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10 Quick Tips to Explode Your Traffic Using EntreCard

How to get the most value out of the EntreCard community

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1. Get a free EntreCard account. I mean NOW!

If you don't know what EntreCard is, make sure you find out... and quickly! Note that I don't get paid to say this... At the moment I'm writing this I don't know anything about any EntreCard affiliate programs and there are no EntreCard referrals. But my honest advice is to get an EntreCard account right now, and keep reading this...

2. Browse your category and start dropping your EntreCard on every website you visit.

Every time you drop your card you get a credit and, most important, you tell someone that you exist (read the next step to find out why this is so important). Credits are typically used to buy ad space on others blogs ... but I'm not showing you typical stuff!! I'm going to show you a better way to use them in tip #8.

3. The real gold is in your droppers, NOT in the ads that you buy.

That's right! For most of the ads I've bought, I've got a lot less visitors than the number of credits I've paid for them. The time I spend looking for and buying advertising space is the most unproductive time in my agenda (although I do that on a regular basis). Have you seen the big players (like ProBlogger or JohnChow) asking you (or any other EntreCard user) to put their ad on your blog? I haven't seen their banners on other websites yet. Ok... I'm sure they did it once or twice (maybe they still do it once in a while), but this is a time consuming activity with very low results. You need to understand that the most important people on EntreCard are your droppers! They usually visit your website daily and drop their card to earn credits. You really need to focus on getting more of them and giving them what they are looking for to catch their attention. Otherwise, they will just get their credit, and "fly" away to the next website to get another one.

Reduce bounce rate on your webpage

What is a bounce rate?

Basically, if your website has a 50% bounce rate then it means 1 out of 2 people left your website without visiting another page. Yes, they simply left without clicking on one single link.

You should always work on reducing the bounce rate.

How can I reduce the bounce rate?

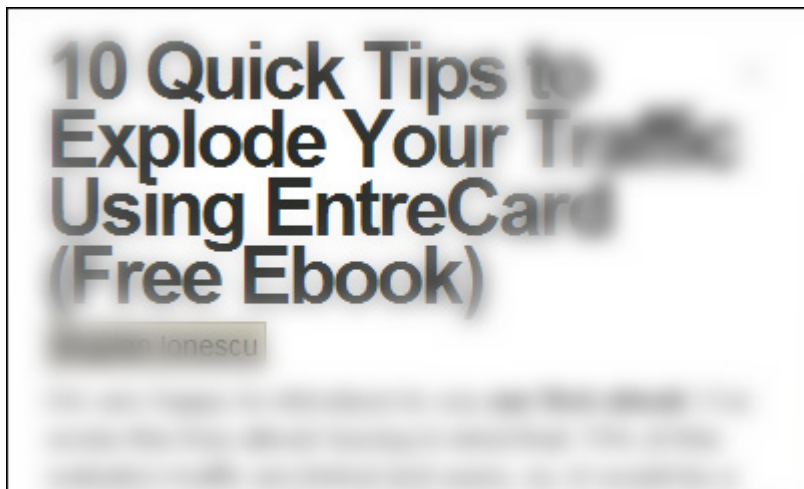
The main factor is targeted traffic. EntreCard traffic is not very targeted and people are leaving your website because it isn't relevant to their interests. There's not much you can do about this, but, anyway, EntreCard visitors have one thing in common: (don't laugh!) they all use EntreCard! One thing you can do is to have EntreCard related stuff around your widget (did you see the image of my EntreCard free eBook just above the widget?) and, if you can, make a post about something that EntreCard users might be interested in (both the article about my EntreCard ebook and my EntreCard contest helped me get a lot of people to read my blog and comment!

Other things you can do to reduce bounce rate

1. Make sure you properly design your website. How do you feel about a technology website looking like a food one?
2. Try to have a balanced website. Most of the times, blogs are text heavy. Text heavy pages can hardly capture the visitors' attention. Having this in mind, I've been adding a relevant image to each new blog post. You should try to do the same.

Is there any tool I can use to do this?

Unfortunately, this has a lot to do with your experience and testing. However, I recommend you to use [StomperScrutinizer](#), a free tool that helps you to simulate what a new visitor sees on your website, so you can improve the placements, size and contrast of your website's individual elements. Make sure every element fits the "focus lens", as you can see in the following image:



4. Create a list of the most responsive users (or get mine) and use all of your 300 daily drops wisely, spending only 20 minutes a day.

