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DIGITALLY DELIVERED!**

TRAFFIC GRAB

Systematic Traffic Grabbing Strategies

**THE SIMPLE PROVEN
SYSTEM FOR GRABBING
TARGETED TRAFFIC FAST!**

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INTRODUCTION

TRAFFIC GRAB

The Powerful Proven System

TrafficGrab is the powerful proven system that I use on my own websites for grabbing targeted traffic fast. Targeted, as opposed to any traffic or silly free list building type traffic, the type you can expect to leverage more profit. When you're traffic is targeted and you get lots of it you can make sales from every campaign. This works well in all different models and repeatedly.

Right now you're probably think you know a lot about traffic. But I'm going to ask you to put that aside for the minute. What you're about to see is responsible for tens of millions in online sales through me, my clients and my students.

We'll cover only the stuff that works. No fluff, no filler, no rip offs. That's right those \$2000 courses where you get nothing useful are a thing of the past.

There are so many traffic products that simply don't work. Imagine having the stuff that matters.

Disclaimer

My results are not typical and I am making no guarantee that you will achieve results. Remember I'm a professional internet marketer and I have several teams including my own SEO business. If you're starting out, some of this may seem great but recognize that it's after use of time and money invested by my team and myself.

Stuff Included

- **Core training for my own team.** You should take your own circumstance into account before trying any of this stuff on your own or other people's business.
- **A little bit of experience is preferred.** Traffic Grab is a complete big picture of you of the process that you can use over and over again to get more qualified buying traffic that converts. The goal is to show you every phase including individual steps. And rather than dig really deep into some specialty areas we're going to go broad. Some additional research in training may be required for some of the steps.

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For example topics like Facebook Paid Advertising, are too large in scope to cover in just one product but I feel that they should be mentioned and especially the highlights.

- **This will suit business minded individuals.** If you really want your own a profitable business even if you currently work a day job and you're doing this as a part time thing then this is definitely for you.

We will not be covering basic technical items like:

- *How to register domain names*
- *How to choose an offer*
- *How to build a website*

All of these things and more are inside the SuperFastResults forum. And the paid section of this product actually includes access to SuperFastResults for brand new members where we cover all of those things and much more.

What we will cover:

- ***Building Your Online Assets*** – a solid traffic stream assure you a strong online opportunity and you should be able to build up assets such as websites which is worth something and lists.
- ***Getting real results*** – I will be revealing case studies how I actually use these strategies to make money. This is not a theory course, its real stuff. Let's face it without effective traffic you don't have an online business.
- ***Knowing the rules*** – Some strategies we talked about direct you to websites that use Terms. You should take a moment to read those terms. If you get banned it means you did something that they don't like. We will not be teaching anything shady in this training.
- ***Marketing Ethically*** – Some people go online and start spamming everyone with the latest offer. This is a despicable behavior and provides no value to other humans. So stick to helping other solving valuable problems. When you do that these traffic strategies will work well for you since you will send more people to your solution and hopefully earn something for your efforts.

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6 Phases to TrafficGrab

Traffic is only one part of the success and profitable online campaigns. Let's give you the foundation to get the most from this course. The first three modules are absolutely free:

1. **Research** – is the key to knowing your target audience and what content to prepare for them.
2. **Content** – many traffic sources especially Facebook and Google are keen to offer a high value experience to customers so they love great content. There are several types of content we will use to attract the best traffic and many things you should know about sourcing and preparing it the right way.
3. **Site** – the website you have can be designed to get more traffic and also to do more when that traffic arrives.

There are also three paid modules. This place is the valuable stuff that I'm teaching including benefits that far exceed the investment.

