

Digital Marketing Decoded:

154,000,000

Traffic Sources
for More Sales

TABLE OF CONTENTS

| | |
|------------------------|----|
| TOP 12 TRAFFIC DRIVERS | 04 |
| BLOGGING | 16 |
| ARTICLE MARKETING | 19 |
| VIDEO | 21 |
| PODCAST | 23 |
| CONTENT SHARING | 28 |
| INFOGRAPHIC SHARING | 31 |
| LOGO SHARING | 35 |
| EBOOK | 39 |
| SOCIAL BOOKMARKING | 41 |
| SOCIAL MEDIA | 44 |
| PAY PER CLICK | 48 |
| DISPLAY ADVERTISING | 53 |
| NATIVE ADVERTISING | 55 |
| RETARGETING | 58 |
| MOBILE ADVERTISING | 59 |
| CONTEXTUAL ADVERTISING | 62 |
| AFFILIATE ADVERTISING | 64 |

Hi There!

Thanks for downloading this free report.

I'm always asked about ways to drive more web traffic, but I want to remind you of one thing: Not all traffic is created equal. You want high quality traffic to your website.

Quality traffic can come from search engines like Google, social networks like Facebook and comparison shopping sites like Amazon. Ask yourself, where do my customers "hang out" online?

It's more than likely they frequent a multitude of sites, each of which presents an opportunity to promote your business. It's important to diversity your traffic sources in order to meet your audience where they are.

The possibilities are countless. You can get traffic from so many different places that it's easy to overlook quality traffic sources.

That's why I created this free report. I wanted to come up with a list of 154,000,000 traffic sources to drive more sales for your business.

My personal favorites are highlighted in my Top 12 Traffic Drivers section, beginning with Search Engine Optimization.

I dive deeper into all things organic search and answer all your digital marketing questions during in-person and online training courses. I lead a team of experienced and passionate digital practitioners waiting to help you succeed online.

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Without further ado, here we go: 154,000,000 traffic sources for your blog or website. All the best with your traffic driving campaigns!

- Michael Peggs



Top 12 Traffic Drivers

1. Search Engine Optimization

Overview: Also known as SEO, Search Engine Optimization is about more than just rankings. It's about driving targeted traffic to your website, blog post, video, podcast and photos by increasing visibility within organic search results on search engines, such as Google. It's about creating content that is friendly not just to humans but search engine crawlers as well.

Why It's Important: More than 2.2 million searches are conducted on Google every day. WordPress alone publishes more than 2 million new posts daily. With these numbers, how will you make your website stand out? SEO is the answer! If you can build a suitable site and optimize your online content to be fast, mobile friendly and include the right keywords then positioning your business at the top of Google becomes possible. SEO is the magic that you need to improve your presence!

How to Get Started:

1. The first thing that you need to do is to create content, most often a website. Study onsite optimization/onsite SEO best practices, including your site architecture and URL structure
2. Conduct initial keyword research using Google Ads Keyword Planner, Google Suggest and Related Terms. Make sure you add those keywords to the content on your website, including proper meta tags like Titles and Headers
3. Create web pages that are Google-friendly. Long and detailed pages with more than 2,000 keywords are likelier to rank higher.
Monitor Google Search Console and Google Analytics. Analyze rankings and web traffic. Keep adding fresh content and researching about new keywords. Figure out what works best and adjust accordingly.
4. Monitor Google Search Console and Google Analytics. Analyze rankings and web traffic.

2. Guest Blogging

Overview: It's an inbound marketing strategy that entails creating an article that is meant to be posted on other websites. This post contains links, which, when clicked, will direct the visitors back to your website. It's an excellent way to achieve authority and build relationships with the other experts in your field or industry.

Why It's Important: While guest blogging has many benefits, including being an authority in your niche, the number one reason why it's popular is its ability to get high-quality traffic to your website. It's an effective strategy to grow your audience. Through guest blogging, you will earn backlinks, which will be a vital part of your SEO strategy. It also expands your personal network, stimulates social media shares, grow your following, generates qualified leads, and builds brand awareness, among other things

How to Get Started:

1. Create an author bio that is clear and concise to tell readers who you are and why you will matter to them. In some cases, this is the only part of the blog where you can put a link directing to your own website.
2. Your blog posts must be engaging and informative. It should be of high-quality and must be free of grammatical errors.
3. It's also important that you identify your target audience. The guest blog should be written with your target audience in mind.
4. The guest posts must be submitted to blogs that are relevant to your niche. These websites should also have high traffic.
5. Your backlinks should appear natural. Don't include your website if it seems forced. Search engines can penalize posts if the content appears too thin or spammy.

3. Expert Roundup

Overview: In a nutshell, an expert roundup refers to a collection of interviews and quotes from people who are viewed as authorities in a specific industry or niche. Generally speaking, it's a sort of a summary of insights from authority figures. It links, shares, and promotes the responses of the influencers in a single post.

An example of an expert roundup article will be "10 Bloggers Share Their Secrets to Success.". To create the post, you will have to interview ten successful bloggers and ask them one question – what is the secret to success? Their responses, on the other hand, will be shared in an article curating responses from the other successful bloggers. The article will be posted on your website.

Why It's Important: An expert roundup will be critical in attracting tons of traffic to your website. More often than not, these experts have a substantial following on their social media accounts. If they share your article, it will automatically enjoy an expanded reach. It will also help in boosting the authority of your blog by association and will be a great way to build relationships with the influencers in your industry. media shares, grow your following, generates qualified leads, and builds brand awareness, among other things.

How to Get Started:

1. Start with the selection of the right topic or question, which should have a relevance on your niche. Look for questions that seek to provide solutions to a very specific problem. Avoid questions that are too general.
2. After finding the right question, the next thing that you have to do is to find the right experts. The roundup will be likelier to succeed if you are able to contact big names in the industry. The more popular the experts are, the more legitimate the round up will be.
3. Utilize the right promotion strategies (including add the experts to share your roundup) to be able to achieve a wide reach for the expert roundup. If you don't utilize the appropriate promotional tools, the roundup will go to waste.

4. Quora

Overview: A Place to Share Knowledge and Better Understand the World – this is what Quora is all about. In the simplest sense, it's a question and answer platform. A member will post any question in mind. Experts like you, on the other hand, will respond to the questions that have been posted.

Why It's Important: Quora provides the perfect platform for bloggers to demonstrate their expertise. While the answers should never be directly promotional, you can include a branded link that will lead people to your personal website, and hence, referral traffic. from Quora's more than 100 million visitors monthly! There's limitless potential for your answers to be seen and for traffic to be driven back to your website!

How to Get Started:

1. You have to start by creating and building your profile. It should include your name, job, position, education, and the services that you are offering. You can also add a picture since it's a platform that focuses on building a personal brand. Use the profile as an opportunity to show that you are an authority.
2. Look for the right questions to answer. You do not have to waste your time responding to almost every question that comes your way. Instead, you should only choose those with lots of views and followers. Look for questions that rank organically.
3. Make sure that you craft the perfect answer. This will give it the chance to be upvoted, which will make it appear on the top of the responses. It should be friendly and easy to understand. If possible, use pictures and infographics to make it visually appealing. Make sure as well that it's supported by data or evidence.
4. Search engine optimization will also be critical to successfully drive traffic using Quora. Your profile, for instance, should be created in such a way that it's traffic-optimized. Follow experts and mention people when you are writing an answer. Do not be too promotional. Use the right links.

5. Help a Reporter Out

Overview: Also known as HARO, Help A Reporter Out is used by major media outlets, including Reuters, Fox News, Chicago Tribune, Time, and The New York Times, among others. It's a free database that offers a connection between reporters and sources. The goal is for a major media outlet to find you and use you as a source for their story. Oftentimes the story will include a link that will direct to your website. It offers a win-win situation for all the users. Journalists will find the information they need. You, on the other hand, can find a way to direct traffic to your website. :

Why It's Important: HARO is a database with more than 55,000 journalists and bloggers and over 800,000 sources. The sky's the limit when it comes to the free publicity and traffic that you can get when responding to a query from a reporter or blogger. All that you need to do is to sign up for an account as a source and start helping others to boost your site's traffic!

How to Get Started:

1. To increase the chances of being picked as the source, you have to look like an expert in your chosen niche. Remember, reporters seek for answers only from experts in their fields. You must gain their trust. Mention authoritative websites and use well-thought words to make it appear that you really know what you are saying.
2. Choose a plan that works best for your goals. The basic plan is for free but offers limited functionalities. With the paid plans, however, you can enjoy several perks, such as creating a profile that is inserted into a pitch, using a keyword to filter questions, and accessing premium customer support.
3. Create an engaging pitch to convince the journalist or reporter that you are the best resource person. Write in a way that is clear and concise. Because journalists do not have the time to waste, see to it that your answer is direct but relevant.

6. Host a Webinar

Overview: A webinar is a live and web-based video conference for hosting a seminar. It defies geographical boundaries since it can be completed regardless of the location of the host and the participant, as long as there is an internet connection. It offers a revolutionary way to connect to audiences and to deliver content to establish your expertise and incentives attendees to visit your website.

Why It's Important: When used properly, it can be a successful tool for generating leads and qualified traffic to a website. Especially when people find the seminar useful, they will follow the link to your site. It's also a good way to build credibility and open up opportunities for long-term partnership. More than generating traffic, it's also considered one of the best tools to commence conversations with large audiences, anywhere in the world.

How to Get Started:

1. Pick a suitable platform for hosting the webinar. It should be user-friendly and should provide excellent resolution and audio. Take advantage of the trial period offered by some companies to test out their technology.
2. The right timing will also be essential to attract traffic to a webinar. Tuesday is the best day to host a webinar and morning is the best time to do it. The average length of the webinar should be between 30 to 45 minutes. If it's too long, people will lose interest. If it's too short, they might assume that the knowledge they will gain will not be valuable.
3. Practice makes perfect! To appear authoritative and gain the respect of your audience, the webinar should be flawless. Be ready to answer any question that will be thrown into you. Do a test run before you go live. Dress in such a way that you will captivate attention and engage your audience.
4. Spend time in promoting the event on multiple platforms, especially in your social media account. Sending an email blast is also an effective way to attract more people. Be sure to create a snippet that explains the value of the webinar to the participants.
5. Find the right topic to talk about. Research about your audience and see to it that the subject of the webinar will be relevant. If the topic is boring or if they can learn it anywhere else, you will most likely not be able to build an audience.

7. Invest in Infographics

Overview: An infographic refers to an information graphic. Literally, it's the representation of information in a visual format. It uses smart design elements to present data in a way that is more engaging and easier to understand. It explains concepts, simplifies presentations, shows trends, and maps relationships, among other things. There are several forms of infographics that can be used, including a timeline and a chart.

Why It's Important: 65% of your audience will learn through visual cues instead of text. Why? Because the human brain can process data 60,000 times faster if it's presented in a visual form. This explains how an infographic is a more effective medium of presenting information, and hence, making it a great way to boost traffic and drive more sales!

How to Get Started:

1. Choose an interesting topic to show as an infographic. It could be a unique story that will appeal to the emotions of the audience, shocking statistical data, or a comparison of top products. It should be relevant and must offer valuable insights. If possible, pick an ever-green topic so that it will matter even a year after it has been posted.
2. Determine your target audience. By doing so, you will be able to identify the best way to present the information visually based on what will attract them.
3. Highlight the visual elements of an infographic, which will help in captivating the attention of your target audience. Choose eye-catching colors. Meanwhile, the texts should be large enough and clear to be seen. You should also pay attention to the font that will be used.
4. It will also be good if the infographic comes with a blog post that will further explain in detail what has already been presented visually.
5. Include the sources of the information presented in the infographics, especially if they are statistical data. This will be a good way to easily become an authority.

