

Chapter 5: How to Siphon Free Traffic and Leads from High-Traffic Authority Websites

In this chapter...

- What is an “authority website?”
- How to find the high-traffic authority websites that can help you grow your business -- fast
- The # 1 mistake marketers make online
- 3 things to do BEFORE you interact on any authority site
- 3 ways to approach authority sites that create trust, build relationships, and grow your credibility
- Your Authority Website Checklist

By now it should be really obvious to you that building traffic, getting leads, and growing your business’ Internet presence is not a “get rich quick strategy.” It requires work.

The most important work you’ll need to do is NOT trying to “trick, scam, or fool” the Internet into making you rich.

The most important work you ever have to do is to build relationships by building trust.

And if you try to build relationships and trust using “tricks, tips, and shortcuts,” you’ll never succeed in business.

It’s just that simple.

That’s why I keep stressing that you be honest. Be yourself. Be authentic. And contribute value to your every interaction online.

In this chapter, I’m going to continue that conversation by showing you how to “infiltrate” high-traffic authority websites by continuing to be honest and authentic and focusing on providing value.

What is an “Authority Website?”

An authority website is any place people trust online to get their questions answered or their problems solved. Here are examples of some of the “biggies:”

- Want to know which printer to buy? Visit the computer industry authority sites like CNet or PCWorld.
- Want to know about Search Engine Optimization? A site like SEOBook is a great place to get questions answered.
- How about getting your copywriting questions answered? Look at CopyBlogger, ProBlogger, or Writer’s Digest for help.
- For information about health and wellness, some of the biggest authority sites are WebMD, and the MayoClinic.
- For information about network marketing and home business building, BetterNetworker is one of the most trusted authority sites online.

Authority websites are usually interactive. They include blogs, and some of them include forums and discussion boards for people to ask questions and contribute information in an ongoing, conversational

way. And each blog, forum, discussion board is a community of people with its own look and feel and culture, its own “rules of engagement,” and its own personality.

You’ve heard the expression, “It’s not WHAT you know -- it’s WHO you know.” I’m going to go one step further and say it’s also “WHO knows YOU, and do they recommend you?”

Authority websites can be a great way for you to expand your “circle of influence” so that more people know you, like you, and trust you. Over time, your relationships with authority sites will definitely help you promote your business, drive traffic, and create leads. In other words, you’ve got more people who know you and can recommend you.

Once you get accepted as part of the community of an authority website, it’s like you’ve got their endorsement. And that’s huge. You can leverage that relationship to get page views, click-throughs, and valuable backlinks that prove to Google you’re a real person with real content and real value.

But you’ve got to approach them and participate in just the right way. Remember? It’s all about creating trust and building relationships.

It’s also about **doing your research to find the authority sites and online communities that are the best fit for your business and your niche.** And trust me, your average marketer won’t even bother to do this part.

How to Find the Best High-Traffic Authority Websites to Help You Grow Your Business – Fast

Your average Jumla Juice marketer is going to try to short cut this process. He’ll scratch his head for a few minutes, go to Google and type in “blogs about the Jumla fruit” and find next to nothing. Then he might search for “blogs about network marketing,” or worse, “mlm blogs.” All he’ll find is page after page of spam (I’ll explain why in an upcoming rant a little later). Then he’ll give up.

That’s because the average Jumla Juice marketer doesn’t have a clue about how to find the authority sites, blogs and forums that are the best fit for him. And he doesn’t want to do the work necessary to build relationships.

Guess what. That’s great news for you!

I’m going to share a secret source here that most marketers don’t even know exists. It’s the “mother lode” of information about blogs. Using this source, you can create a list of 25 authority sites to work with in less than a couple of hours. Then all you have to do is approach them with a plan.

Here’s exactly how to find the best authority sites for your niche:

1. Think of 5 topics or subjects that are related to your business and write them down.

Try to think beyond the obvious...outside the box. You’re looking for subject areas that overlap with your product or service.

JUMLA JUICE EXAMPLE

For Jumla Juice, for example, we might list topics like “aging; weight loss; natural health; and of course, marketing and home-based business.”

2. Now visit [AllTop](#), the go-to source online for information about blogs.

In the search box, type in one of your topics or subjects. Our Jumla Juice topic “natural health” is going to reveal a list of dozens, if not hundreds of websites and blogs focused on natural health. Now don’t get too excited...you’ve got to do some detective work first.