4. **Traffic** – the traffic module alone is the biggest module in the course. And I will be taking you through real example sites.
5. **Conversions** – If you can convert traffic into a list or a sale then improving conversions has exactly the same effect as getting more traffic. It seems a shame for me to teach you traffic to lay/leave my conversion boosters alone. So I included this very important module that is a product in itself. Importantly when you can convert traffic and measure, this actually opens up the paid traffic as an option. Some people are obsessed with free traffic which is crazy when you consider that if you could make \$2 by investing \$1 why don't you ramp things up a little? This just tells me they don't really understand traffic. Today you'll discover how to do this.
6. **Leverage** – this is where we hit the boost button and take everything we've learned and look for the optimization hacks. I have a really a strong background in strategy and innovation. So you'll see exactly how you may add a zero to your bottom line over and over again.

Now to show you of some proof that I know what I'm talking about because one of the biggest problems with courses is they offer you a theory often written by some little kid in his dormitory room overseas with no evidence or proof that it actually works and a surprising number of gurus got their start by lying about their results. Now if you dig deeper behind many of the popular

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hyped up process sales you might even find some truth to the rumors that income screenshots have often being faked. Now I'm about to show you **real shots**.

Many of them you can verify in Google yourself so you know I'm sticking with my core value of teaching real information that has worked well for me.

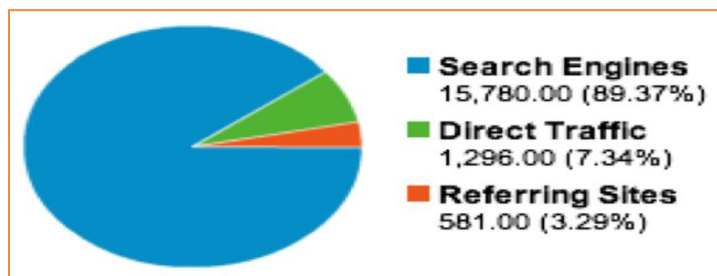
I often get emails like this:

made my first sale 🤓

I will reveal case studies showing how I actually use these strategies to make money. Absolutely no theory, this is real.

GOOGLE TRAFFIC

We want Google traffic. We like traffic from Google since it's pretty big and extremely easy to get.

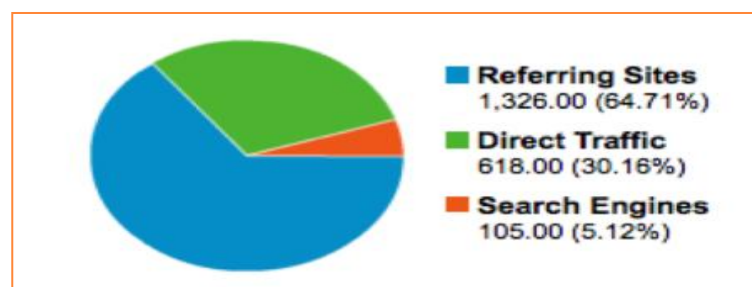


This site gets 89.37% from Google. Now search actually sent 55,919 non-paid visits via 19,725 keywords to this website of mine.

NON-GOOGLE TRAFFIC

Now of course we want non-Google traffic because Google is by no means the only place to get lots of traffic and if you are Google dependent then that's not really very smart is it?

This site here gets only 5.12% traffic from search engines so there must be other places right?

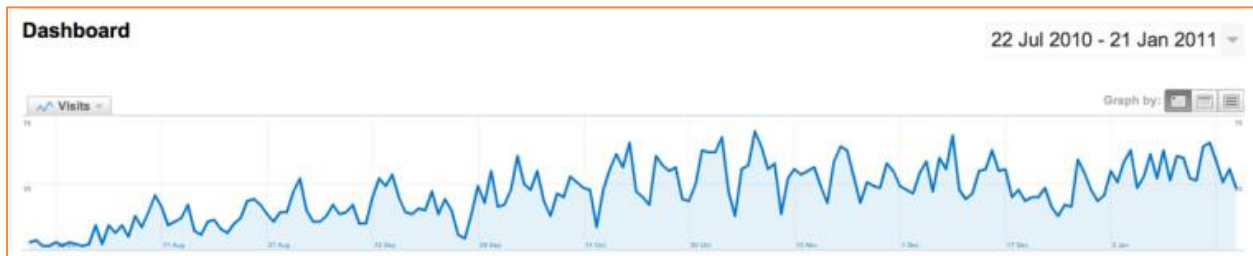




67, 730 Page views a month with user generated content. That's right there are other people creating the content that's driving this traffic. And this business here is making a mid steady 6 figures a year.