8.Post on LinkedIn Pulse

Overview: Originally, Pulse was an independent, invite-only platform where some people could post their thoughts. In 2013, it was acquired by LinkedIn and since then anyone can share their expertise in blog form.

Why It's Important: Publishing on LinkedIn is similar to guest posting and you can now start reaching LinkedIn's 332 million members. You should always be enticing people to find out more on your website. One way to do this is to make sure you engage directly with those who respond to your work: Watch for comments and shares, and spark a conversation, especially with those in your core audience.

As you write more articles, you should accumulate more followers over time. These followers can increase your article views and referral traffic, especially if you publish consistently.

How to Get Started:

1. As with other blogging platforms, one of the most important tips for success is to choose a winning topic, one that will be engaging and relevant to your followers. Business, self-improvement, and careers are some of the most popular subjects.
2. Create an amazing headline, which is the first thing that readers will see. If it's unable to immediately capture attention, your audience will most probably stop reading.
3. Promote your posts even outside of LinkedIn. Use your social media profiles so that the article will gain traction.
4. For the post to create ripples, you should also focus on growing your connections. Attract more followers so that your posts will have a more extensive reach.
5. Use search engine optimization strategies to increase the likelihood that your article will appear first.
6. While there are diverse topics that you can write about, those that are recognized by Pulse tend to be educational how-to posts. Also, it will be best for the post to have 5, 7 or 9 subheadings and approximately eight images.

9. Create a Free Online Course

Overview: Another excellent way to drive traffic to your website is to come up with an online course and offer it for free. And Udemy is one of the most popular platforms to publish and promote your course. Basically, it's a global marketplace for teachers and learners. It's a library of more than 80,000 courses that have been created by experts in their fields. As a Udemy instructor, the earning potential will be massive. Nonetheless, if the primary goal is to boost traffic to your website, you should offer the online course for free.

Why It's Important: In a time when the price of education is being more expensive, a lot of people turn to free online courses that will help them improve their skills. You can use these courses to promote your website. For instance, if you are a digital marketing company, you can create a course in the basics of digital marketing. At the end of the course, you can plug your website and your services.

As you write more articles, you should accumulate more followers over time. These followers can increase your article views and referral traffic, especially if you publish consistently.

How to Get Started:

1. A good starting point is the selection of the right platform. As it has been noted, Udemy is one of the best.
2. Content is king! This entails the need to make sure that the course developed is as detailed as possible. Break it down into sections that will make it easier for the learner to digest.
3. Make sure that the course meets the technical requirements of the chosen platform. The resolution of the video and the size of the file, among others, must adhere to the prerequisites. Otherwise, your effort will only go into waste.
4. Design a course that will make the students engaged. Keep it simple and speak in a way that commands respect. Look for a way to make it entertaining.

10. Email Marketing Matters

Overview: Email remains one of the most effective channels for digital marketing. The goal is to build a list of active and engaged subscribers and communicate with them regularly. These emails can be created for different purposes, such as the introduction of new products and services, informing clients about ongoing promotions, or educating the audience, among other things.

Why It's Important: In 2017, the number of global email users reached 3.7 billion. It's estimated to climb to 4.1 billion by 2021. In the U.S. alone, email marketing is expected to represent \$3.07 billion of marketing budget in major companies. More so, it has a median ROI of 122%, which is believed to be up to four times higher compared to other marketing mediums. It's also worth noting that most professionals prefer email as the main mode of communication. With all of these things, there is a reason to believe that email marketing is huge and it's a promising way to attract more people to your website.

How to Get Started:

1. To encourage the visitors of your website to sign up for an email, it's good to have a pop-up at the end of the content. It will be your call to action. You can also set the pop-up to appear when a user signals an intent to exit. When the user clicks the close button, a pop-up will immediately be triggered to encourage signing up to stay updated.
2. Display a sticky bar that stays on the top of the website or in any other portion that will captivate the attention of the user.
3. Use the home page. It's the most authoritative part of the website and is the most visited, which is why you should leverage it to attract more email subscribers.
4. Create a dedicated landing page, which can increase the conversion rate by as much as 50%. It should be well-designed and should have engaging content to encourage people to subscribe.

11. Influence the Micro Influencers

Overview: In the past years, we have seen the rise of influencer marketing. Compared to their macro counterparts, they do not have millions of subscribers. On average, they may only have 25,000 active followers. Yet, they are seen as effective in delivering improved engagement, making it an excellent way to boost website traffic.

Why It's Important: It's believed that micro influencers can deliver up to 60% higher engagement while being 6.7 times more cost-effective. They are also helpful in driving social buzz as they can help achieve up to 22% improvement of weekly conversation to an average customer.

How to Get Started:

1. The key to the success of using micro influencers is to find the right people. They should be reflective of the personality of your brand.
2. Find the right hashtag to work with. It's a cardinal rule for micro influencer marketing. This will help to create trending topics and to trigger an interaction with the audience. Think of a hashtag that will be easy to use and that will be relevant to your business.
3. Encourage user-generated content. This means that you do not have to provide the photos that will be used for the campaign. Instead, the micro influencers will use their own photos, which will be good for authenticity. This also boosts their credibility and will make the campaign more relatable.
4. To be able to drive more traffic to your business, consistency is also the key. Work with several micro influencers at once. Follow a posting schedule. If you want to stick to the minds of the public, you have to make sure that the micro influencers will post consistently.

12. Like Them or Not, Long Lists Work

Overview: Publishing the right content is an effective way to boost traffic and sales. However, not all types of content will deliver the same level of effectiveness. Among others, list posts are some the most promising. List posts are preferred by many because they are informative and easy to read. It breaks down the article into portions that will be easier to digest for the reader.

Why It's Important: In one analysis that has been conducted by Buzzsumo involving a million articles, list posts were the most popular, followed by quizzes, why posts, and how-to posts. List posts generated up to six times more shares compared to how-to posts and 40 times more shares compared to infographics.

How to Get Started:

1. Decide on the topic that will be written about. Start with an analysis of your target audience to identify the subjects that they will find captivating and relatable.
2. Once you have a topic in mind, decide on the specific number of items that will be listed down. Avoid using low numbers as this can give an impression that you have no idea on the topic.
3. Keep it short but sweet. Each item on the list should be written in a manner that is straightforward. Break the article into sections.
4. Each item should be written consistently. As much as possible, the average number of words for each should also be the same. They should also have the same styles and formats.
5. Pay attention to search engine optimization. Conduct a keyword research so that you will know the search queries that are used for your article to land on the top of the results.
6. Do not forget to include links or call to action. This is the one that will help to drive the traffic back to your website. This is especially true if you are publishing guest posts.
7. Include a teaser that will make the readers curious. For instance, you can write about 24 of the Best Ways to Treat Acne, #1 Will Surprise You. Such a topic leaves the reader wanting to

Blogging

13. Medium

Description: Created by the same bright minds behind Twitter, this is one of the best blogging platforms that can drive high-quality traffic to your website. The company believes that "everyone has a story to share and the best ones are delivered right next to you." With more than 60 million monthly readers, it's indeed an excellent way to increase your reach. It's a single platform that hosts blogs from multiple genres. Regardless of your niche, whether it's about culture, technology, entrepreneurship, politics, or science, among others, it provides a place where you can tell a story.

Medium offers plenty of benefits to its users, which include being able to import content with ease, growing your social media following, being provided with valuable post analytics, building a new audience, and having the opportunity to be discovered by other followers.

Top Tip: For your blog to drive traffic, do not forget to post a link that directs to your website or a call to action at the end of the article. This should be integrated seamlessly into your blog.

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$

Learn More: <https://medium.com/about>

14. Ghost

Description: With a reputation of being the best alternative to Medium, this is another blogging platform that can be effective in terms of boosting traffic. It's a non-profit organization that claims to be the future of online publishing. It started in 2013 out of a Kickstarter campaign and has now grown into one of the top open source tools used by independent journalists and writers.

With Ghost, users can enjoy professional publishing and will have complete control when it comes to managing content. It requires a bit of a technical expertise, but once you learned the ropes, it will be easy to use.

Top Tip: Create an outline before you publish a Ghost blog post to help you determine the best approach to tell a story while being focused on the actual goal – boosting traffic to your website

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$

Learn More: <https://ghost.org/pricing/#faq>

15. Hubpages

Description: It's an open community blogging platform that seeks to interact and inform. Aside from sharing words, it's also a medium for sharing photos and videos. You can also ask questions and find answers. Through the website, you can also take a virtual trip, discover a new resource, or participate in an ongoing discussion.

There are more than 430,000 monthly users at Hubpages, making it a great tool to drive traffic to your website and improve your business. More than the extensive reach, it's also free. Registering is easy, as well as managing your blog posts. While it provides an opportunity to earn money, take note that Hubpages will have a portion of your earnings.

Top Tip: You should focus on your target market, making sure that you will write something that will be relevant to your audience

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://hubpages.com/about/us>

16. Blogger

Description: This is a platform that allows users to create and publish blogs for free! To get started, all that you have to do is to create your own account. Even if you are a novice, creating your own blog can be completed within minutes. There is also a diverse selection of user-friendly and attractive templates, which will make it easier to captivate attention and engage your audience. You can also customize the domain name of your website, although it has to end withblogspot.com.

One of the best things about Blogger is that it provides an easy way to monetize your blog through Google Ads. Also, it's a hosted blog platform, providing a confidence in its safety and security, especially because it operates under Google.

Top Tip: Add attractive images that are also Google-searchable, which can be done by writing a description to the photos that are uploaded

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://www.blogger.com/about/>

17. LiveJournal

Description: According to LiveJournal itself, they are a "unique place where people share their life stories, give advice, and exchange ideas. Being around since 1999, it has already transcended time and proven to be one of the most effective blogging platforms to date. Since it's already old, however, there seems to be a grey area with regards to whether it positions itself as a blog or social media platform.

With a customizable journal, there are plenty of opportunities to have it personalized. There are simple tools that can be used for the expression of individuality and online socializing. More than 50 million journals have already been published in a variety of topics, which include fashion, entertainment, politics, and culture.

Top Tip: Choose their affordable paid plan, which will provide more opportunities to make captivating blog entries

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://www.livejournal.com/about/>

18. Typepad

Description: This is another reliable and flexible blogging platform that will provide you with complete control. While it's not a free blog, there are affordable plans for all types of users. Plus, all plans come with a 14-day money-back guarantee.

This platform offers one-on-one customer support that makes it easy to solve any issue that is encountered by the user. The design of the blog is fully-customizable. You will have access to a diverse selection of templates and designs that can be incorporated into your blog with just a few clicks. Members will also be provided with smart analytics to determine the effectiveness of a blog. It's also fully-hosted, so you do not have to worry about the technical side of blogging.

Top Tip: Similar to other blogs, start with an engaging headline, which will make 8 out of 10 people read the rest of the content

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <http://www.typepad.com/>

Article Marketing

19. Ezine

Description: This is one of the most popular online article directories that promises to drive traffic back to your website, aside from improving credibility and increasing exposure. It was once dubbed as "the mothership of article directories." After creating an Expert Author account, you can already start writing and submitting articles in various niches. Each article is reviewed by a human editor, which will guarantee the quality of all the posts on the website.

Ezine is a community of more than 360,000 authors and has more than 30,000,000 visitors monthly! You will not run out of ideas to write since there is an endless list of article categories, which include arts and entertainment, real estate, travel and leisure, finance, self-improvement, pets, insurance, and product reviews, among others.

Top Tip: Use the title suggestion tool when creating a blog post. They used more than 10 terabytes of data to uncover high-ranking keywords that can be incorporated in the titles.

