blown up section, I used a call to action for my caption's link text.

You may also notice that I have the photo's link branded on the lower right corner of the photo. This is a called a watermark. I highly recommend you watermark all of your photos with the end result URL that you're driving traffic to. The reason for this comes in reblogging. When my Tumblog's followers reblog this post, I have no guarantee that they'll leave the photo's link or the caption's link in place. If they strip those out, at least your photo will have the URL present, so someone who's interested can type it in. There are a number of free applications for Windows and Mac that you can use to watermark photos. Be sure to search for ones that can do BATCH work, so you can set it to watermark a few hundred photos, rather than having to do it manually, one by one.

Tumblr Reblogging

So now we get to the viral part of Tumblr. Your Tumblog posts get spread around the Tumblr universe by the other Tumblr users who follow your Tumblog. When you post something they like, they can reblog it onto their own Tumblog. Likewise, you can reblog posts from other Tumblogs onto your own.

Tumblr, however, gives the reblogger the flexibility of changing the photo link and caption. For this reason, you may or may not get traffic directly from rebloggers. However, the reblogged post will contain a link back to your Tumblog, helping to bring more Tumblr users to you.
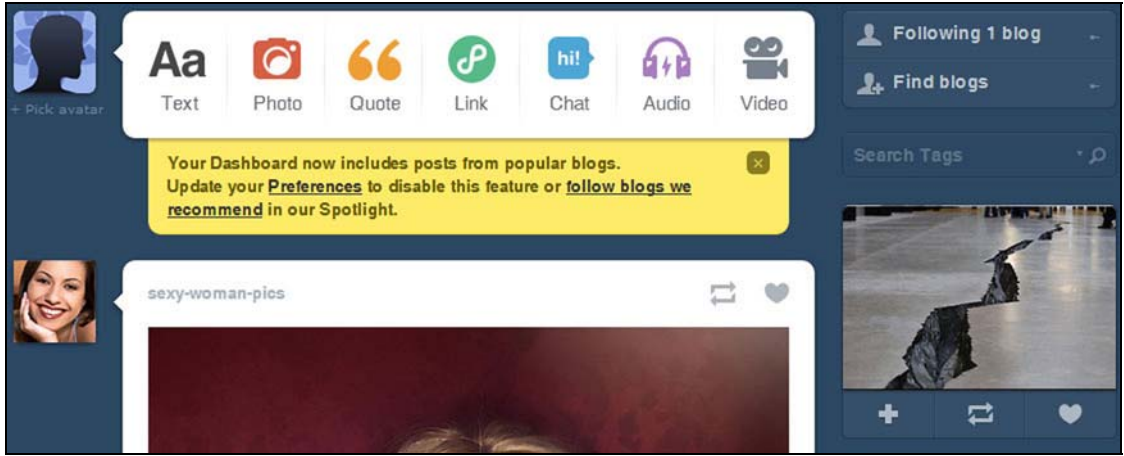
Here's what the feed of someone who's following your Tumblog will look like after you make a post, in this case, the example post made in the last section. Note the two buttons in the upper right. The top button tells how many Tumblogs you're following (clicking it will show you a list of the Tumblogs). The "Find blogs" button will take you into Tumblr's search engine where you can find Tumblogs with the subject matter you're in search of.

Another way of finding Tumblogs to follow is by putting a keyword or phrase into the "Search Tags" box below the buttons. This shows the importance of loading your posts up with applicable keywords and phrases. You WANT other bloggers to find your posts, and you WANT the bloggers to reblog them. In most cases (depending on the theme being used), the Tumblogs each blogger follows are shown on the pages of their Tumblog. This can, in turn, bring traffic to the followed Tumblogs.