START-UP TRAFFIC

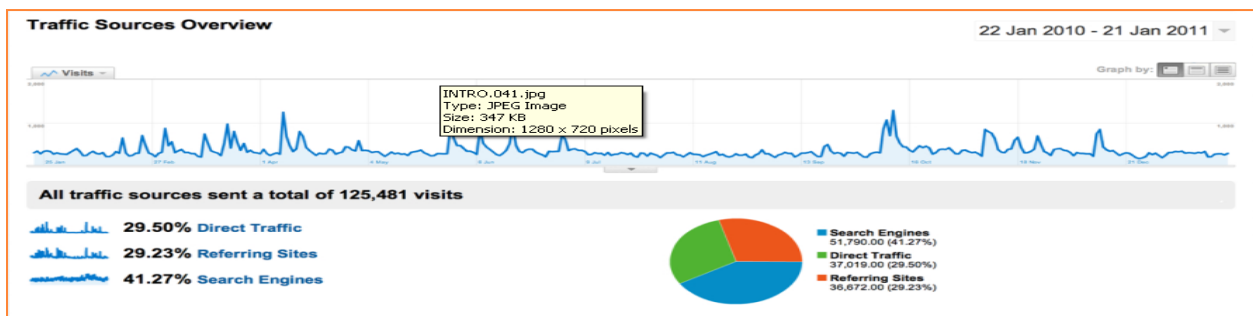
What if you're brand new and you're just starting up? Can you still get traffic? Absolutely!



This graph shows six months of a new website

LONG LASTING TRAFFIC

How long does it last? That's important right? We don't want a one trick wonder. Does it actually last? Let's have a moment and check.



This website has had 125, 481 visits a year and it got a nice mix of direct, referring and search engine traffic.

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INSTANT TRAFFIC

If you really need traffic in a hurry, say you've got a product launch or something. Then we've got that covered. 600 visits in one day can certainly help you. In fact what it can end up doing for you is helping you build a list of subscribers.



Here's an example of over 1053 new subscribers in just 60 days and when you log in to aweber it looks pretty cool.

VERIFIABLE TRAFFIC

 <p>Site Information for internetmarketingspeed.com Alexa Traffic Rank: 36,530  Traffic Rank in US: 21,736</p>
 <p>Site Information for seopartner.com Get Details Alexa Traffic Rank: 85,044  Traffic Rank in US: 54,414</p>
 <p>Site Information for superfastresults.com Get Alexa Traffic Rank: 29,820  Traffic Rank in AU: 499</p>

Here's *Internetmarketingspeed.com* an internet marketing blog of mine. You can see that it's generating 20,000 in Alexa. It's one of the top 500 websites in Australia. Along with it is *SEOpartner.com* which is one of my websites and *Superfastresults.com*. (results will continually change over time)

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Now let's talk SEO rankings. Recently, my website hit page one of Google for SEO in Google.com.au which was really cool because I wasn't actually aiming for that but it was a side effect of a lot of the work that we do that have the word SEO in it. You can imagine that the SEO term is rather competitive. Since most people should have a pretty good idea about SEO on what their supposed to be doing. In fact, there's 412, 000, 000 search results in brackets for that phrase.