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <http://ezinearticles.com/faq/>

20. Article City

Description: The company describes itself as an outsourced inbound marketing blog content creation service. Users can create an account for free and be a member of a community of more than 40,000 contributors. The article topics are wide-ranging, which include business and finance, digital marketing, health, home improvement, parenting, pregnancy, real estate, social media, and writing, among others.

The articles published in Article City will include links, which are the ones that can direct traffic back to your website. As a popular content marketing platform, they have been in the business for more than 15 years already, providing you with the confidence that they can indeed help in boosting traffic.

Top Tip: Conduct a data-driven analysis to research about the topics that will work for your niche to create the right content.

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://www.articlecity.com/>

21. The Free Library

Description: When it started in 2003, The Free Library was initially a depository of classic literary works, biographies, and famous quotations. Recently, the articles became more diverse, including those from periodicals about business, government, and recreation, among others. You can see even general interest articles, such as product reviews.

All articles submitted will undergo scrutiny from the editorial team and must pass the pre-defined parameters. For instance, the article must have a minimum of 300 characters. There should be a two to five-sentence summary. You should also provide keywords that are no more than 1,500 characters, which will help make the posts searchable. At the author bio page, users can add up to four self-serving URLs, which are the ones that will help to direct traffic back to your website.

Top Tip: There is a minimum word count of 300 per article. If the post does not meet the minimum standard, it will be automatically rejected.

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://www.thefreelibrary.com/>

22. Other Articles

Description: This article directory and marketplace is another effective tool to drive more sales and boost traffic when used correctly. There is a free plan that is available, although there are certain limitations. With the premium plan, you can enjoy several perks, such as being shared on social media and having an unlimited limit for submissions.

All articles will have an author grade, which will be determined by the management of Other Articles. The grade will help to establish a solid reputation in the community, which will make it easier to attract a wider audience.

At the end of every article published on the website, authors are allowed to include at least two links.

Top Tip: When submitting an article, do not forget to fill out the box that requires a short description of the post, which will be vital for search engine optimization

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://www.otherarticles.com/faq.html>

Video

23. YouTube

Description: More than 69% of marketers are increasing their budget for video marketing. More so, by 2019, it's believed that more than 72% of digital advertising expenses will be on mobile video advertising. With this, YouTube presents an unlimited potential to extend a helping hand. It's the most popular video sharing platform, which makes it instrumental in increasing the traffic of your website. Around the world, there are more than 1.3 billion YouTube users. More than 5 billion videos are being watched daily on such a platform. Average viewing of YouTube videos using a mobile device is at least 45 minutes! These are enough reasons to be convinced to use YouTube to improve your sales!

Top Tip: Make sure that each video comes with a short and captivating title. It should include important keywords to effectively increase search engine rankings.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://www.youtube.com/>

24. Vimeo

Description: Vimeo is all about you and your videos. Established in 2004, it was the brainchild of a group of filmmakers who were searching for the perfect platform to share their videos. Now, it has blossomed into a community of more than 80,000,000 creators all around the world! Joining Vimeo is free, but to be able to unlock its full potential to drive traffic to your website, take advantage of their paid plans, which all come with a 30-day risk-free trial. The plan offers more benefits to increase your sales, such as publishing natively to social media networks and marketing software integrations.

Top Tip: Because Vimeo is a community-driven platform, it's best to join various Vimeo groups relevant to your niche or videos. It's an easy opportunity to market the video to the right audience. In the same way, it will also help to make sure that each video uploaded belongs to the right category.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://vimeo.com/about>

25. Metacafe

Description: Specializing in short-form video, this is another video sharing website that is promising in terms of improving sales and traffic of a website. The site calls itself "the video entertainment engine." Videos are organized as Latest, Popular, and Trending. They are also grouped in a variety of categories, which include Art Animation, Entertainment, How To, Sports, and Video Games, among others. The website also features a search bar on the top to easily look for videos and images that you need.

Metacafe enjoys more than 12,000,000 monthly viewers in the U.S. alone. Worldwide, the site is viewed by as much as 40,000,000 people!

Top Tip: The average visit duration at Metacafe is less than two minutes. Meanwhile, the average bounce rate is 61.19%. With this, keep your videos short and engaging. Say what you want to say from the very start. Unlike YouTube, its viewers and visitors are not as patient.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$\$

Learn More: http://www.metacafe.com/about_us/

26. Daily Motion

Description: The website aims to deliver the best video experience to its users. It provides a platform to discover video content from different parts of the world. For video creators, on the other hand, it's a place to share their work for free to gain an audience.

It's estimated that there are more than 30,000,000 people who use Daily Motion every day. Each month, 3,500,000,000 videos are watched from its player. Daily Motion also offers a multi-device experience. Whether it's on desktops, tablets, and mobile phones, among others, there are multiple ways to reach your target audience.

A lot of users of Daily Motion also praised its exceptional customer support, providing assistance in less than 24 hours. This is unlike other video sharing platforms that can take as much as 72 hours to respond.

Top Tip: Create a video description that contains strong keywords and tags, which will help to drive more search and traffic

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://www.dailymotion.com/us/about>

△
Back to the Top

Podcast

27. SoundCloud

Description: SoundCloud allows users to listen to free music and podcasts. If you want to drive more traffic to your website, you should be more interested in the podcast aspect. While there are many podcasts, why is SoundCloud an excellent choice? Well, there are 12 hours of audio uploaded every minute, 175,000,000 unique listeners monthly, and 200 countries are accessing it every hour. These figures speak of how big SoundCloud is, presenting a limitless potential for the reach of your podcast.

There are three plans available. There is a free plan with a limit of three-hour upload. There are also two paid plans, offering a six-hour and unlimited upload.

Top Tip: When hosting a podcast on SoundCloud, invest in a decent microphone. It might seem like a small thing, but it can do a lot to improve the quality of your audio, which will result in having more listeners, making the podcast more effective in promoting your website and achieving improved traffic.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$

Learn More: <https://help.soundcloud.com/hc/en-us/categories/115000675187-Podcasting>

28. iTunes/Apple Podcasts

Description: Commercial broadcasters and international celebrities have already hosted their own podcasts via iTunes. Even if you do not have a massive following, you can also create your own podcast on such a platform, which will be effective in promoting your website. However, take note that Apple Podcast does not actually host a podcast. Instead, you need your own hosting. Once you have a podcast feed, this is what you will submit for inclusion in the iTunes Store.

Top Tip: Pay attention to the metadata that is included as part of the podcast that will be submitted. This will include the title, author, and a brief description of the podcast. It will increase the likelihood that the podcast will show up in search engines depending on the queries. Submitting a podcast artwork is also important, which will be helpful in attracting more listeners.

Difficulty Score: ★★★☆☆

Cost Score: \$\$\$\$

Learn More: <https://itunespartner.apple.com/en/podcasts/faq>

29. Spotify

Description: While many of you would know Spotify as an app or a website where you can listen to music, recently, it has also gained popularity as a platform to upload podcasts, especially amongst online marketers who are looking for novel ways to increase traffic. Spotify is second to Apple when it comes to the largest podcast providers. Unlike when submitting a podcast for iTunes, you do not need an RSS feed. Instead, you need to be working with the right hosting company, which include the likes of Blubbry, Podbean, and Podomatic, among others. On average, it would take two to five days for your podcast to appear on Spotify. You have to watch out for it as the company does not send a notification once it has been posted.

Top Tip: Know how to play by the rules for a seamless experience. Do not use any copyrighted music or content in your podcast. Spotify will be able to detect it and your podcast will be rejected.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$

Learn More: <https://support.spotify.com/ph/article/podcasts/>

30. Google Play Music

Description: Anything that is from Google usually has an excellent reputation because of the size and innovativeness of the company. Google Play Music is not any different. It offers podcasts that are free to download, although they are currently available only to those who are in the U.S. and Canada.

To submit your podcast, you have to visit the Google Play Podcast Portal. Look for the "Add a Podcast" button. Paste the RSS feed of the podcast that you wish to upload. Submit the RSS feed, verify your email, click on the "Publish" button, and wait until the podcast is approved.

Top Tip: Reshare the podcast episodes in other accounts associated with your business or website, such as Facebook and Twitter. Especially if the content is evergreen, you can continuously gain traffic from a single podcast episode

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$

Learn More: <https://support.google.com/googleplaymusic/answer/6343833?hl=en>

31. TuneIn

Description: TuneIn is known as a free internet radio that does not only allow its users to listen to music but to also stream audio content related to news and sports, among others. It has a podcast section, which is great because there is an option for offline listening. Listeners can access more than 100,000 radio stations and 4,000,000 podcasts through TuneIn! There are more than 60,000,000 users, providing limitless potential in terms of reach!

For podcasters, TuneIn has built-in sharing tools, making it easy to generate buzz. The player can be embedded directly on your website or blog, making it easier to attract more listeners.

Submitting a podcast is a straightforward process. All that you need to do is to visit their podcast submission page. Fill in the required information, including the RSS feed of your podcast. Submit the form and wait for their approval! On average, the approval will take one to ten days.

Top Tip: You have to submit a square image that passes the required size, which will serve as the default artwork for the podcast.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$

Learn More: <https://cms.tunein.com/podcasters/>

32. Blubrry

Description: With more than 600,000 podcasts in their website, the company claims that they are the world's largest podcast directory. The company is a subsidiary of Raw Voice and is 100% based in the US. It has a hosting plugin that is directly integrated to WordPress through PowerPress, which makes publishing a lot easier.

Aside from the plug-in that can be seamlessly incorporated into your website, it provides other tools of the trade that every podcaster requires. They deliver accurate statistical data to measure the success of a podcast. They also have options for unlimited storage and bandwidth. You can also convert your podcast into internet radio to be able to reach more online listeners. The company provides extensive tools needed for you to have a complete control of the podcast.

Top Tip: Publish podcasts on a consistent schedule to attract more listeners. This can also open doors to have more advertisers in your show.

Difficulty Score: ★★★☆☆

Cost Score: \$\$\$\$

Learn More: <https://create.blubrry.com/resources/about-blubrry/>

33. Spreaker

Description: Spreaker offers a complete podcasting solution that is promising in terms of increasing traffic and sales of your website. From the creation to the distribution of your podcast, all the way to the measurement of its performance, they provide a complete suite of tools that you will need.

There are different packages that are offered by the company, including a free basic plan. To maximize its effectiveness in generating traffic, however, choose their premium plans, which offer a plethora of benefits, including embedded player and enhanced distribution, among others. The professional plans will also allow you to have access to the geolocation and demographics of your listeners, making it easier to create content that they will find engaging.

Top Tip: Find the right music to go with your podcast, which will make people feel more connected to the show.

Difficulty Score: 

Cost Score: 

Learn More: <https://www.spreaker.com/start-your-podcast>

34. Digital Podcast

Description: Although not as popular as those that have been earlier mentioned, it presents another excellent alternative to using podcasts to increase traffic and sales. Digital Podcast was founded in 2004 and has since become a digital venue for content producers, advertisers, and listeners. For every podcast that is published, you can include a link to your website, which is one of the many ways by which it will be possible to generate additional traffic.

Adding a podcast is also easy. First, you need to create your own account. After this, click on the Add a Podcast button and fill in the information that is required, including an RSS Feed.

Top Tip: When publishing the podcast, make sure that there is a Get Rated code, which will allow users to rate your podcast.

Difficulty Score: 

Cost Score: 

Learn More: <http://www.digitalpodcast.com/podcastnews/podcasting-frequently-asked-questions/>

35. Podbean

Description: Podbean offers an all-inclusive podcasting platform, which can be an effective way for digitally marketing your business. Creating a podcast will take only a few minutes, even if you are a novice. There are also tons of customizable themes that will allow you to personalize the appearance of the podcasts to make it more appealing to your target listeners. A powerful analysis tool is also available to gain useful insights on the performance of the podcast.