 To reblog a Tumblog post, click the button that looks like two arrows (by the heart) above the posts's photo. That will bring up a shortened version of the posting form, as shown at right. It is the reblogger's option whether or not to leave the original description and photo link. In this case, the original caption will be left, with an addition below it. A new photo link is entered.
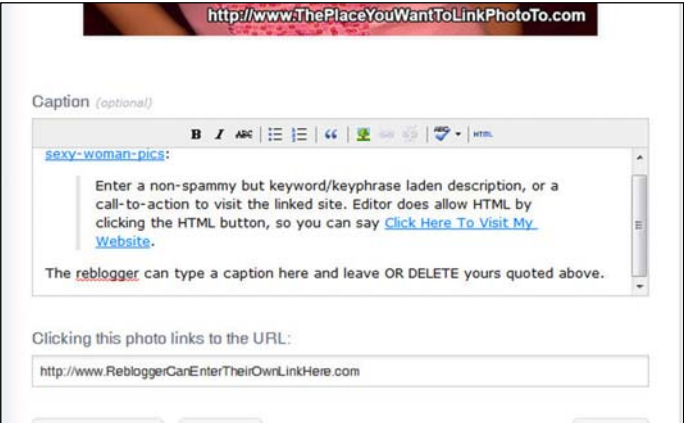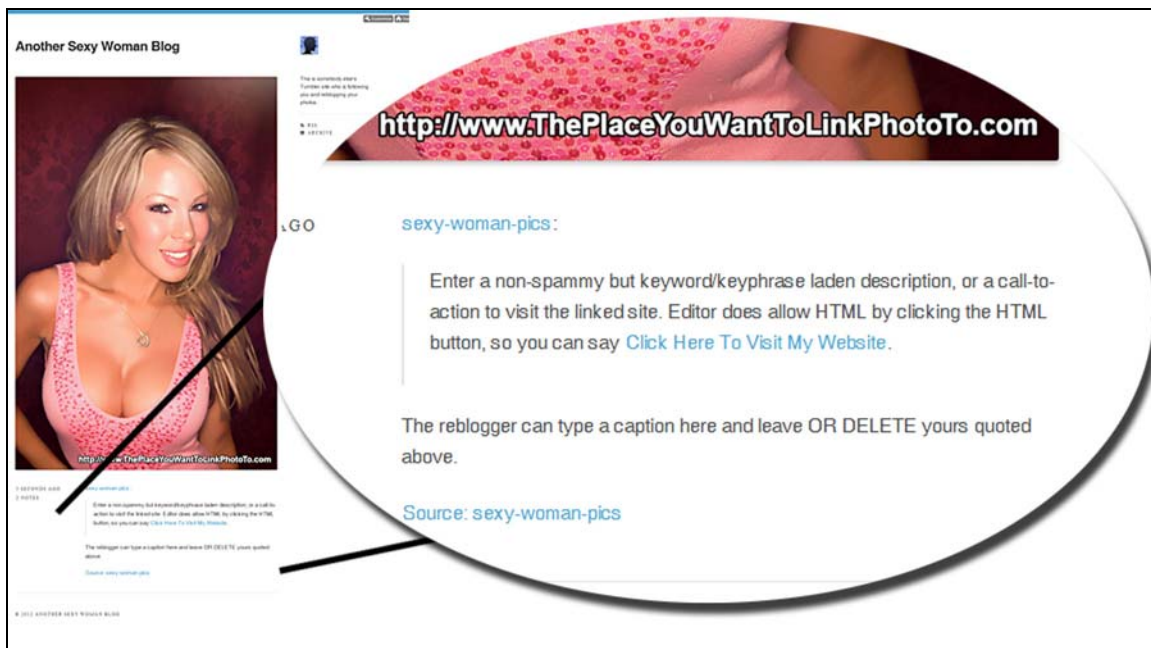
Here's what the reblogged post looks like on the reblogger's Tumblog. Since they followed good etiquette and left the original caption, it's quoted in the new caption, along with the additional added line. They did, however, change the photo's URL link to their own. That's why it's important to watermark your photos with the URL you want people to go to. The Source link at the bottom links back to the original Tumblog.

Even with the potential downsides of losing photo and caption links, the reblogging features of Tumblr present a significant opportunity for viral spreading of your content. And think back to those Google results I showed earlier. If one of those Tumblogs reblogged one of your posts, you'd get a bit of the traffic that comes into those Tumblogs for yourself!

Tumblr Strategies

I cannot overemphasize the importance of RELEVANT keywords and keyphrases in your caption and especially your post tags. Be sure your caption is readable and makes sense — a Tumblog full of nonsensical keyword stuffed captions will not retain followers. Keep in mind, as well, that the caption IS indexable by search engines like Google, so a relevant description will help pull in traffic that way. But, stuff that tag box full of relevant keywords and phrases, because that's how potential followers will find your posts in Tumblr's search engine.

Even though the posting form gives you the opportunity to add multiple photos to a Tumblog post, I recommend sticking to one photo per post. Why? Because you should get as many posts as possible from the pool of photos you have available for use. There is no real benefit to having multiple photos in a single post, for what we're doing.