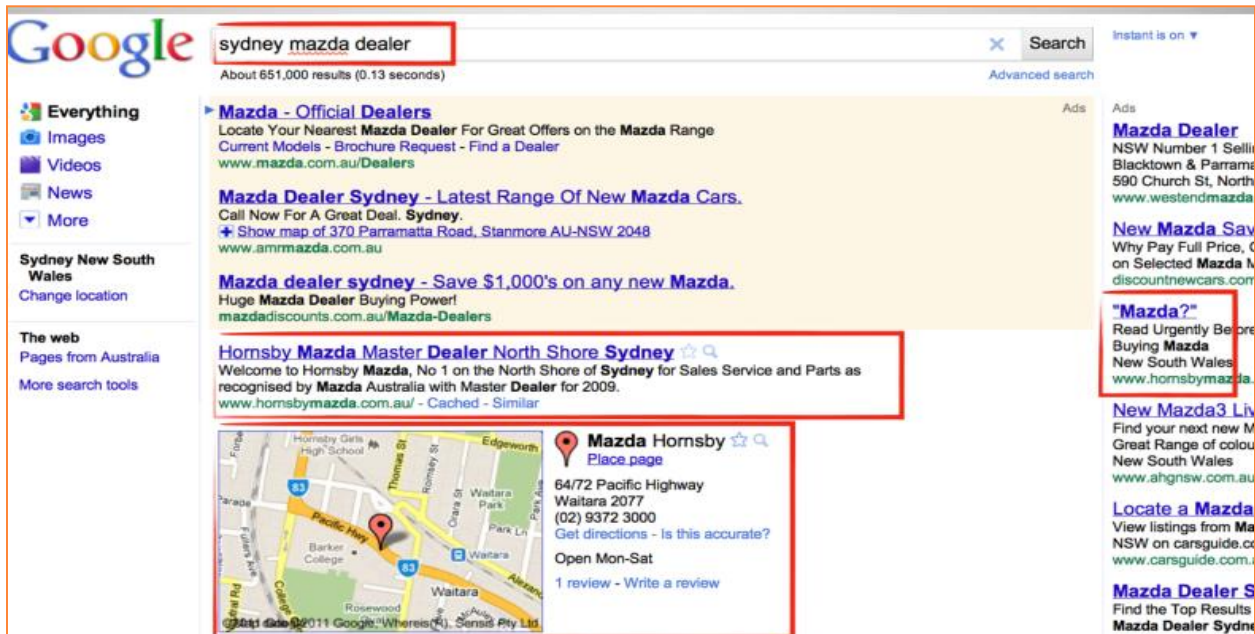
When it comes to internet marketer, I've got that one handled pretty well because apart from Wikipedia where it's right at the top of Google from a substantial amount of searches. In fact even in brackets there are 2 and a half million results.

One of the other phrases that I'd like to target is Internet Marketing and again I've got the 3rd listing in the world for internet marketing which I'm pretty proud of.

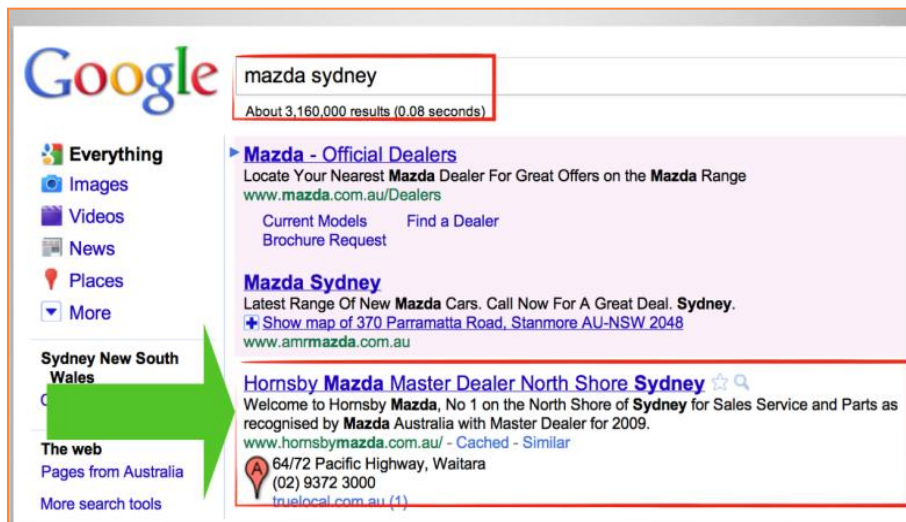
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LOCAL BUSINESS

Let's talk local businesses because obviously they present a fairly huge opportunity.