With the use of Podbean, podcasters can enjoy affordable plans without limitations. The basic plan is free and there are three paid plans available. The free plan only allows five hours of storage space and 100 GB monthly bandwidth. In contrast, the paid plans offer unlimited storage and unmetered bandwidth.

Top Tip: Use PodAds for the promotion of your podcasts to increase traffic and engagement.

Difficulty Score: 

Cost Score: 

Learn More: <https://help.podbean.com/support/home>

36. Podomatic

Description: Everybody can be a podcaster – this is what Podomatic promises to be possible with the use of their intuitive platform. Using the program is basically a four-step process. To start, record your podcast. After recording, upload it on Podomatic. Publish on platforms like iTunes and Google Play. Lastly, use the available promotional tools to reach a wider audience.

The free plan provides users with 500 MB of storage, which is about six hours, as well as 15 GB bandwidth and basic statistics to measure the performance of the show. The PRO Plans, on the other hand, will offer more perks at a cost.

Top Tip: Get featured on the Podomatic homepage by signing up for a Pro membership. This is one of the easiest ways to stand out from other podcasts. This membership also allows users to enjoy one-on-one customer support.

Difficulty Score: 

Cost Score: 

Learn More: <https://www.podomatic.com/faq>

Content Sharing

37. Flickr

Description: This image and video hosting service has been around since 2004. Users can add their contributions to the website, which can be freely used by other users for purposes they deem fit. When the photos are properly tagged and with the proper attribution links, it can help to boost a website's traffic.

The company has a two-fold goal – to make photos available to the public and to enable new ways of organizing pictures and videos.

A Flickr Pro subscription is available if you want upgraded features from the basic plan. Some of its benefits include being ad-free and being provided with statistical data on photo views.

Top Tip: Use a watermark for all the images that will be uploaded. There are easy-to-use watermarking desktop tools that you can download. Use the name of your website or business as a watermark to help potentially increase traffic and sales by building awareness.

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://www.flickr.com/about>

38. Photobucket

Description: With more than 15 billion images and 100 million users, Photobucket is more than just a photo library. It's a one-stop shop for all of your digital content needs. Aside from photo storage, it can also be used for editing, sharing, and third-party hosting.

While using Photobucket is generally free, there are three paid plans if you want to share online content. A Beginner plan will allow uploading up to 400 photos. Meanwhile, the limit's 4,000 photos for the Intermediate plan and 400,000 photos for the Expert plan. All plans are ad-free, offers unlimited sharing, and has enhanced image hosting.

Top Tip: When uploading an image, do not forget to include a note informing visitors that they must feel free to use it in their blog posts or websites as long as they include a clickable link that will direct to your site.

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <http://photobucket.com/>

39. SlideShare

Description: It provides a platform for sharing content such as infographics and presentations, especially those with the intention to inform or educate. You will have complete freedom on the information to include in each slide. For the purpose of driving traffic to your website or increasing sales of your online business, you are free to add any clickable link you wish.

SlideShare is powered by LinkedIn. It's trusted by more than 80,000,000 professionals around the world. There are 40 content categories and it's also ranked as one of the top 100 most visited websites in the world. With the wealth of the contents uploaded, make sure to take the time to create a presentation that will stand out!

Top Tip: Practice a technique known as newsjacking. Basically, it involves using recent news as links and mentioned in the slides. This improves relevance and will help you to be noticed by the editorial team.

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://www.slideshare.net/>

40. Scribd

Description: Basically, it's a website that allows its members to upload documents, guides, presentations, audiobooks, and ebooks, among other contents. Users can read without limits and enjoy access to more than 40,000,000 free books. To unlock the full features and benefits, you can sign up for their affordable paid packages.

Scribd believes in giving equal opportunities to everyone, which is why all of its members can upload content. You can easily become a published author! This is your chance to share your knowledge with others while also taking advantage of its ability to boost your site's traffic.

Each article that is published on the website comes with a short bio of the author. Here, you are also allowed to post a link to your personal website.

Top Tip: While you are free to include the link of your website, take note that Scribd allows only the full URL and not its shortened version.

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://support.scribd.com/hc/en-us>

41. AllTop

Description: Simply put, this is a website that aggregates all of the top news and information from trusted sources. It offers RSS syndication. This means that you can submit the RSS feed of your website. In turn, you will be listed along with other top sources and blogs. It also allows a backlink to your blog, which will be instrumental in the improvement of traffic. You can sit alongside some of the most popular blogs in the world, including Mashable, Wired, and TechCrunch, among others.

Take note that unlike the other websites that have been earlier mentioned, users will not have to upload their content directly at AllTop. Instead, it's your blog or website that you will add.

Top Tip: Keep uploading fresh content on your blog, which will make it easier to be noticed by AllTop's algorithm. Regular posting is one of the best ways to appear on their website.

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://alltop.com/about>

Infographic Sharing

42. Visually

Description: Visually is a company that is known for creating simple and affordable visual content that can be used for your marketing strategies. They provide e-books, presentations, reports, and infographics. It has been trusted by more than 1,100 global brands. The company has a pool of creative directors, writers, and designers to deliver your required output.

If you need infographics that can be used to drive website traffic, the process is very simple. It starts with getting a quote, followed by a chat with the company's team to describe more details of the project. Next, you will have to fill out the creative brief. Once received, Visually will match it with the members of their creative team until the project is finished. In most cases, the usual turnaround time is 16 days.

Top Tip: Be as detailed as possible with the creative brief and when talking to a company representative. You won't have face-to-face meetings, which makes it important to be as descriptive as possible with the output that is anticipated.

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://visual.ly/m/how-it-works/>

43. Cool Infographics

Description: The main philosophy of Cool Infographics is that charts and graphs can communicate data. Consequently, infographics can turn this data into information. It's one of the top websites for information design, with approximately 7,000 visitors every day and 300,000 page views every month. However, it should be noted that it's not a hosting site. Rather, it's a sharing site for infographics. The company does not employ a creative team to produce an infographic. Instead, you will submit an infographic that you have created and in turn, it will be published on their site with the potential to reach a wide audience to bring back traffic to your website.

Top Tip: Create a thought-provoking, innovative, and well-researched infographic with visually appealing design to increase the likelihood of being published. They usually have a backlog, so publishing might take quite a while, especially if there are more appealing infographics compared to what you have submitted.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <http://coolinfographics.com/about/>

44. Infographic Reviews

Description: Create your own infographic that can direct traffic to your website or ecommerce store and submit it at Infographic Reviews. The website does exactly what is in its name – it reviews infographics, and once approved, they are published on their website. To be searchable, you are allowed to submit two SEO-friendly links. To add, they also post a shout out on their social media pages, which will increase the chances that your submission will reach more people.

Once published, every article will have a review score, which will be determined by the company's editorial team. The score is anywhere from 0 to 5, with 5 being the highest.

Top Tip: You will be required to submit a title and description of the infographic along with the URL. Take this as an opportunity to impress the company. Write an engaging title and a compelling description.

Difficulty Score: 2 

Cost Score: 1 

Learn More: <https://www.infographicreviews.com/about-us/>

45. Infographics Showcase

Description: This is a website with an extensive collection of some of the best infographics and data visualizations that you can find online. The contents are grouped in their respective categories, which include Animal, Business, Entertainment, Fashion, Marketing, Sex, Sports, Technology, and Travel, among others. They offer a great way to push graphic content to help increase the traffic of your website or boost sales of your online business.

Aside from reviewing and showcasing infographics that are submitted by its members, the website also offers design services, with prices starting at \$1,000. The price could be steep for small businesses, but the company assures clients that they only employ professional designers and content creators. There is nothing else to worry as this can also provide a guarantee that the infographic will be published on their website.

Top Tip: Do not overload your infographic with texts. The visual component should stand out, not the words

Difficulty Score: 

Cost Score: 

Learn More: <http://www.infographicsshowcase.com/about/>

46. Infographic Bee

Description: Infographic Bee offers the perfect opportunity to increase your reach and boost website traffic through the submission of a well-thought infographic. They have a team of busy bees with the main responsibility of reviewing all entries submitted. On average, the review will take about two to three days.

To submit an infographic, you have to provide relevant information, which includes a title and a description. You will not send the infographic as a file. Instead, it should be already published somewhere else and you will provide only the URL.

Top Tip: Take advantage of the Express Review package offered by the company. At an affordable fee, your submission will be expedited as the review will take only a few hours and the publication is guaranteed. The infographic will also be shared on their social media channel, which will help to significantly increase its reach.

Difficulty Score: 

Cost Score: 

Learn More: <https://www.infographicbee.com/submit-infographics/>

47. Daily Infographic

Description: Learn Something New Everyday – this is the slogan of Daily Infographic, which pretty much sums up the reason for the existence of their website. For seven years now, they have been curating some of the most interesting and informative infographics that you can find online. If you want to submit an infographic, there is a portion on their website where you can do so. You will initially have to provide personal details and email address. After which, a representative of the company will get in touch with you.

Meanwhile, there is also a portion of the website where you can submit a request for an infographic. They have a team of designers who can work closely with you and create an output based on your needs.

Top Tip: If you are designing your own infographic for submission, make sure that there is a white space. This will help to guide the viewers as they digest the information they are presented with.

Difficulty Score: 

Cost Score: 

Learn More: <https://www.dailyinfographic.com/>

48. Nerd Graph

Description: More than just a place to look for well-designed infographics, Nerd Graph also accepts submission from interested users, including those who would like to improve traffic on their website. All the submissions are free. You can submit it through their website either as a URL if it has already been published elsewhere or as an image file. You have to choose from one of the predetermined categories, which include Business, Education, Finance, Food and Health, Sports, Technology, and Travel, among others.

The Nerd Graph also has its own digital marketing agency based in Greece. If you cannot make the infographic on your own, they can handle it at a cost.

Top Tip: The infographic should have a sensible flow for readers to easily make sense of the data. Help the eyes of the consumer to travel through the infographic. A good way to do this is to use lines that will lead them to the next part.

Difficulty Score: 2 

Cost Score: 1 

Learn More: <http://www.nerdgraph.com/about/>

Logo Sharing

49. The Logo Mix

Description: Are you a designer with a portfolio of logos? This is the perfect website for you. Here, you can submit the logos that you have created in the past. In turn, the logo will be published on the website and this can present limitless potential in terms of reach and traffic. All of the logo submissions will have proper credits, which include the name of the creator and a link to the website. If you are a designer, this can bring the visitors to your website and discover the services that you are offering.

Aside from gaining traffic through logo sharing, the website also has a gallery of logos for sale. They also have a list of logo designers who you can contact directly if you need a logo designed for your business.

Top Tip: Make your logo stand out by finding the perfect balance. You should keep the proper weight of the graphics, color, and text, among other elements.

Difficulty Score: 

Cost Score: 

Learn More: <http://www.thelogomix.com/>

50. Logo from Dreams

Description: Do not let your past logo designs go to waste! Whether they have been approved or rejected by your clients, Logo from Dreams can provide the perfect place to use them to your benefit. Here, you can submit logos with the intention of building backlinks to your website. Upon being published, a short description will be displayed, as well as the name of the designer and a link to the website or the portfolio. The latter is the one that makes it possible to boost your traffic.

Submitting and sharing a logo is easy! Best of all, it's free! You just have to create your free account, which will automatically create your own portfolio!

Top Tip: Proportion and symmetry are two of the most important things that should be present in every logo. It helps to make the logo appear harmonious, organized, and balanced.

Difficulty Score: 

Cost Score: 

Learn More: <http://www.logofromdreams.com/about.htm>

51. Brandcrowd

Description: This is one of the largest online depositories of logos, which are grouped in a variety of categories including Automotive, Communications, Dating, Education, Entertainment, Events, Games, and Industrial, among others. If you want to submit a logo, which will eventually be made available for sale on the website, you can upload the design for free. Once it's sold, Brand Crowd takes a 60% from the fee for their commission.