So, you've already dropped your card to a lot of users. Are they giving your drop back? If yes, bookmark their website and make sure to visit it again. I spend only 20 minutes a day using [this list](#) of websites (300) to give all of the 300 drops I'm allowed to give! Because this list is a highly responsive one, instead of getting only 300 credits, I get more than 450, because at least 50% of them will visit my website and drop their card back! And all that in less than 20 minutes a day.

Here's how you can use this list:

1. **Download** my list from [here](#) – I'll try to update this list as often as I can (if you can't use that link, try to copy & paste this address in your browser's address bar: <http://www.learniaCS.com/freebies/learniaCS-entrecard-list.txt>).
2. Make sure you use this list in **Firefox** (Internet Explorer needs more resources for the same task).
3. Go to **Bookmarks > Organize Bookmarks...** (it will open a new window).
4. In the new opened window go to **File > Import...** and choose "**From File**". Click the "**Next**" button. Select the file you have downloaded from my website and click "**Open**". Now you should have my list loaded into your Bookmarks.

5. Go to **Bookmarks > Learniacs.com EntreCard Bookmarks > Group1** and click the "**Open All in Tabs**" button from the bottom of the list. This will open the first manageable group of 10 websites in 10 tabs. Now you can easily drop 10 cards in less than 1 minute.
6. Do the same with the other groups until you reach your 300 drops/day limit (it shouldn't take more than 20-30 minutes).

5. Run a contest for EntreCard users and participate in other contests.

Contests are the easiest way to get links from EntreCard users. Have a look at [this contest](#) I run on my website. I use EntreCard credits and ad space on my website (for one month) to pay every user who tells his readers about the contest. You can participate too and you can then use the credits to buy ads or to run your own contests!

6. Run a quick campaign every day having in mind to catch publishers attention first.

Publishers attention first! If your mindset is different, you might get very disappointed with your results. The click rate is not very good on websites with the EntreCard widget, especially because of the very poor placements. I use my credits to buy very cheap advertising on other blogs. This way I'm sure I'm not paying too much for the only visitor I get in most cases... the publisher. If you don't have enough time to do this, it's ok to buy an expensive ad on a very popular blog. Anyway, this is not the core of EntreCard system, as it may look like.

7. Carefully track your results.

If an ad didn't bring you any traffic, stop buying from that website. There are people out there on EntreCard who don't even visit the website that pays them. It's the same with the people you drop. If a person doesn't give you any drop, find another one! No big deal here.

8. Give away: drops, comments, even free credits.

This is the secret tip that will make you stand out from the crowd! There are a lot of people out there who just drop and go, drop and go, drop and go again. I like to think I'm different and I need to make others think that too.

I don't just comment. I used to send a private message to the owners of the websites I like. Even if you don't comment too often, that message can make you stand out from the crowd.

I don't just buy ads... in my first day on EntreCard I've sent a message to every person who approved my ad for their website to thank them and to promise them an extra bonus if everything goes fine with the ad, even if I was very, very short in credits. Do you have any idea of what that simple phrase meant to my campaign? There were people who changed the position of their widget moving it to the top of the page, just to be sure my ads will do fine and, after they received their bonus, they invited me to buy an ad again on their website and they instantly approved my ad even if they had a lot of other ads in queue. Another one volunteered to help me spread the word about my contest without even asking him for help! One guy sent me this message: "Wow...I didn't even open your site, why are you giving me extra credits, brother? :) Thank you!". I'm sure you did open it by now, "brother". :) Thank you too! ...And, believe me, there weren't a lot of credits... Not at all!

9. Make friends.

This tip has a lot to do with the previous one. Make sure you have a lot of friends! This is what the whole web is about: friends, networks of friends. The more friends you make, the more exposures you get.

10. Leverage the networks of your new friends.

When you create something (a good article, an eBook) and you need to promote it, tell your friends first! In most cases, they will help you without asking them (because you did something for them too!). They will be very happy that you showed them your project first, they will feel that you count on them and they are important to you. A study made on emotional intelligence proved that people who make friends before they really need them (like I've described in tip #8) have way better results in their activities because of the help of their friends. The web is a huge network of relationships and you really need to be part of them too in order to succeed.