Here's an actual client who's really doing really well in Sydney for a pretty popular brand of automotive and they've got a top listing, a top map placement and a paid campaign. So we'll be covering all of these items.



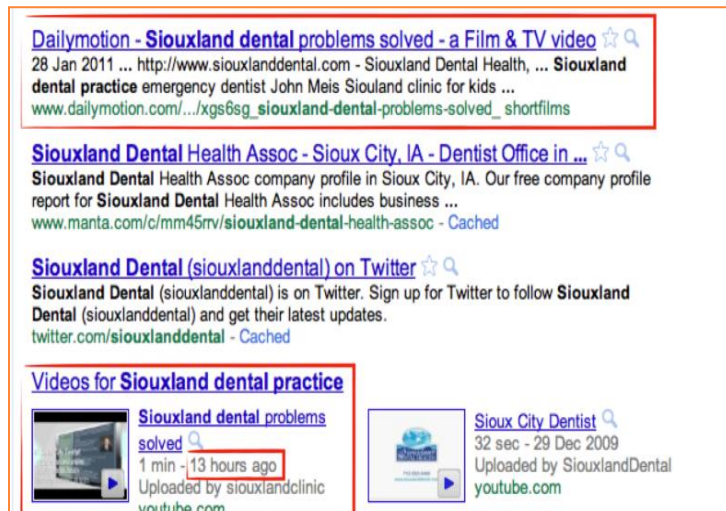
Now, Mazda Sydney is pretty competitive and you can see they're absolutely dominating for this term.

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These are large companies with big budgets and they're right in the search engine results and they're happy to pay you because they're not putting their money on yellow pages anymore. Have a look at how much it shrunk.

If you really want to dominate your competition using the techniques that I teach in Traffic Grab then I'm sure it will be no time until your clients are getting 13 spots in the first page of Google. That's pretty impressive stuff once you do that for one client. I can tell you everybody's wanting help from you and they're happy to pay for that.

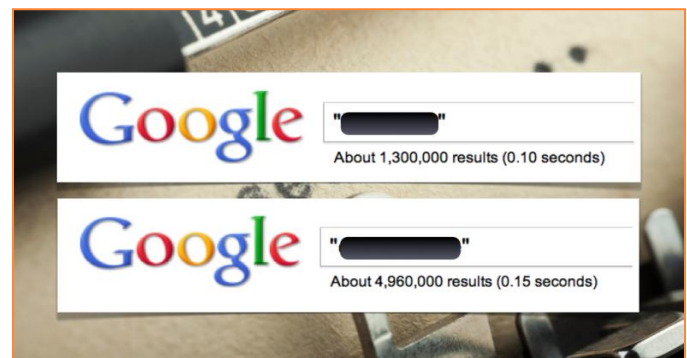
Let's talk another local business. Let's talk US based business, a dental practice. Have a look at how long it took us to get this number one page ranking.



13 hours using another Traffic Grab strategy. This client is very happy with the result they've got in such a short period especially when they're trying to get results from another company.

This also works for Niche Sites. I've used this over and over again to get huge results in all sorts of markets. Now if you got niche sites this actually works with adsense, affiliates, CPA, lead gen, clients, your own stuff and local business.