Whether you are a buyer or a seller, Brand Crowd has got you covered for your logo and branding needs!

Top Tip: With the thousands of logos that are displayed on the website, stand out from the rest by using bold or bright colors. This will make the logo easily noticeable when it's in a thumbnail along with all other submissions on the website.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$\$

Learn More: https://www.brandcrowd.com/faq_main/

52. Brand New

Description: Brand New is a part of UnderConsideration, a website that specializes in corporate and brand identity. The company started out with logo redesigns, but as years passed, their expertise has also widened. Today, they cover a wide array of new designs and redesigns.

Unlike in the case of other websites wherein users can submit just any logo, at Brand New, there needs to be an old logo and a redesign of the logo. The designer of the logo will be properly acknowledged. The credits will include a link that will point to the website or portfolio of the designer

Top Tip: To successfully redesign a logo, it's important to embrace new trends while holding on to the classic elements of the old logo. This way, there will be some degree of familiarity while still adding something new

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://www.underconsideration.com/brandnew/about.php>

53. Logo Spire

Description: Launched in 2009, it's an online logo inspiration gallery that connects people from all over the world, including both designers and clients. Similar to the other logo sharing sites that you can find online, the process works pretty much the same. Once you have a logo, you will submit it. It will then be published along with a by-line that includes a link to your website or your portfolio. This is what will help to increase traffic or boost sales of your website.

Top Tip: Pick the right font. It will add an appeal to the logo and will make it more noticeable, especially in a platform that contains a plethora of options.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <http://www.logospire.com/about.html>

54. Logo of the Day

Description: Your daily source for logo design inspiration – that is how Logo of the Day positions itself. It's different from most of the logo submission and sharing platforms in such a way that it awards those that stand out from the rest. They have a team of professional and practicing logo designers, who will judge the logos based on a variety of factors, such as creativity, usability, and scalability. The winner can use the Logo of the Day badge on their website. It can be used as a sort of promotional tool to attract more clients. All logos displayed on the website will include a link that will direct to the creator's website or portfolio, which will be helpful in boosting traffic.

Top Tip: To be awarded the coveted badge, the logo needs to have a unique concept that will make it immediately capture the attention of the judges from the first time it's seen.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://logooftheday.com/about/>

55. LogoMoose

Description: This logo inspiration and design community showcase the work of professionals who are looking for the perfect place to build their own portfolio. If you provide logo design services, this is a good place to gain exposure for your work. All the designs uploaded will show relevant statistics, which include the number of views and votes. The name of the designer will also be shown, as well as a link to the portfolio or website. The website also has dedicated sections for featured, awarded, highest-rated, most rated, and most viewed logos.

LogoMoose also provides a channel to host logo design contests, which is ideal for businesses looking for creative minds to help create an identity for their brand.

Top Tip: To increase the chances of being awarded and featured, keep it simple. Simplicity can be achieved by focusing on one or two elements, especially when it comes to the colors and fonts that are used.

Difficulty Score: 

Cost Score: 

Learn More: <https://www.logomoose.com/>

56. Logo Lounge

Description: Looking for the perfect channel to showcase your logo designs with the intention to drive back traffic to your website? Logo Lounge has the answer! This is another logo submission directory that provides an opportunity for your work to be seen by a larger audience. Even if the logo has been rejected by a previous client, it can still be uploaded. It's home to more than 250,000 million logos from users in more than 100 countries.

By being a LogoLounge member, your work can also be considered to be featured in a book, which is available in Amazon. This provides another great opportunity to reach more potential clients.

Top Tip: Provide the right keywords when submitting your logo design. The logo itself will not be searchable. With the right keywords, you are increasing its ability to show up on search engine sites.

Difficulty Score: 

Cost Score: 

Learn More: <https://www.logolounge.com/faq>

eBook

57. Free eBooks

Description: Read anywhere and anytime – this is what you can do when you access Free eBooks. It's home to new and rising authors who were given a platform to showcase their works to acquire a wider readership. They even have a section for audio books!

With a record of more than 10.4 million visitors, there is no doubt that the website has a wide reach, making it the perfect way to publish your work. You can gain exposure and recognition in this channel. You can also be featured on their homepage, based on the quality of your submission. Depending on the topic that you are writing about, publishers are free to include links that will direct readers to their website.

Top Tip: Break down the eBook into chapters that will make it easier to read and digest for your target audience.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$

Learn More: <https://www.free-ebooks.net/submit-ebook>

58. eBooks Directory

Description: It's a directory of links not only to eBooks but also to lecture notes and documents that are available online. The works are divided into 697 categories and the website contains 10,711 eBooks, all of which can be accessed for free. The website has been recently designed to be optimized for mobile devices, providing a better experience to on-the-go users.

To have your work published, you need to submit a download or homepage URL, as well as a summary of the eBook.

There is a portion of the website that lists the Top 20 eBooks, which are ranked based on the highest number of views within a given timeframe. If you are submitting a book to get traffic to your website, the goal is to be featured here to gain a wider audience!

Top Tip: The eBook is more than just the content. The first thing that most people would notice is the cover. With this, design it in such a way that it will immediately captivate attention, making the reader want to know more what it's all about

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$

Learn More: <https://www.e-booksdirectory.com/faq.php>

59. eBook Freeway

Description: Whether you are looking for a free or paid content to read, the eBook Freeway offers the perfect solution. While they have books from large and traditional publishers, they also accept submissions from aspiring authors. The best thing is that you do not have to pay to be published!

The submissions can range on a wide array of topics, which include art, business, education, fitness, gardening, health, history, marketing, religion, and technology, among others. The eBook can contain links that will direct readers to your website, making it an effective platform to gain backlinks and improve your traffic.

Top Tip: Do not forget the call-to-action. This should be carefully crafted to compel the reader to make an action that will be favorable on your end. You should do this in a subtle way since the main goal of any eBook is to inform people and selling is just secondary.

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <http://www.ebookfreeway.com/>

Social Bookmarking

60. Digg

Description: This is a social bookmarking website that features curated news stories from different sources. With millions of users every month, it accepts not only written stories but also video content. Once you are a member of the Digg community, you can submit a URL of a story that fits in their major categories, which include business, technology, science, news, and entertainment, among others. Take note that you are actually submitting a link and a description, not an actual post.

Every story that is published on the website comes with a Digg button. Members of the community can hit the dig button if they like the story. As more likes are accumulated, the story becomes more popular and can make it to the Digg homepage.

Top Tip: To achieve more Diggings or likes, your story needs to come up with an attractive title and engaging description. Keep it short but sweet, enticing the readers to read the rest of the content.

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <http://digg.com/faq>

61. Stumbleupon (Mix)

Description: Stumbleupon has rebranded is now called Mix, but it still delivers the same purpose – a platform to discover all your favorite things in one place. With more than 25 million users, it's one of the most active social bookmarking sites that can help your website to boost traffic. Here, you can discover images, videos, and articles, among other contents that exist on the internet. An existing post or content can gain mega traffic if it gets a lot of stumbles. It's equivalent to the like button. The more stumbles there are, the higher is the likelihood that it will reach the homepage and gain a wider audience.

Top Tip: Creating a profile is one of the most important things to do. Aside from an attractive image, you need to include all of your interests. This makes it easier to be found by other users, who, in turn, can give your post a thumbs up.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://mix.com/learn-more>

62. Reddit

Description: The Frontpage of the Internet – this is how Reddit presents itself. It's a community of more than 330 million users. There are more than 138,000 active communities. Meanwhile, it enjoys an average of 14,000,000,000 screen views per month! It's ranked by Alexa as the fifth most popular website in the U.S. and the 18th in the world. It can be a great channel to promote your online store, website, or blog. The more comments and upvotes are given to your post, the more visible the bookmarks will be. Basically, it's a massive depository of forums where people can share almost anything under the sun. It's divided into subreddits, which refer to the categories of the subtopics.

Top Tip: The right timing is the key to getting more votes. According to several studies, the best time to post is at 5 pm if you want to enjoy heavy traffic.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://www.redditinc.com/>

63. Delicious

Description: A community with more than 5.3 million users, this is another platform to store, share, and discover social bookmarks. It helps to increase the traction of your content based on the preferences of the other users. It was acquired by Yahoo! in 2005 but was sold to Avos Systems in 2011. In 2017, it was acquired by Pinboard. Eventually, it has been discontinued.

Top Tip: Install a social bookmarking tool. The latter will make your life easier as it automates the bookmarking of the desired content with just a single click. The website features a manual "Add Link" tab. However, it can be tedious if you plan to add several links.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://del.icio.us/>

64. Folkd

Description: With the use of this social bookmarking website, the members will be able to vote stories, follow other users, and share their favorite posts via Facebook or Twitter. Founded in 2006, it's another alternative if you want your blog or content to reach a massive audience. The website has more than 650,000 users and there are over 10,000,000 bookmarks! While it's available in four languages, the largest groups of its users are in India and Germany.

Every time a user sees a post in Folkd, it can be rated by pressing the button with a star, which is equivalent to a like. The more likes are gathered by a post, the higher is the likelihood that it will be more visible in the platform.

Top Tip: Post cool links even if they are not really related to your website. It will help to increase your reputation rank, which means that your other posts will also be more visible to a larger audience.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <http://www.folkd.com/page/social-bookmarking.html>

Social Media

65. Google+

Description: Google's own social networking service presents a great opportunity to drive traffic to your website and boost your sales. Aside from creating a business profile, another excellent way to take advantage of the platform is to work on improving your public circles and joining in communities that are relevant to your niche. This will make it likelier that other people will make you a part of their circle, which effectively widens your network or reach. If you are an avid Google user, this is a good choice for a social networking website as it can sync with your other profiles, including Gmail.

Top Tip: For your content to have a massive reach, one of the secrets is to find the right timing of your posts. It's best to post on a weekday, preferably on a Wednesday. 9-11 am is the best time in terms of engagement.

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://support.google.com/plus/?hl=en#topic=6320382>

66. LinkedIn

Description: It's considered the most popular B2B social networking site with more than 500 million users. In fact, it's responsible for 64% of traffic to a corporate website's social media account. It's also accessible in more than 200 countries and territories around the world.

To take advantage of this platform, you have to be active in groups, as well as in Pulse. The latter is an online news aggregation feed, which will allow you to share self-published content. Connect with as many professionals as possible, especially with those who are related to your business. Take advantage of the question and answer portion of the website to increase visibility.

Top Tip: Use the LinkedIn share button. You can easily add it to your website using a plugin, which will make it easier to gain more shares and boost traffic.

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://www.linkedin.com/help/linkedin?trk=u->

67. Facebook

Description: The list of social networking sites will not be complete without a mention of Facebook. It's used by millions of small and big businesses around the world to connect with their customers. The easiest way to take advantage of this platform is to create a free Facebook page for your business. Here, you can upload photos of your products and services, as well as share relevant content that can help boost your sales. Also, try to be as responsive as possible to the comments and posts of your followers.

With more than 2,000,000,000 users globally, it's easily one of the top platforms that will bring you closer to your target market!

Top Tip: Posts with pictures and videos are proven to improve your ranking in a Facebook feed. With this, you should consistently post visual content that will increase user engagement!

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://www.facebook.com/business/>

68. Instagram

Description: The numbers speak for itself! Instagram is home to more than 25,000,000 global business profiles. It's used by over 2,000,000 advertisers. More than 200,000,000 people visit an Instagram business profile daily. 1/3 of the stories viewed are from business accounts. Also, 60% of people say that they are able to discover new products because of Instagram.