3. Go through the results and pay a quick visit to each website.

What you want to look for is the size of their list. Some of the bigger sites will proudly post their number of subscribers or Twitter followers or Facebook “likes” and “shares.” But for others, you might need to dig a little. Use Alexa to see if you can figure out their traffic. Any site with 5-10,000 subscribers is a good place to start.

4. Look at how many comments and shares they get on their blog posts

This is the key to finding out how engaged this website is with its readers. If the average article only gets 1 or 2 comments (or worse, zero), scratch the site off your list. It means there’s very little “conversation” going on here.

You’re looking for sites that engage their readers and visitors. If you find that they get comments on almost every post, and those comments are responded to by the site owner on a regular basis, add this site to your target list. It’s a trusted site, has loyal followers, and has ongoing interaction.

5. Compile a list of 5 target sites for each of your related topics or subjects.

Once you have identified a site with moderate traffic or subscribers (5-10,000) and active commenting, sharing, and liking, add it to your list. Your goal is to create 5 possible blogs or websites for each related topic.

If you’re new at this, it might not be reasonable to aim for the huge sites (like CNet or CopyBlogger or WebMD right at first). That’s why I’m recommending you start with medium-sized sites for your list...then aim higher as you get results.

Once you’ve done this research, you’ll have a target list of 25 trusted “authority sites” where you can start developing relationships and contributing value. Then your job is to work with them one or two at a time to begin relationship building and providing value to make yourself known.

Don't skip this step. There are dozens...hundreds...of success stories from people who have used this exact approach. Why not aim at becoming one of them?

Now that you've got your list of 25 authority sites, it's time to figure out how to approach them for maximum positive impact.

The # 1 Mistake Marketers Make Online

Before we talk about approaching your target list of authority sites, let me rant for a minute and show you the number one thing **NOT** to do online.

I'm sure if you've spent any time at all in online forums or reviewed blogs that aren't very good at filtering their comments, you've seen stuff like this in people's signature lines:

"MAKE MONEY FAST SELLING JUMLA JUICE!!! CONTACT ME TODAY"

Hot new MLM growing like crazy...get in on the ground floor!!!

JOIN MY DOWNLINE RIGHT NOW by clicking here:

<http://www.make-a-zillion-dollars-overnight-in-mlm.com>

See you at the TOP!!!

Des P. Ration, Jumla Juice Distributor

I've seen junk like that in more places than I can tell you. And probably so have you. On news sites. Political blogs. Financial blogs.

It's that kind of stupid, pointless, childish nonsense that has given network marketing such a bad name. It's aggressive. It's desperate. It's slimy. It's lazy. **It's SPAM.** And you know what?

It doesn't work. Ever.

It's the kind of stupid approach that will get you kicked off of any respectable authority site faster than you can say "ban hammer." And it's the kind of stuff that has caused the search engines to literally slam the door shut on anything having to do with "mlm," "network marketing," and "multi-level marketing."

In reality, a few rotten apples HAVE spoiled the online barrel.

Okay, now that I got that off my chest, I hope I have your attention. ;D

Look. If you want to “infiltrate” the key players and high-rollers in your niche or chosen topic area, you have to play like a grownup. That means you have to be respectful. Polite. Smart. And use your “indoor voice.”

3 Things to Do BEFORE You Interact on Any Authority Site

Now that you have a list of 25 possible authority sites to participate in, there are a few things you’re going to want to do before you jump into the conversation. And there really are no shortcuts here.

1. “Lurk” with a purpose.

“Lurking” is like online eavesdropping. You just sit in the background and watch how conversations work on your chosen site. Your purpose is to gather information about

- the site itself
- the key players who participate most in the comments and conversations
- the site owner and how often they jump in and respond to comments
- the “feel” of the way they talk to and interact with each other (Are they formal? Funny? Sarcastic? Do they swear? Are they supportive? Friendly? Do they talk politics? Use real names? You get the idea.)
- the hidden rules of the “culture” about signature lines, links, and recommendations
- what people are talking about – problems, issues, fears, desires, and the solutions they’re looking for
- what kinds of articles or blog posts are written, and which ones generate the most comments, likes and shares (a tip is to look for a “most popular posts” section and analyze what’s there)
- does the site accept “guest posts?”

After you’ve lurked for a while and gathered all the intelligence you can, do one more thing.