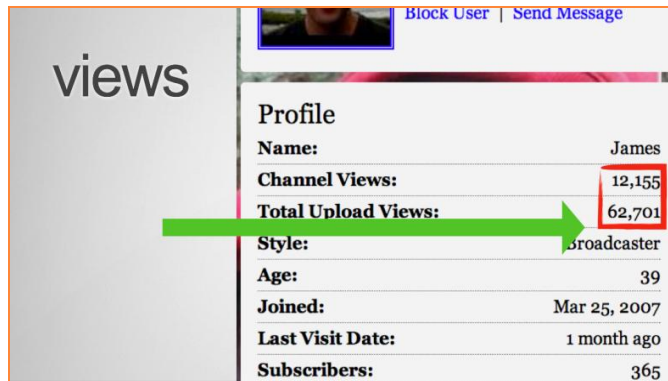
Here are particular sites that rank very well for very competitive phrases **and I won't show you these because I need to keep a few sites to myself** of course but what it ends up in is Google sending me a check and I love that because that's fantastic because Google is paying me.



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Let's have a look at my Google Analytics master accounts and you'll see that for the most part my portfolio is doing pretty well for traffic. In some would say is a doom and gloom market, frankly my business is doubled every year for the last 5 years in a row where it's now generating multiple millions.

Can you use this stuff to build authority? Absolutely! Now of course you want to build authority because when you have authority then that means you've got more reach and more reach means more profit.



Profile	
Name:	James
Channel Views:	12,155
Total Upload Views:	62,701
Style:	Broadcaster
Age:	39
Joined:	Mar 25, 2007
Last Visit Date:	1 month ago
Subscribers:	365

So sure you can have Youtube channels for yourself. You can also build up Youtube channels in your businesses and in **other niches** which is what I primarily do.

“destined to be a legend”

- **James Schramko**- Destined to be a legend in marketing with an incredible track record of successful internet campaigns. This guy knows everything. I sat next to him last year and while someone on stage spoke of a great idea or resource James would mention another. I never took so many notes so fast in my life.

Face to face meetings are responsible for sending the best hype of qualified traffic as you're about to see. For example, Bond Halbert the son of the famous Gary Halbert copywriter said that I'm destined to be a legend.

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“big impact”



“James Schramko... has made a big impact in the Internet Marketing world” - Ed Dale

Ed Dale took note of my marketing and say that I’ve “*made a big impact in the Internet Marketing World*”.

Yanik Silver was so keen that he promoted my products in his newsletter. He said I’m “*a superstar gone from a hard worker to a superstar internet marketer in record time*”.

“superstar”



“James Schramko has gone from hard worker to superstar internet marketer in record time” - Yanik Silver

“actionable”



“this is hardcore actionable stuff”
- John Carlton

John Carlton who is an amazing copywriter (and a good friend of mine) now said “*this is hardcore actionable stuff*”.

I’ve had the good fortune of meeting Jay Abraham, one of my all time business mentors and I’ve got to sit with him for hours talking about business and he commented to me that my business is the “*best business I’ve seen in the last year.*”

“best business I’ve seen in the last year”



- Jay Abraham

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Part of this is the traffic strategies I'm using. I use them for internal product launches. Let's have a look at some examples here.

buyers				
Clicks	Clients	Conv	Sales	Sub.
16	5	31.25%	15	7425.00

This is from my own shopping cart. You can see that I have a 31.25% conversion rate. Now, only 15 sales can generate you \$7425 which is a killer conversion strategy.

Here we have conversions of 55.56%.

buyers				
Clicks	Clients	Conv	Sales	Sub.
9	5	55.56%	15	8925.00

Now if you've got your own products good news. I'll show you that even if you have a small amount of sales say, 104 sales you can actually average \$10,006.00 at an 18.34% conversion ratio.

Clicks	Clients	Conv	Sales	Sub.
769	141	18.34%	104	10006.00

Now if you want to ramp things up a little bit how about \$22,118.00 from 230 sales at 11.11%.

In internet marketing terms 1% or 2% conversion is pretty normal.