Your Instagram profile should come with a link in your bio. When clicked, this will direct the user to your website or online store, which is where traffic comes from.

Top Tip: Instagram is a visual platform. Therefore, the secret to maximizing success is to publish amazing content. Your feed should be organized and you have to consistently post new photos and videos to capture the attention of your target market. Use photo and video editing apps to make your posts more appealing.

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://business.instagram.com/getting-started>

69. Twitter

Description: People come to Twitter to discover new things, which can be your business or your service! Twitter has approximately 330,000,000 monthly active users around the world, 80% of which are considered as affluent millennials. It's available in more than 40 languages, which makes it a popular platform to improve sales and website traffic.

To effectively use Twitter for your business, grow your followers. Also, follow the right people, especially those related to your niche. Tweet consistently, especially if you are just starting out. Your account will be more reputable if it has a lot of tweets, which shows that you are an active user.

Top Tip: To drive more traffic to your website using Twitter, use hashtags effectively. Take advantage of the online tools that are available to discover the top hashtags that will help increase the visibility of your tweets.

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://business.twitter.com/en/basics.html>

70. Pinterest

Description: The simplest way to describe Pinterest is to see it as a web-based bulletin board. People can pin or save images on the website, which also makes it work like a bookmarking platform. These images are grouped into boards or categories. When a user clicks on the image, they will be directed back to the website where it was originally sourced, and this is where it helps you drive traffic.

Pinterest is used by more than 250,000,000 people from all over the world. It has more than 175,000,000,000 images or pins!

Top Tip: Add a URL to the description of your pin. This will make it easier for the user to be directed to your website. Otherwise, the user will first need to click on the image and then it will expand. Once it has expanded, they will have to click on the image again and a new tab will be opened.

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://business.pinterest.com/en>

71. Tumblr

Description: Tumblr is a social media and micro-blogging platform that makes it effortless for its users to share almost anything, including photos, links, quotes, videos, and music. It has a cumulative total of 162,700,000,000 posts. Meanwhile, Tumblr blogs have reached a staggering number of 425,700,000!

Every user will have a Tumblelog. This is the place where one can publish a content. The goal is to create a popular post in any form, which will be re-blogged or shared by other users. It also gives you the chance to be featured on the explore page. In turn, this will drive traffic back to your website.

Top Tip: Create a killer profile that will instantly spike interest from the other users. Once you are able to captivate their attention, it will be easy to influence them and make them visit your blog or website.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://www.tumblr.com/business>

Pay Per Click

72. Google Ads

Description: Dubbed as the daddy of PPC, this is the largest network that you can use. The mere fact that it's from Google can already provide you with enough reason to trust its promise. One of the best things about such a platform is that it offers multiple ways to reach your target market, such as through YouTube videos and text-based ads. It offers various platforms to test and monitor the success of your campaign. Your ads will be placed on the top of Google search engine results, which makes it easy to be noticed with every search that is made. Another selling point of this PPC network is that you do not have to be tied to any long-term contract! You can end your campaign anytime you wish!

Top Tip: To create a successful Google Ads campaign, one of the most important is to carefully choose the keywords that you will use. The good news is that they have a built-in keyword tool that will allow you to easily know what your customers are searching.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$

Learn More: https://ads.google.com/intl/en_ph/home/how-it-works/

73. Facebook Ads

Description: Facebook Business, through its ads, promises to make it easy to search for the right people and capture their attention. One of its strongest points is the fact that there are more than 2,000,000,000 monthly Facebook users, which represent a huge potential for your ad reach. You can also run your ads on any budget, making it excellent even for small businesses.

Facebook Ads will integrate seamlessly into the feed of its users, which means that it will not be disruptive. Also, unlike in the case of other platforms, there is no ad blocking plug-in. It also allows advertisers to enjoy value for money and optimal reach because you can use the same PPC network that is used by Instagram.

Top Tip: For a killer Facebook ad, use Audience Insights. The latter is a feature that will allow you to learn more about your target market. Consequently, you can easily determine how to best capture their attention with your ads.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$

Learn More: <https://www.facebook.com/business/products/ads>

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Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$\$

Learn More: https://ads.google.com/intl/en_ph/home/how-it-works/

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Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://www.facebook.com/business/products/ads>

74. Bing Ads

Description: Using a powerful network, Bing Ads can bring powerful benefits to your business, especially considering the fact there are more than 6,000,000,000 searches that are performed every month. Although it's not as popular as Google, Bing is the second largest search network and has over 30% of the search engine market, making their ads an effective way to boost traffic to your website. Similar to Google Ads, the Bing Ads will appear based on the keywords that people are searching. The ads will show up on the top, side, or bottom of the search page.

Top Tip: You need to have a competitive bid strategy to maintain a strong position. If you have a low budget, the ads may fail to catch the attention of your target audience. They have a bid strategy feature, which will automate your bids and make it more effective.

Difficulty Score: 

Cost Score: 

Learn More: <https://bingads.microsoft.com/>

75. Yahoo Ads

Description: Yahoo Ads is known for making up to 2,000,000,000 impressions daily. It has 1,000,000,000 active monthly users. There are also several ad formats that are available, allowing you to choose which ones are most suitable for your target market. The ads can be in the form of an image, video, or app. They can also appear in Tumblr and Yahoo Mail, among others. All of the ads will show up in a manner that is non-obtrusive, which means that it will not have a negative impact on the experience of the user.

Top Tip: Use geo-targeting to make sure that your money will not go into waste. With the latter, you will be able to define the radius of the market that will be reached by the ads. This will allow you to reach only the people who are relevant to your business.

Difficulty Score: 

Cost Score: 

Learn More: <https://gemini.yahoo.com/advertiser/home>

76. LinkedIn Ads

Description: Using LinkedIn ads is not only good for generating leads and growing your network, but also for hiring new employees, especially considering that it's a B2B networking platform. Your ads will be placed in strategic locations on the LinkedIn website. This will work best if you wish to target professionals. Aside from their website, the sponsored ads can also appear in other locations, such as SlideShare.

LinkedIn has more than 560,000,000 active users, including 73,000,000 senior-level influencers, 45,000,000 decision-makers, and 8,200,000 C-level executives. Because the members are professionals, they have two times more buying power compared to the average website visitor.

Top Tip: Be specific with your target selection. When creating an ad, there is a built-in feature that will allow you to further narrow down the intended audience, such as on the basis of job title, job function, age, gender, and degrees.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://business.linkedin.com/marketing-solutions/advertising-faqs>

77. AdBlade

Description: While this PPC network is relatively unpopular, it makes a great alternative for those who are looking for another great way to place their PPC ads. It's a content-style ad platform. They claim to have over 300,000,000 users since the company's establishment in 2008. They guarantee that your ads will appear only in trusted sites that can maximize the return on your investment. All of their ads also offer geo-targeting and interest targeting to ensure that they land only on the right audience.

Top Tip: Using an attractive image is one of the best ways to maximize the reach of your ad. AdBlade recommends that the image should be at least 1,200 x 628 in terms of pixels. It should come with a short description that is no more than 25 characters and a long description that is not over 100 words.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://www.adblade.com/doc/advertiser-solutions-faq>

78. Bidvertiser

Description: If you are looking for a cheap and user-friendly platform to place your PPC ads, Bidvertiser is a promising option, although it lacks a massive audience. Even for novices, there is no need to worry about complications. Once you are a registered member, just create your ad of choice. Select the appropriate category, pick the right keywords, set the maximum price, and the ads will immediately appear on the third-party websites that are members of the company's revenue sharing scheme. Do not forget to add an image banner that will make the ad more enticing.

One of its benefits is that you will have the freedom to choose the categories where your ads will appear, allowing you to control the direction of the campaign.

Top Tip: The website has a feature called the Advertiser Center. Use this to monitor the performance of your ad, such as real-time conversions.

Difficulty Score: 

Cost Score: 

Learn More: https://my.bidvertiser.com/bdv/BidVertiser/bdv_advertiser_faq.dbm

Display Advertising

79. Advertise.com

Description: At Advertise.com, they are committed to helping their clients achieve the best ROI with cost-effective and high-quality ads. Whether your intention is to achieve more site visitors, sales, or leads, they can make it happen. They have a wide network where the ads can be placed, making sure that high-quality traffic will be directed to your website. Clients will be working with dedicated account managers for unparalleled support and control of the campaign.

While it's a less popular platform compared to other PPC networks, it offers an excellent alternative because their display advertising solutions offer a lower cost per click, making it especially ideal for small businesses.

Top Tip: Include a link that directs the audience to a relevant landing page and not the generic homepage. Depending on the message of the ad that is displayed, make sure that it will redirect to the right portion of your website.

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$

Learn More: <http://www.advertise.com/platform-help-guide/>

80. Buy Sell Ads

Description: If you are interested in launching a powerful display advertising campaign, Buy Sell Ads is one company that can extend a helping hand. They have a network of hundreds of publishers, making it easy for your display ads to reach millions of people. They work exclusively with websites who have high-engaged visitors. Their ads are also known for being transparent, providing you with peace of mind. You will stay completely informed about the direction of the campaign, such as where the ads will show up and the costs. They also have an intuitive platform that allows easy tracking of the performance of the display ads.

Top Tip: Display advertising is a battle for attention. Therefore, it will be best to invest in a bigger banner. This will make the ad more noticeable. Also, if the banner is smaller, this can cause clutter to the website where it will be placed and won't be effective in reaching the target audience.

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$

Learn More: <https://www.buysellads.com/advertisers/display>

81. Blog Ads

Description: Established in 2002, Blog Ads specializes in creating native and self-service ads to reach influential and passionate audiences. It provides an easy-to-use platform for producing a marketing campaign. The process starts with selecting your target audience. They provide 24 interest-based categories that will make targeting a lot easier. Next, you will have to define the specifics of the campaign, such as the duration and the budget. Once this is done, you can now provide the creative brief. You can upload your own ad or you can use their built-in ad builder. Clients are also free to choose the right blogs where their display ads will appear.

Top Tip: The key to the success of display advertising is the right placement. Take advantage of Blog Ads' keyword search bar or the Advanced Sorting function to find blogs that will complement your ads.

Difficulty Score: 

Cost Score: 

Learn More: <http://web.blogads.com/faq-for-advertisers.html>

82. Ad Smart

Description: The company promises to help its clients to thrive in the digital world through their smart display advertising strategies. They have a professional team to help your business find the right portal for promotion. Their network of publishers is continuously increasing, providing more opportunities for your ads to show up. These ads, meanwhile, can exist in various formats, such as display banners, in-video ads, text tab ads, and instant messages. Different options for targeting are also offered, such as on the basis of gender and location. Advertisers can submit their ad of choice or you can also work with their team to help you come up with custom creatives to use in a campaign.

Top Tip: If you are submitting your own ad for publishing, make sure that it's responsive. Simply put, a responsive ad is one that automatically adjusts depending on the device that is being used by your audience.

Difficulty Score: 

Cost Score: 

Learn More: <http://adsmart.com/faq/>

Native Advertising

83. Outbrain

Description: A leading premium discovery platform – this is how Outbrain advertises itself. Every month, there are more than 250,000,000 native placements from the company that appear on reputable websites, including CNN. It works with 80% of the world's most premium publishers. It's also available in 14 languages. They have 16 global offices in 55 countries and they employ more than 600 people. With its size, it's without a doubt a promising channel to display native ads that will help boost the traffic and sales of your business. Especially because they are affordable, native ads from Outbrain should be your next go-to marketing strategy!

Top Tip: Make your campaign headline irresistible by using negative words. It's believed to be more effective in attracting an audience compared to positive words. Words like never, avoid, and stop can have a stronger appeal compared to their positive counterparts.