In my example post, I used a large photo. I would recommend, however, that you shrink your photos down. Why? Because Tumblr visitors are trained to click on smaller pictures, anticipating a larger photo to pop up. That's how most Tumblogs work. However, remember, you are linking your picture to where you want to send them. If you have a large photo, they're less likely to click than they would be with a smaller photo. Present a smaller photo and you'll get more photo clicks.

Finally, ALWAYS watermark your photos with the URL you want viewers to visit. True, there will be a link back to your Tumblog when your post gets reblogged. But it doesn't hurt to have that extra URL in there, even if it has to be typed in. If your photo is compelling enough, many people WILL type it.

Conclusion

Tumblr presents an easy and FREE way to put up additional traffic-building outposts that have the power of spreading virally, combined with search engine love. Once you get things going on Tumblr, start exploring the other free blogging platforms I mentioned at the start of this section. They each have their strengths and weaknesses — I just happen to think Tumblr offers the best combo of ease and results. However, the more the merrier, you cannot have too many nets out when you're fishing for traffic.

PART 4: TWITTER

I'm going to cover Twitter briefly, because I believe that it is not the traffic powerhouse of the other methods described in this guide. However, it does belong in your toolbelt and, the cross-posting functionality of many other services make it little or no work to maintain a Twitter account.

I'm not going to go through the process of setting up a Twitter account, as it's easy and self-explanatory. However, I'm going to show a Twitter account in one of the three power niches, so you can see what they're doing, as well as what they could improve.
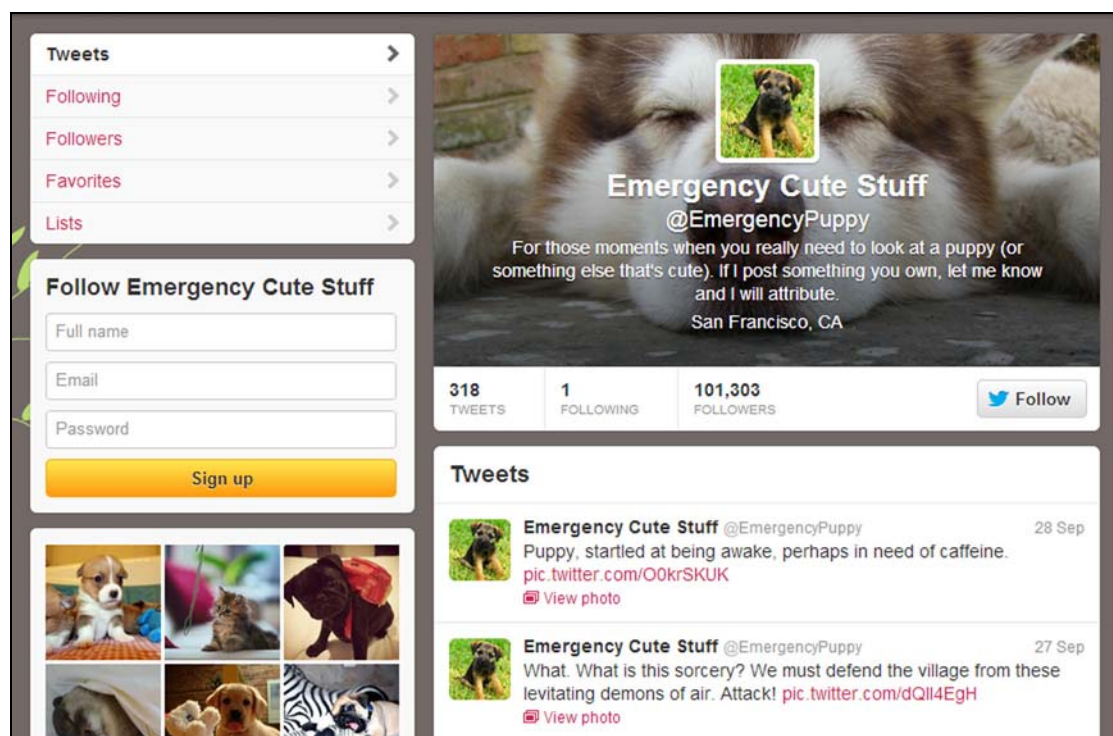
This is a Twitter account that shows cute puppy photos. Note that they are only following one other Twitter account, yet they have over 101,000 followers. This shows that they aren't depending on other Twitter accounts for their traffic — they're either feeding their Twitter account with visitors from their own sources, or it's organic traffic.