Clicks	Clients	Conv	Sales	Sub.
270	30	11.11%	230	22118.00

How about 20.20% conversion, 75 sales, and \$60,567.00 revenue or \$145,126.10 from 1481 sales at 4.91% conversion?

In fact can you GENERATE more than \$1,000,000 using the Traffic Grab strategies? I don't know about you but I've certainly have been able to in a pretty short amount of time.

Grand Total:	1,048,231.25
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And if it works for others perhaps it could work for you. It certainly works for a lot of my students. I continually get feedback from people who are getting amazing results applying what I've taught.

People say life changing things, Robert Grant for example said that my advice and guidance has proven to be priceless.

I continually get comments on Facebook from people who say that I've helped them change the direction of their life, had a monumental affect and that I've kept people on track.

I really do like to help people. In fact a lot of my students are getting outrageous success in the market where there's a lot of dissatisfaction.

Now what if you're an affiliate marketer is this useful? Well, I'm a super affiliate too and even though I do the publishing model, I do the information products, I do service provision, I have built a multimillion dollar business from scratch without a business coach and a lot of the lessons I've learned I'm sharing in this product.

Let me take you to a stroll through a few of my affiliate payments just so that you can see an example of a couple of the campaigns that I have run.

I've logged in to some of the shopping carts (infusionsoft interface) there and just took a few screenshots of commissions that I've earned.

Commissions Generated

Affiliate Commissions [View Ledger](#)

Date Range: 01-01-2009 - 03-31-2009 ! Set

\$5,743.05

Commissions Generated

Affiliate Commissions [View Ledger](#)

Date Range: 04-01-2010 - 04-30-2010 ! Set

Net Commissions Earned (In Date Range): **\$10,855.33**

Commissions Generated

Affiliate Commissions [View Ledger](#)

Date Range: -2009 - 02-28-2010 ! Set

Net Commissions Earned (In Date Range): **\$16,734.73**

In fact, I found one that was pretty cool because I generated over a hundred thousand dollars commission. I get to keep that much from one of the accounts that I've actually forgotten about.

From 07/15/2008 To 04/15/2010

Show All

Sales Report Summary

Totals	Value
Number of Sales	1164
Number of Refunds	73
Total Earned	101660.29

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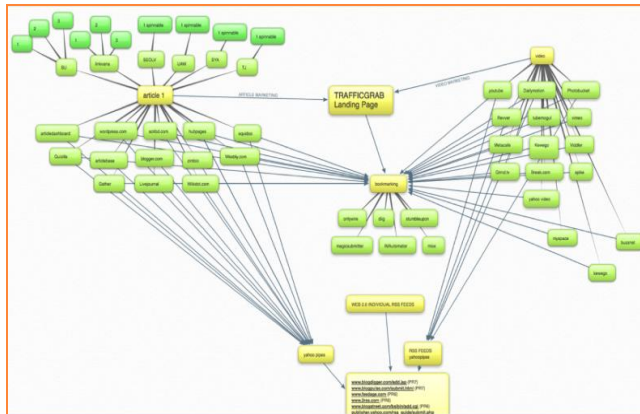
In Traffic Grab I'll be revealing a \$21,787.50+ affiliate case study. I'll actually show you blow by blow the blog post and the supporting traffic strategies that I used surely making this product the most amazing product on traffic ever.

It's certainly been a lifestyle change year for me because when I grew up my wildest dreams I could be living a lifestyle on the beach and I then moved to 5 acres in the heart of Sydney. And I walked into my old Mercedes-Benz dealership and bought 2 cars for cash, had no debt. So these traffic strategies actually worked, the question is can you apply it?

Well what I've done is step by step and these steps are very powerful. Perhaps you'll end up with 69,492 links to your site so that you can dominate.

TrafficGrab History

Traffic Grab started about 2008. I went to a small meet up and taught a group of internet marketers about my traffic methods had they taken action on what I taught them they would've also generated millions of dollars. This stuff is not about push button magic systems. It is real. It is innovated by me and more recently my amazing team.