2. Create a signature line and/or profile for each site that follows the rules about “how things are done” on that particular site

Here’s a basic fact of human nature: people tend to trust and hang out with other people like themselves. That’s why it’s important for you to follow the rules and manners of your target site until they get to know and trust you, instead of “belly-flopping” onto the site and embarrassing yourself – or worse.

If you see links and gravatars in signatures, go ahead and include them in yours. If people recommend links in their comments, go ahead and recommend links. And if they share social media links, go ahead and include yours. Remember – “when in Rome, do like the Romans.”

3. If the site has rules or “terms of service,” make sure to at least read them.

That way, you can understand the group’s culture and rules of behavior and “fit in” right from the start.

Okay. Once you are confident that you have a good “feel” of this online community, it’s time to participate. There are several ways to do it. But keep in mind, it’s all about adding to...not subtracting from...what’s going on.

3 Ways to Approach Authority Sites that Create Trust, Build Relationships, and Grow Your Credibility

The most important thing to burn into your head if you want to master attraction marketing is that **nobody cares about you, your business, or your opportunity. They care about themselves, their problems, their wishes, hopes, desires and fears.**

If you ever stand a chance of building relationships with online communities, look for ways you can solve their problems, overcome their fears, and help them achieve their wishes, hopes and desires.

With that in mind, here are three ways to participate:

1. “Follow, Like, Share, or Tweet”

If you want to create good “mojo” for yourself, “follow, like, share, or tweet” the site owner or the site itself. I’ve found that when I follow somebody, they usually follow me back. What goes around comes around.

As you read comments, if one stands out in your mind, do the same for the commenter. Follow, like, share or tweet.

What you’re doing here is building your own “tribe” of like-minded people. That tribe can make or break your business success!

JUMLA JUICE EXAMPLE

For Jumla Juice, I would at the very least “follow and like” the authority sites I’ve identified in each of my subject areas, trusting that many of them will “follow and like” me back. That’s going to help me grow my “tribe.”

2. Comment on blog posts.

When you come across a blog post that provides value to you, comment on it. But if your goal is to build relationships, you have to do more than just say “great post” or “I agree.” Comments like that don’t add anything to the conversation.

Commenting is your chance to step out and make yourself known as somebody who contributes value. Add your opinion. Tell them what their post helped you do or made you think about. Share

your approach to the situation or how you solved a problem like they're writing about. **Add something of value to the conversation.**

Oh, and make sure to include your blog-specific signature!

JUMLA JUICE EXAMPLE

For example, let's say I run across a blog post about building a business with a low advertising budget on one of the marketing-specific sites I identified for Jumla Juice. The blogger had some great links about generating traffic and leads for his website. My comment might be something like,

*"Wow, Bob. Those were some great links. They really helped me solve my problem with YouTube. But I notice you didn't mention **Budgeting for Small Business**, a great book recommended to me by my friend Jane. Have you read it? I got 3 fantastic tips about using Twitter to generate leads. Here they are..."*

Cheers!

Mike Dillard

<http://www.mikesjumla juice.com>

See what I did there? I told Bob how his post helped me, and then I gave him a resource and solution in return. I was **natural, conversational, and I didn't try to sell him anything!**

There really is no "formula" to follow. **Just be your real self and look for ways to add value.**

3. Participate in forums.

In online forums, people seem to talk more in depth about issues, problems, and solutions. If you find a rich, topic-specific forum related to one of the subject areas, don't be shy about diving into the conversation, following its threads, and looking for ways to move the conversation forward.

Just like you do when commenting on blogs, you want to make sure that you are creating "good mojo" for yourself. Remember? Give without want. That's what draws people to you!

In your forum post, don't hesitate to offer advice, solve problems, or point people at sites you've found valuable. You definitely don't want to blatantly advertise. But if you've got value out of something, or can point someone at a resource, don't hold back! you're building yourself a reputation as a problem-solver. Another word for that? An authority!

And once you've posted, either hang around or revisit the forum to see if there are any more

comments or questions on your thread. You don't want to be a "seagull" poster who just "drops a comment" then leaves.

JUMLA JUICE EXAMPLE

For Jumla Juice, I've decided that [BetterNetworker](#) is a good place to participate and share information. It's a networking site for marketers, it has a forum, I can advertise, and I can post "guest articles" (more about that in a minute). Not only that, it even has a place for me to network with my fellow Jumla Juice distributors! (As a side note, you might want to look and see if your company is listed there, too.)

