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# **Google, Blogging And Traffic Secrets From The Pros**

If you've got a blog and would like to learn a fast and straightforward method for obtaining free traffic and search engine rankings, this article shows you everything you wanted to [know, step-by-step](#).

Before we move forward I want to talk about obtaining traffic and why a good amount of bloggers get it wrong.

Up to 89% of blog owners think about traffic as hits, and put people all together. They're looking at traffic as statistics, and forget the fundamentals - at the end of the other line there's a breathing human being; with probably the same problems, wants as you.

If these bloggers would not look at traffic as hits, and can offer thought on who they actually want to attract, and who are they really talking to on their blog, traffic generating will not seem tough anymore.

Yes, for many bloggers [traffic generation is rocket-science](#).

After you master the fundamentals, blogging for traffic can seem a complete breeze. Just look around, and notice the professional bloggers out there. Do you think they're searching for traffic? Not at all; they are most likely not actively generating traffic. They create traffic work for them.

Here is an illustration to make my point across:

Imagine blogger A [the newbie] on the other side of the road... making an attempt to draw in the attention of the audience [the cars on the street and folks around] holding a BIG red sign "Visit my blog ->"

Now picture blogger B [the professional] who has an entire army of people and cars advertising on his behalf, every one across the road.

89% of bloggers are trying too hard to get their traffic; they are publishing articles and writing blog posts; dabbling with SEO, Twittering, forum marketing, and so on.

A tiny percentage of the bloggers out there acknowledge the power of leveraging so they're taking advantage of other people's traffic, rankings and authority.

If you wish to get on the boat of professional bloggers, then you have got to act like they act and do what they are doing:

Step #1 - think BIG and keep your focus [know who are you really talking with; who's your ideal consumer?]

Step #2 - run interviews, ad swaps and blog roll exchanges with like-minded bloggers in your field and industry

Step #3 - never pay for advertising unless you've got your metrics tested and proven [for e.g. you know exactly your visitor value - click and lead revenue]

If you are aware that for each visitor to your blog, you're making \$1 a month on average, then you almost certainly could afford to pay fifty cents per unique visitor; you'd reap half a dollar as profit, right?

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