Each of their Tweets leads to a photo. They're doing a great job of coming up with creative one-liners to make you curious about the photo they're linking to. Who doesn't want to see a puppy who just woke up? I know I clicked the link. I guarantee that each photo they post gets retweeted by many of their

followers, spreading their reach virally across Twitter. There are probably some people copying the photos and posting them on their own Facebook profiles and elsewhere.

So what are they doing wrong? Simple. WHERE ARE THE LINKS? The only links are to photos hosted by Twitter. Most photo-hosting sites will simply display your photo along with the text of the accompanying Tweet, no other links. For this reason, if I were going to do this seriously, I think I'd find a rather short domain (doesn't have to be .com) and set up my own private photo hosting site. I'd want each picture shown on a page with the Tweet text, as well as whatever additional text and links I wanted. That way, linking from the Tweet to the photo would produce some usable traffic.

They also do not have a link in their header description to their own website or Facebook or offer or anywhere. This is a missed opportunity. Be sure you link to your site from within your Twitter header description!

PART 5: WHAT TO DO WITH THE TRAFFIC?

Ok, so now you've built all this stuff and the traffic is starting to come in. What should you do with it? Obviously this should've been in your mind from the get-go, because the end result can help dictate the steps you need to take in building your traffic outposts. I saved this chapter for later, though, because you also need to have an understanding of the different traffic sources and methods, so you can see the big picture.

A Word About Link Redirection

I would strongly advise you not to link DIRECTLY to the website or offer that you are sending your traffic to. Instead, you should use link redirection. Link redirection allows you to post a link on, for example, your Facebook page. The posted link is only an alias for the real link. When someone clicks on the posted link, they are bounced over to the actual real link.

Why would you want to do this? Two simple reasons. First of all, many URL redirecting and shortening options will track stats that you wouldn't get if you were, say, sending your traffic directly to a third party commission offer.

More important, though, it gives you the capability of changing the destination for the traffic from that redirected link. Suppose you are running a cute puppy Facebook page and you decide to link to a puppy housebreaking ebook offer. You set up 30 posts linking to the offer over time and, unfortunately, discover that the offer just isn't converting for you. If you put the actual offer link in the posts, you'd have to go back and edit all of them. And you could only edit the posts YOU made, not any viral spreading of that link.

With a redirect system, though, it's as simply as logging in and changing the destination URL. ALL the incoming traffic from that particular alias link is instantly diverted to the new destination. You can also use this for split testing multiple offers by running one destination for 24 hours, then log in and change the destination for the next 24 hours. Compare results and see which offer converted better.

Build An Email List

Another strong play is to build an email list in addition to wherever you're sending your traffic. When you have an email list, you can contact them whenever you like with emails mixing valuable information with offers that you make money from. Email marketing can be quite lucrative if you have highly targeted lists and don't just relentlessly hammer them with marketing emails. Give them a reason to WANT to stay on your lists and they'll respond to properly targeted marketing offers.

The best way to do this is to develop some kind of digital giveaway item which is applicable to your target market and would be in demand — a PDF document on teaching your puppy to stop barking, for instance. You then put what's called a "squeeze page" in between your traffic source and your destination URL.

The squeeze page has information on your freebie giveaway, along with a form for the visitor to enter their name and email address into. Those who do are forwarded along to the destination URL and will receive an email with a link they must click in order to confirm that they legitimately submitted their email address. When they click that link, they're taken to a page where they can download their free document.

In order to do this, you'll need to be working with an email list service. The service will maintain your email lists for you, they'll handle the confirmation process, and they'll handle unsubscriptions. They will also provide the form to put on your squeeze page. You send your emails through the service, they'll take care of the rest. I'll give you some recommended email list services in the Resources section at the end of this guide.

Funnel Traffic To Your Own Websites

If you run a website or group of websites, the traffic methods in this guide are perfect for building traffic. At the start of the guide, when I was talking about the most responsive photo groups, I mentioned that photos of sexy women could be used to build traffic for male-oriented websites. A perfect example would be a site about beer. If you wanted to increase your incoming traffic, you'd be pretty well targeted with that. Most men who like to look at photos of sexy women also like to drink beer, and vice versa.

Another example would be if you sell pet supplies. A pet supply website would be well served with a group of photo traffic sources showing cute puppies and kittens. Or maybe a separate group for each, that way you could filter the puppy traffic to dog items and kitten traffic to cat items.