Difficulty Score: 

Cost Score: 

Learn More: <https://www.outbrain.com/help/>

84. Taboola

Description: This is another promising native advertising platform that can help boost the performance of a website or business. Your traffic, conversions, and revenue will significantly improve through their content and video campaigns that are integrated seamlessly in reputable platforms. You can reach more than one billion users of their premium publishers, including Business Insider, USA Today, Bloomberg, NBC, TMZ, The Weather Channel, and Daily Mail, among others. Their native ads are effective without being disruptive. They also utilize a predictive recommendation engine, which uses machine-learning algorithms to help you find the right audience to maximize the returns of the ad placements.

Top Tip: To create an effective native ad on Taboola, make sure to develop your ad copy in such a way that it's customized to the design and culture of the publisher. The tone and style should be similar.

Difficulty Score: 

Cost Score: 

Learn More: <https://www.taboola.com/advertisers>

85. AdBlade

Description: Since 2008, AdBlade has been one of the leading content-style native ad platforms. The company claims that they have a reach of over 300,000,000 monthly users, making it a great channel for promoting your website or business. They work with more than 15,000 advertisers and have partnered with over a thousand premium distributors, providing endless opportunities when it comes to where your content will show up. AdBlade has also been recognized by Integral Ad Science and given the highest Brand Safety Rating that is possible, which speaks a lot of their reputation as a leading choice for native advertising.

Top Tip: Being customer-centric is one of the secrets to creating a successful native ad. Always think about what your customers want or need. Understand how they feel and what can be done to give them a highly-satisfactory experience.

Difficulty Score: 

Cost Score: 


Learn More: <https://www.adblade.com/doc/advertiser-solutions-faq>

86. RevContent

Description: While it may not be as large as Outbrain and Taboola, it's a growing native ad platform that can prove to be the perfect fit for your promotional needs. They are selective in terms of the publishers they work with, believing that not all sites are equal, specifically in terms of being effective for an ad. In fact, they deny more than 98% of publishers that apply because they want to focus only on those who can provide the highest return to the clients. Through their exclusive placements, RevContent is able to successfully generate as much as 250,000,000,000 recommendations per month!

Top Tip: See to it that the content of the ad matches the landing page where the user will be directed upon clicking. Otherwise, your ad will be immediately denied.

Difficulty Score: 

Cost Score: 

Learn More: <https://faq.revcontent.com/>

87. Redirect

Description: It's one of the lesser popular platforms for buying and selling traffic, helping a website boost its performance. They offer a variety of products, including native ads. Whether you are a local or an international client, they promise to provide the traffic that you need for your website through their carefully-curated strategies. Different forms of native ads are offered, including content ads, responsive banner, email feeds, exit pop, and newsfeed. You can be promoted on reputable websites, such as Esquire and NBC Sports. Each content submitted will go through a rigorous approval process to guarantee quality across all websites they are placed.

Top Tip: Regardless of the type of content that you will submit to Redirect, it's important to seek an emotional connection. This will make the native ad more relatable for your target audience.

Difficulty Score: 

Cost Score: 

Learn More: <https://redirect.com/faq>

88. Nativio

Description: The company tags itself as the only unified platform for tomorrow's ad formats. It utilizes state-of-the-art technologies and novel approaches to providing the right advertising tools. They guarantee the highest possible reach of every campaign. Based on their statistical data, they have more than 220,000,000 unique reaches. They also utilize machine learning, such as when it comes to testing an ad to evaluate all of its components before it goes live. Advertisers are also armed with the important metrics to gauge the performance of their campaign and to determine the ways to improve.

Top Tip: Utilize A/B testing. It will help you to evaluate the effectiveness of your headlines, making it easier to decide which one can generate the most interest from your target audience. Nativio offers a built-in tool to do this easily. It analyzes several components of an ad, including headlines, placement, and content, among others.

Difficulty Score: 

Cost Score: 

Learn More: <https://www.nativio.com/faq>

Retargeting

89. AdRoll

Description: To convert window shoppers into buyers – this is what AdRoll seeks to do with its retargeting feature. Simply put, it's all about tracking the people who have already visited your website and retargeting them with an ad when they visit another website. While there are many platforms where this can be done, AdRoll promises to be one of the most effective, especially considering the fact that it has already generated \$7,000,000,000 dollars for its past clients since it was founded in 2007. They have a network for thousands of websites where the retargeting ads will be placed, which include Google, Facebook, Instagram, and Twitter.

Top Tip: Retargeting creatives can exist in many forms. However, according to AdRoll, the ones that are most effective are those with clear call-to-action. Make sure to write a CTA that is simple but actionable.

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$

Learn More: <https://www.adroll.com/learn-more/retargeting>

90. Perfect Audience

Description: Whether it's Facebook, mobile, or web retargeting, Perfect Audience promises to do it right. They believe that building a business is already challenging enough, so you have to find the right professionals to help you grow it, and this is where they enter the picture. They have partnered with some of the most reputable ad networks to provide clients with a massive reach. From targeting your audience to building your campaign, they offer a user-friendly platform. The latter can also provide valuable insights into how your strategies are performing, providing opportunities to have it modified as needed.

Top Tip: Apply a frequency cap or the limit at which a user will be exposed to a specific ad. Keep it at about 17 to 20 times a month. Overexposure can make the performance of the campaign suffer.

Difficulty Score: ★☆☆☆☆

Cost Score: \$\$\$\$

Learn More: <https://support.perfectaudience.com/249794-FAQ>

Mobile Advertising

91. AdMob

Description: This is a mobile advertising network that is operated by Google. It will help developers in the promotion and monetization of their apps, providing discovery and branding solutions that can also help in effectively increasing traffic or sales. Clients will be able to access millions of advertisers on Google and take advantage of different platforms where the mobile ads can be placed. There are different engaging ad formats that can be used, including native ads and banner ads. You will also be provided with smart analytics to monitor the performance and make better decisions. The tools are automated, making it perfect even for those who do not have the technical know-how. There are generally two main purposes why people use AdMob – to promote the app for generating more downloads and to sell more in-app purchases.

Top Tip: Create a headline that will immediately captivate the attention of your target audience. Headlines are followed with two text lines, with both lines having a maximum length of 35 characters.

Difficulty Score: 

Cost Score: 


Learn More: <https://admob.google.com/home/resources/>

92. ONE by AOL

Description: Formerly known as Mmedia, it's a self-service mobile advertising platform that has a network of more than 50,000 websites and apps. According to AOL, their main goal is to help increase the effectiveness of brands in spending their financial resources to maximize the success of their ads. It aims to simplify the digital space, providing every business with the chance to be promoted and reach a massive audience. As stated on their website, they aim to provide one platform, infinite solutions, and real results. .

Top Tip: One by AOL is known for having a strict verification process before an ad can be qualified. Pay attention to the rules that have been set by the company to avoid the ad from being rejected. See to it that the ads are formatted properly.

Difficulty Score: 

Cost Score: 

Learn More: <https://onemobile.aol.com/>

93. Airpush

Description: Founded in 2010, Airpush seeks to transform the world of mobile advertising through using technology and exceptional ad formats. There are more than 150,000 applications where the mobile ads can be seen, presenting limitless potential when it comes to the reach of your campaign. This push notification ad network also claims that they can provide ad revenues that are 10 to 30 times higher compared to what you can enjoy from CPM. Clients can enjoy billions of impressions in a single interface while being able to choose from 12 ad formats that are available, including banners, rich media, video, and landing page. The company has worked with some of the most reputable brands in the past, which include Coca-Cola, Toyota, 7-Eleven, Best Buy, LG, Mazda, and Amazon.

Top Tip: Use the feature that allows users to target specific countries and cities. This will make it easier to narrow down the audience for the ad.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://airpush.com/resources/>

94. InMobi

Description: If you need mobile ad solutions to generate traffic and maximize conversions, InMobi is another option worth considering. The company provides a community where advertisers and publishers can gather for creating relevant and customized ads. Whether for acquiring high-quality users, generating leads, or increasing brand engagement, among other goals, they can help your business. The company takes pride in having 138,000,000,000 monthly ad impressions, 1,000,000,000 monthly active users, 2,600,000,000 app downloads, and covers 200 countries. With this coverage, it's easy to understand why it's one of the best in mobile advertising.

Top Tip: Use the handset targeting feature to further narrow down the target audience of your ads. It will allow you to define your audience based on their phone models. This way, you can be sure that the mobile advertisements will only land to those people who are relevant to your business.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$\$

Learn More: <https://www.inmobi.com/company/>

95. Leadbolt

Description: It's an award-winning mobile advertising platform that can help your traffic and sales to skyrocket. They have a direct relationship with premium partners, providing you with the confidence that your ads will reach its intended audience. They use a variety of formats, including native ads. Clients can choose either their self-serve or fully-managed platform for mobile ads.

With an expansive network of more than 65,000 apps in 165 countries, the reach is undeniably massive. To add, they serve over 10,000,000,000 ads to its users every month!

Top Tip: Keep your ad campaign relevant. While there are ads that are evergreen, it will be good to make yours seasonal. This can help leverage excitement and trigger more interest from your audience. Also, this means that the ads will have different looks depending on the time of the year they are released.

Difficulty Score: 

Cost Score: 

Learn More: <https://www.leadbolt.com/advertise/>

96. Apple Search Ads

Description: The massive size of Apple as a company makes Search Ads another promising option when it comes to mobile advertising. It's relatively new compared to the more popular platforms, but it's promising in terms of the rewards that can be reaped. To be specific, it delivers an effective way for people to discover an app on the App Store, specifically at the top portion of the screen.

There are two plans that are available if you wish to use Apple Search Ads for mobile advertising. You can choose Basic or Advanced depending on your needs or budget.

Top Tip: It's important to come up with a well-crafted metadata to increase the visibility of your ad. Your title and description should contain high-ranking keywords. This will help to improve your relevance. Use both general and specific keywords. Also, utilize a keyword research tool to know which ones will work best for your ad.

Difficulty Score: 

Cost Score: 

Learn More: <https://searchads.apple.com/>

Contextual Advertising

97. Clicksor

Description: Deliver Where it Matters – this is what Clicksor promises to do to its clients. As a contextual advertising network, this simply means that it guarantees that your ads will land only on websites that are related to your niche, maximizing its potential to be seen by the right audience. They are partnered with more than 150,000 active websites. Their network of publishers will provide a guarantee that there is a right place for your contextual ads. They also serve more than 3,000,000,000 monthly impressions. They provide contextual ads in a variety of formats, which include text, rich media, and graphical banners, among others.

Top Tip: Take advantage of the different targeting features that are available to further narrow down your audience. Using the Clicksor platform, you can target based on location, keyword, time, operating system, device, and language.

Difficulty Score: 

Cost Score: 

Learn More: http://www.clicksor.com/why_advertise_with_clicksor/faq

98. Industry Brains

Description: It aims to provide a site-specific marketing solution to drive better traffic, which, in turn, will result in improved ROI. At Industry Brains, you can take advantage of high-impact and cost-effective mobile ads that will be delivered in premium websites. You will be guaranteed that they will reach the right people with the targeting features that are available. There is a potential to reach more than 200,000,000 users accessing the top-rated national and local websites that operate under their network. They use keyword research and editorial targeting to find the websites that are perfect for the ads of their clients.

Top Tip: To create an effective contextual ad, limit its size. It should not be too small to the point that it won't be easily seen. On the other hand, it should not be too large to the point that it will be intrusive and annoying to the user.

Difficulty Score: 

Cost Score: 

Learn More: <https://www.industrybrains.com/doc/about>

99. Infolinks

Description: Considered as the epitome of contextual advertising, this is another platform worth considering for increasing your website's traffic. The company stands out from its competitors basically because it makes advertising smarter, making it possible to reach your audience when they are most engaged. They have a special algorithm that makes it possible to detect user interest and present only the ads that they will find interesting. It has more than 1,000,000,000 users globally, providing a guarantee of massive reach. The company provides a self-serve marketplace, which will provide you a complete control in terms of customizing the ads.