Let's say I browsed through the forum topics on BetterNetworker, and found a thread about how to drive traffic for free and turn it into leads. I don't see much about using YouTube, so I might go ahead and post something in that thread about how marketing on YouTube that I learned from this nifty *Building on a Budget* course. ;)

But I won't just "hit and run." That won't help me build a relationship. Once I post a comment on the forum, I'll visit it a couple of times a day to see if anybody has responded. If they have, I engage them in conversation and offer any help they might need or point them in a direction to get more information. (Note: If I do it right – nice and subtle without over-promoting or pitching – I can even give them a link to the course, which by the way will earn me a commission if I'm an affiliate.)

4. Write Articles for Authority Blogs in Your Niche (Guest Posts)

In Chapter 1 I told you all about building traffic using your blog. I also shared ideas about how to create informative, entertaining content. So I won't repeat myself here. The main point is that many authority sites encourage guest posts. Why? It's hard work to churn out an article every single day with everything else the site owner has to do. Guest posters can solve site-owner problems!

While you were lurking on your authority sites to gather information, you noticed whether they accept guest posts or not. Some of the bigger sites actually advertise their guest posting policy. If they do advertise a policy, make sure you do the site owner the favor of following it. You don't want to turn them off by showing them right off the bat that you don't respect their policy!

But just because they don't advertise a guest posting policy doesn't mean they won't accept one. All you have to do is **drop the site owner an email and ask if they accept guest posts**. But don't "cold call" or spam them. Knowing in advance what you want to write about will help you get your foot in the door. For that, you have to know their readers, their interests and their problems. And you can't fake that.

In your email, don't push! **Let the site owner know you are a regular reader and commenter** on their site (only if you are). Tell them you have an idea for an article you think their readers will appreciate and why. Give them an outline, or the "bullet point" version of your article, and show them how it will benefit their readers. And most important, ask if you can include an "about the author" block at the end with a link to your website. (Make sure yours matches the look and feel of other guest posters!)

Then wait to hear from them. After all, they're busy too – and some of the most popular sites book guest posts months in advance.

How do you figure out what to write about? That's actually pretty easy with a little more detective work. All you have to do is look at a couple of things right there on their site. First, take a look at their "most popular" posts. What are they about? What are the headlines? What problems do they solve? And what are the commenters saying? Sometimes you'll get lucky and see a "hole" that you could fill with the right article.

Analyze the structure of the most popular posts. Chances are they all follow a pattern. Are they reviews? Stories? Lists? How-To's or tutorials? Now scan down the headlines. Are they "list" headlines? (5 Ways Your Blog Can Drive Traffic for Free). "How To" headlines? (How to use YouTube to Drive Free Traffic to Your Website). "Review" headlines? (Natural Juice Fasting Options: The Good, the Bad, and the Ugly.) You get the point.

When you write your article, copy the structure and headline that's most common on the blog you're writing for. And be sure to follow the instructions back in Chapter 2 -- How to Write a Great Blog Post: 10 Blogging Secrets of the Pros.

The site owner will most likely tell you the date they will publish your article. On that day, make yourself available to interact with any comments your article might get. After all, you want the readers to be so engaged with you that they will click the link in your author box!

Many small marketers have got BIG results by guest posting. After all, they're putting themselves in the path of thousands of readers on the authority sites they post for. And the result? Tons of free traffic and a boost to their reputations as experts!

In conclusion, you can use any of these methods to "ride the coat-tails" of the authority websites in your niche...as long as you remember to be yourself, be authentic, and focus on providing value and solutions first. The "cowboy" days of spamming forums, promising the moon and delivering nothing, and trying to trick or fool the search engines are over.

It's all about value.

✓ Your Authority Site Checklist

Have you...

- Identified 5 topics or subject areas that relate to your product or service?
- Identified 5 authority websites or blogs that relate to your topics or subject areas?
- Created a list of 25 authority websites with 5-10,000 subscribers to begin interacting with?
- Chosen your first authority site to “lurk” on?
- Created a unique signature and profile for each authority site?
- “Followed, Shared, Liked, or Tweeted” the authority site(s) you want to work with first?
- Commented on the blog of one (or more) of your authority sites and added value?
- Participated in a forum discussion on one (or more) of your authority sites and helped move a conversation forward by solving a problem or pointing to a resource?
- Contacted an authority site to propose a guest post?
- Written an appropriate guest post for your target blog?
- Got an authority site to publish your guest post?