If you want to go this route, re-read the case study on the Sexy Actresses Facebook page. Go examine what they're doing, especially how they have separate sub-niched Facebook pages, all feeding their site with photo traffic.

Funnel Traffic To Affiliate/CPA Offers

If you don't have a site of your own, you can send traffic directly to niche-specific affiliate or CPA (cost-per-action) offers. Affiliate offers generally pay you a commission when a sale is made, while CPA offers typically pay when the visitor does something, like fills out a survey. This is not as long term a model as building your own community (which you can market to over and over), but it is a way to make money as soon as you have traffic coming in. Don't forget to employ link redirection, so you can switch which offer you're sending traffic to at will.

Sell Traffic To Other Websites

Another option for those without a website is to sell the traffic to other websites. Either hunt out sites within your photo niche and contact them directly, or use the services of a traffic broker. Either way, this is a much less lucrative way to make money, especially if you have a broker who needs to get paid in the middle, because you are selling traffic in bulk. However, you also don't have to worry about whether or not your traffic converts, as you would sending it to affiliate offers. Don't forget to employ link redirection, so you can switch which client/broker you're sending traffic to at will.

Facebook Offers

Facebook Offers are a fairly new way for you to present special deals and sales to your Facebook page fans. A Facebook Offer is basically a coupon you create that shows up in your fans' newsfeeds, showing a picture of the item, a headline and a link to the offer. It also shows how many people have claimed the offer — important social proof which can psychologically raise conversions.

When one of your fans (Jim) redeems the coupon (whether offline or online, depending on your business), the offer will appear in Jim's friends' newsfeeds, with a notation that Jim used the offer. This combines viral with friend recommendation and can potentially boost your offer bigtime.

To create a Facebook Offer, click the Offer/Event link at the top of the posting box. You'll get a form where you can fill out all the pertinent details, including if the offer will be redeemed online, offline or both. You'll set a budget for the offer, which will determine how many people see your offer.

Because Facebook Offers are not free, I would save this for when you have a very large fanbase for your page. Then, present them with a very specific offer that matches the audience and subject matter of your page. For example, if you're running a Dalmatian fan page, present them with an offer for a discount on a "How To Train Your Dalmatian In One Week" ebook. And don't slam your fans with tons of offers, you'll have diminishing returns and people unliking your page. Space them out and just put them through occasionally and you're likely to see a much better return with few unlikes.

For more information on Facebook Offers, go to http://PatDigs.com/facebookoffers/

eWhoring

I saved the most controversial money-making method for last. I'm strictly giving you information here, I am neither advocating this method nor am I advocating against it. I am not going to give you all the information you need in order to do this. You need to use your own moral judgment as to whether or not you want to dabble in this. If you want to do it, you'll have to research it on your own. I am simply reporting what some people are doing.

eWhoring is the common name given to putting up websites, blogs or Twitter accounts run by a persona other than yourself. The persona is almost always female (because men are stupid enough to fall for this), almost always sexy (again, because men are stupid enough to fall for this), and almost always is sending traffic to either a dating or webcam affiliate offer (and again... you get the picture). The persona must be presented in a believable way and do blog posts or tweets the way a real person would. The more believable the persona, the more clicks it will generate. Is this lucrative? It can be. Is it ethical? No way. Is it moral? No way. Is it legal? Gray area. Proceed with caution.

PART 6: FINAL WORDS

In this guide, I've shown you that not only are photos worth a thousand words, they can be worth a thousand clicks. Sometimes 100,000 clicks. Photos are the most virally shared media across multiple platforms. With the knowledge you've learned from this guide, you can exploit those platforms to build powerful traffic pumps that will send traffic longterm and will grow exponentially through viral sharing. The next step is yours, and that is to...

TAKE ACTION.

This knowledge is worthless if you leave it unused.

Also, you should now have enough knowledge to be able to find other opportunities for photo traffic. There are multiple free blogging platforms out there. Explore and test each one, find out how their viral sharing works, find out how their linking works, and build from there. And new photo traffic opportunities will continue to be built. There's no reason not to try out new sources, as you may find one that outdoes your current efforts by multiples.

The only limitation is what you place on yourself.

I hope you are able to mine tons of productive traffic and would very much love to hear about your photo traffic successes! Please contact me anytime at feedback@PhotoTrafficPower and let me know what you've accomplished. It will be held confidential if you request, or I may want to use you as an example in a future update!

Thanks for reading, and best of luck with your business!

