# Attracting Website Visitors

5 Ways to Build your Online Audience & Email Circulation



# Mequoda Method Ecosystem: Driving Traffic





## Search

Google





YAHOO!



# **Email**



#### **Daily newsletter**





Gardens Daily GARDENING TIPS, TEC HISPIRATION FROM TO

### **Spotlight**





## Social



# Legacy

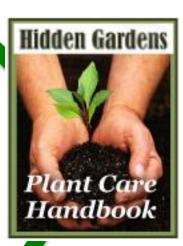
#### **Events**





Magazine





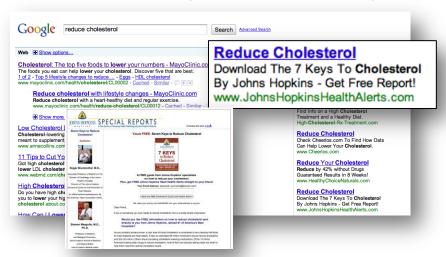
**Books** 



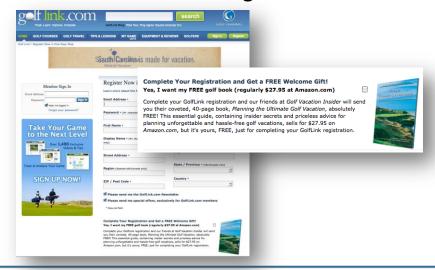


## **Paid**

#### Paid Search (Cost Per Click/CPC)



#### Affiliate Co-Registration



#### **Banner Advertising**

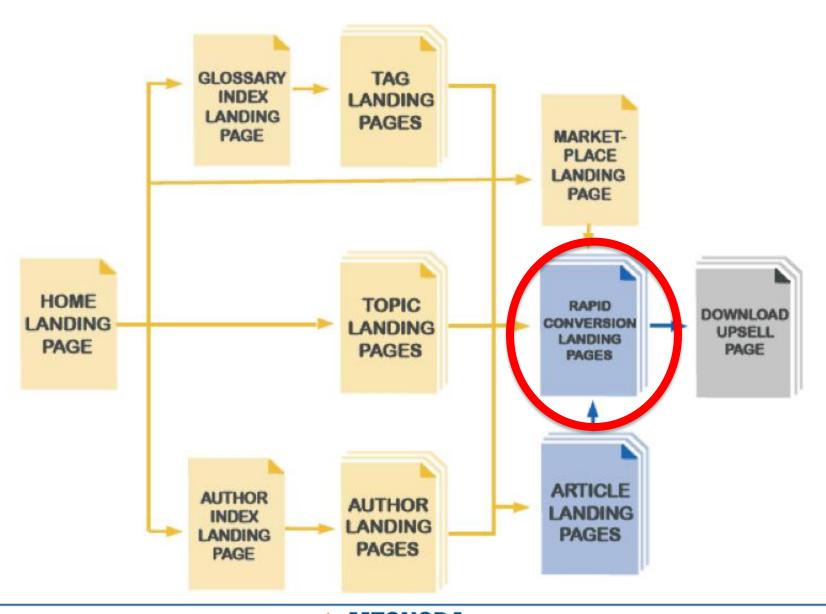


#### **Email Appends**





# **Conversion Architecture Map**





# Thank You