Top Tip: Highlight what makes you unique against the competition. The contextual ad is the first opportunity to create an impression. Be loud and clear when stating this differentiation. This way, you will stand out from all others and you can convince the user to click on your ad.

Difficulty Score: 

Cost Score: 

Learn More: <https://www.infolinks.com/advertisers/>

Affiliate Advertising

99. Infolinks

Description: To influence action and drive conversion, it's important for your marketing campaign to be proactive without requiring a lot on your end. This is where Rakuten Marketing enters the picture. They provide the tools that are necessary for carrying out a successful affiliate marketing strategy. It offers a platform where advertisers and publishers are connected. Despite the emergence of newer competitors, it's still the leader in the industry. Even for novices, it's a promising option because of the tutorials that are available to help you master the basic techniques. It has been voted as the top affiliate marketing network for seven years, making it a great option if you need help in increasing website traffic.

Top Tip: To easily locate your prospective publishers, use the category list to trim down the options. You can choose up to five categories that are relevant to the product or service you will be promoting.

Difficulty Score: 

Cost Score: 

Learn More: <https://rakutenmarketing.com/affiliate/advertisers>

101. Clickbank

Description: When it comes to affiliate marketing, Clickbank is another name that is worth looking at. Being around since 1998, it has withstood the test of time and proven its reputation when it comes to affiliate programs. It's a place where you can advertise your products with the intention of looking for affiliates and a platform where you can advertise your products directly to potential customers. Once your products made it to Clickbank, it will be searchable amongst publishers or blog owners. When viewed, the information displayed will also include the initial sale and the average sale. You will also easily know if it has mobile support.

Top Tip: All submissions come with a pitch. This should be well-crafted to reflect the essence of your product and must be compelling enough so that affiliate will pick it.

Difficulty Score: 

Cost Score: 

Learn More: <https://www.clickbank.com/corp/advertise/>

102. ShareASale

Description: At ShareASale, you can effectively grow your online sales force and pay only when it works. The affiliates will only be paid once you are able to make a sale from the ad that is published on their website. Their intuitive platform features real-time tracking, which will provide you with instant insights on the performance of a campaign. After a user clicks the banner and makes a purchase, the commission will be generated in an instant! Also, for newbies, they provide merchant training webinars to help you be acquainted with how the process works and how to maximize return for your ads.

Top Tip: Use the tags to be able to segment the affiliates. This makes it easier to search for the ones who will be relevant to the product or service you wish to advertise.

Difficulty Score: 

Cost Score: 

Learn More: <https://account.shareasale.com/merchants-learn-more.cfm>

103. Avangate Network

Description: Become a part of the more than 22,000 digital software and online services that are listed on the website of Avangate, a premier affiliate network. Here, you are bringing your business closer to a group of publishers or website owners who might be willing to advertise your offerings while earning a commission for every qualified transaction. With more than a decade of experience in the business, you can be confident that you will be working with the right people. Nonetheless, not all merchants can qualify. You first need to fill out the application form and your application is subject to review. The most important criterion is for you to be offering software and online services.

Top Tip: Provide complete information for the product that will be submitted. This includes the policy on what the company will do in case customers have complaints. By completing the description, you are expediting the approval process, making it quick to find a publisher.

Difficulty Score: 

Cost Score: 


Learn More: <https://www.avangatenetwork.com/avangate-resources/>

104.CJ

Description: Being on the market for more than 20 years, CJ has a powerful network that can help to boost your sales and increase website traffic. They are proactive in continuously growing their list of publishers, providing merchants with more options on where their ads can be placed. It's trusted by some of the most reputable global brands, such as GoPro, Barnes & Noble, Lowe's, J. Crew, and Office Depot, among others. Meanwhile, they also have a massive list of publishers, including CNN, Time, BuzzFeed, and Wire Cutter. The company claims that they reach more than 930,000,000 customers in more than 20 countries, presenting the potential for your business to be advertised across borders.

Top Tip: Use the competitive publisher indexing feature of the website. This will make it easier for advertisers to determine the effectiveness of their relationship with a publisher and the success of an ongoing campaign

Difficulty Score: 

Cost Score: 


Learn More: <https://www.cj.com/advertiser>

105. Crak Revenue

Description: With more than a decade of experience in web marketing, Crak Revenue promises to help in the promotion of your brand and generation of vast conversions through affiliate marketing. They will help you to reach your target market without the need to spend a fortune since you will be paying only when results start to become evident. They have an exceptional approach when it comes to the management of publishers, providing an assurance that their network consists only of websites that are trustworthy, which will have a positive impact on your brand as it's promoted in such platforms. Their community has more than 20,000 web marketers. Meanwhile, they can generate more than 50,000,000,000 impressions in a month!

Top Tip: Take advantage of the geo-targeting feature of the affiliate site to determine the best publishers for your products or services. They have a presence in more than 200 countries and territories, making it easier to narrow down the ad's reach.

Difficulty Score: 

Cost Score: 

Learn More: <https://www.crakrevenue.com/advertiser/>

106. Flex Offers

Description: Grow your affiliate distribution in the absence of having to be tied to a long-term contract – this is what Flex Offers aim to deliver through their programs. They offer different packages, including self-managed and fully-managed campaigns, providing an option for every budget. FlexOffers has more than 12,000 advertisers and they are growing in hundreds week after week!

According to their website, all it takes is \$500 to get started with their affiliate services. The network fee is as low as 1%, making it an attractive option for advertisers. Best of all, there is no minimum contract required. If it does not work for your business, you can opt out at any point!

Top Tip: Increase your commission offer. Since it's a network of thousands of advertisers, it will be hard to find publishers who will be willing to take in your brand. If your commission is higher, you will appear on the featured page of the website and will be more visible.



Difficulty Score:



Cost Score:

Learn More: <https://www.flexoffers.com/advertiser-benefits/>

107. AvantLink

Description: With its global presence and unbeatable technology, AvantLink makes another great option when it comes to affiliate advertising. They have networks in the United States, Australia, and Canada, making it possible to offer country-specific strategies to interested merchants. Meanwhile, they execute a streamlined recruitment process that allows them to work with the right affiliates. For advertisers, this can provide you with peace of mind knowing that your campaigns will be published on reputable websites. It's also worth noting that they have a strict vetting procedure to ensure that they only have high-quality affiliates. In fact, it's claimed that only 30% of applicants are able to pass the screening.

Top Tip: Take advantage of the website's Affiliate Recruitment Tool. This will be effective in narrowing down the options for publishers. Focus on those that can provide high-quality traffic to your website. See to it that they are aligned with your business.



Difficulty Score:



Cost Score:

Learn More: <https://support.avantlink.com/hc/en-us>

108. Peer Fly

Description: Take your business to the next level by partnering with PeerFly and taking advantage of their comprehensive affiliate program. Whether it's a small home-based business or a Fortune 500 company, they work with firms of all sizes. They have a small team of professionals and you will have a dedicated account manager who can provide the necessary assistance to merchants. To date, they have also generated more than 8,000,000 conversions and over \$100,000,000 in sales for their clients. Plus, they have partnered with more than 75,000 publishers in 165 countries, providing limitless opportunities for your ad to reach its target audience.

Top Tip: With thousands of searchable advertisers from the company's database, make sure that you use the right keywords in your description. Also, choose the relevant categories. This will make it easier for the publishers to notice your offer.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$

Learn More: <https://peerfly.com/faq>

109. Revenue Wire

Description: With the help of Revenue Wire, it will be easy to ignite the growth of your business through affiliate advertising, providing a quick way to direct people to your website or online store. There are no setup fees, no monthly payments, and no contracts! It's not only economical, but you can also opt out any time once you are unhappy with how your campaign is going! The company is also known for having a personal approach to their clients, which is perhaps the reason why they have received prestigious awards in the past years. They have been in the business for more than ten years. Their platform, meanwhile, has already generated 1,000,000,000 transactions and they are present in more than 200 countries.

Top Tip: For the campaign to gain traction, it's important to build a relationship with your affiliates and consider them as an integral part of the success of your business.

Difficulty Score: ★★☆☆☆

Cost Score: \$\$\$\$

Learn More: <https://www.revenuewire.com/performance-marketing-advertisers/>

110. Click Booth

Description: The company claims that they are the #1 CPA network in the world. Established in 2002, they are known for their exclusivity when it comes to their choice of publishers, limiting their network to a small but powerful group of affiliates who can drive high-quality traffic to your website. They have an intuitive software and a knowledgeable team, making it easy even for novices to get started in growing their business through affiliate advertising. They have some of the best account managers in the industry to help you out. Lastly, Click Booth uses their exclusive network of affiliate channels for native, social, contextual, and email ads, among other strategies to acquire customers.

Top Tip: Use your Advertising Consultant to help you manage your campaign to find the right publisher. Take advantage of your perk as an advertiser to gain valuable industry insight.

Difficulty Score: 

Cost Score: 

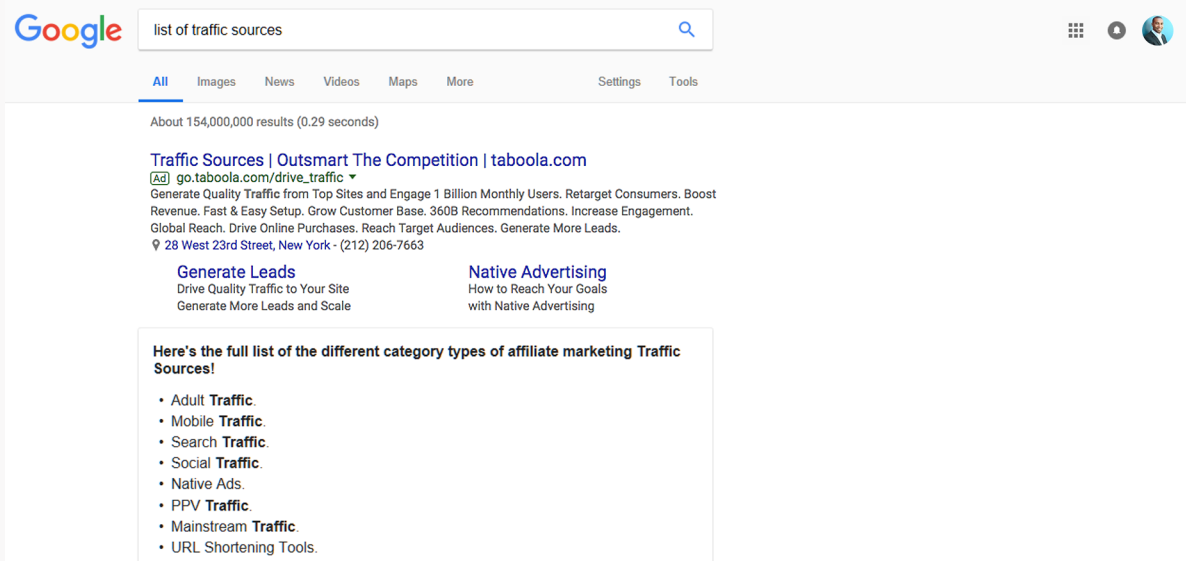
Learn More: <https://support.clickbooth.com/support/home>

What?! 110 traffic sources and that's it?!

What happened to the other 153,999,890?!

You didn't honestly think I was going to share 154 million traffic sources here, did you? But I am not backing out on my promise! Just go to Google and search for **list of traffic sources**. Currently over 154,000,000 results.

(*That's where I got the number from .*)



I hope this list will be as handy for you as it is for me. Feel free to
if you have any questions!

[Get in touch](#)

- Michael Peggs