Pat Flanagan

RESOURCES

Buyout Photo Sources

A "buyout" is when you purchase unlimited usage rights to a batch of photos. Usually, you will be allowed to do whatever you want with the photos, except for reselling them. These are your best bargains for bulk photos.

- Wave Resources LLC - http://PatDigs.com/waveresphotos/
    Excellent source for high quality female model photos in varying size packages
- Ca$hFaces - http://www.PatDigs.com/cashfaces/
    Pre-cropped face photos for advertising, including Facebook ads

Stock Photo Sources

If you deal with a stock photo company, be sure you read the license terms THOROUGHLY. You don't want to end up having to pay thousands of dollars to settle an accidental violation! Be sure you have selected the rights to use the photo outside your own domain, if available.

- Fotolia - http://PatDigs.com/fotolia/
- Dreamstime - http://PatDigs.com/dreamstime/
- BigStockPhoto - http://PatDigs.com/bigstockphoto/
- 123RF - http://PatDigs.com/123rf/
- Veer - http://PatDigs.com/veer/

The following are larger agencies and tend to be more expensive. Shutterstock does offer a subscription plan, though, that can be cost effective for large volume users.

- Shutterstock - http://PatDigs.com/shutterstock/
- iStockPhoto - http://PatDigs.com/istockphoto/

Mailing List Companies

- GetResponse - http://PatDigs.com/getresponse/
- Aweber - http://PatDigs.com/aweber/

Link Redirection

- Yourls (Your Own URL Shortener) - http://PatDigs.com/yourls/

Dating/Singles Affiliate Programs

- Fling/ BlackFling/Meetlocals - http://PatDigs.com/fling/
- DatingGold - http://PatDigs.com/datinggold/
- LoadedCash - http://PatDigs.com/loadedcash/

General Affiliate and CPA Networks

You will need to apply to the following networks and you may or may not be accepted. You may need to provide an address for an existing website. Be sure to read the terms and conditions for the network and the individual offer you'll be promoting, to ensure you're doing things according to the rules. You don't want to lose your commissions!

- AdscendMedia - http://PatDigs.com/adscendmedia/
- CashAds - http://PatDigs.com/cashads/
- Clickbank - http://PatDigs.com/clickbank/
- Commission Junction - http://PatDigs.com/commissionjunction/
- Linkshare - http://PatDigs.com/linkshare/
- MaxBounty - http://PatDigs.com/maxbounty/
- Peerfly - http://PatDigs.com/peerfly/
- ShareASale - http://PatDigs.com/shareasale/

OTHER ITEMS YOU MAY BE INTERESTED IN...

Instant Book Covers Kindle Edition

Do you publish books for Kindle or other e-readers? Tired of paying a graphic designer for your cover graphics, or spending tons of time creating them yourself? These professionally designed cover templates are editable PDF files — you can change the text and insert your own photos without Photoshop and without any graphic design experience whatsoever! All you need is the free Adobe PDF reader software that you probably already have on your computer anyway. Eight great looking eye-catching designs, each available in eight colors... you're guaranteed to find the perfect cover for your book which will make it shine (and sell!). You can also create covers and sell them to other authors! http://PatDigs.com/ibckindle/

800 Erotica/Dating/Seduction Display Ad Templates

Do you promote dating sites? How about "how to pick up girls" ebooks and courses? Don't pay a designer to create display ads for you, use these editable PDF templates and have dozens of ads in minutes! Each template is already set up with a photo of a sexy woman, you just open it in the Adobe PDF reader, add your text, and then follow my simple instructions for converting it to a JPG. 4 different layout designs, 100 different model photos, each template comes in 8 colors, for a whopping 800 templates in this affordable package! All photos are fully licensed and legal for you to use (and they're hot, too!). Get the Developer license and you can make ads to sell to other marketers for extra $$$! http://PatDigs.com/800templates/

Ca$hFaces

It's a proven tested fact that human faces on online ads not only increase click rates, they increase the conversion of the offer the clicks are sent to, even when no face appears on the landing page! Ca$hFaces has 300 attractive female faces, all fully licensed and legal for you to use, pre-formatted to 8 square sizes ranging from 30x30 pixels up to 200x200, plus the 99x72 Facebook Ad size. Also included are Photoshop PSD templates for all 12 Google Adsense banner sizes! A whopping 12,600 sales-pulling graphics and banner templates, ready for you to use! http://PatDigs.com/cashfaces/

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