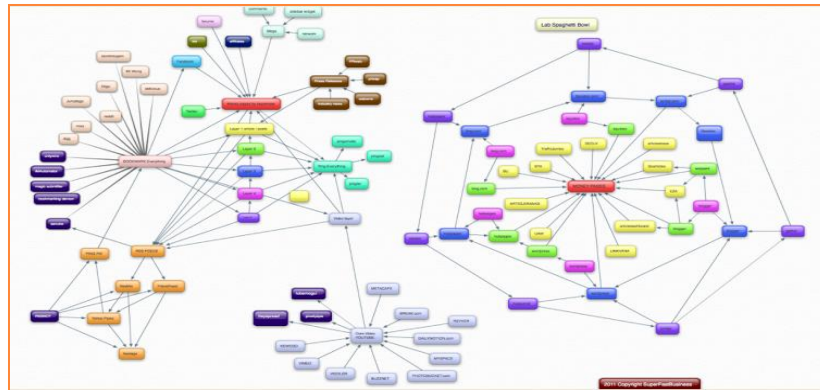
You see TrafficGrab turned into something pretty cool. One day I logged in to one of my own team's webinar, the daily meeting, and they were talking through the latest map which they documented.

The cool thing is they put it together themselves based on training that we had done.

Then it evolved, it modified into what we now term as the "Spaghetti Bowl". Even a screenshot of this in Facebook caused a rush to my inbox of people wanting to interview me and talk about it and get access to this map.

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But we didn't stop there. I actually updated it and I got an amazing reaction from my team leader. She said "You've got to be kidding me. This is one nauseating spaghetti bowl."



Now this is what the spaghetti bowl looked like

It is quite a complicated thing and what we are going to do in TrafficGrab is we're going to go through the whole spaghetti bowl in a step by step fashion. We're literally going to go through the steps so let's walk through the steps and see what you get.

'Spaghetti Bowl' Steps



The first step is tools. I actually talked about the tools that we used in the program. So transparency abounds here. I'm actually going to show you everything that's in the product so you can decide if you want to continue watching these videos.

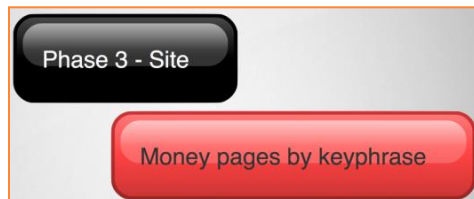


The next step is research. We'll indicate to you the right type of content to prepare.

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When it comes to content there are four main categories that we're going to cover: articles, videos, audio and images. With these content pillars you can do a lot for traffic.



We're going to cover websites so you can set up your money pages properly.



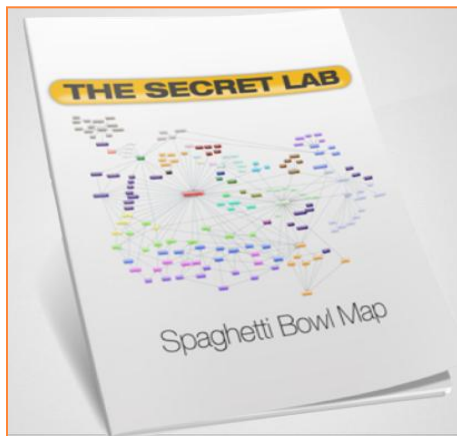
Then we are going to Traffic. There's over 20 steps let's go through them now.

- We've got article and blog posts
- Web 2.0
- Super extra web 2.0 stuff including PDF's
- There's actually 4 layers of web 2.0
- The final layer of web 2.0 is really icing on the cake
- We're also going to cover video marketing

- And affiliate marketing and these are all from the point of view of getting traffic to your money pages
- Bookmarking
- Press Releases
- Blogs
- After that we have the extra awesome stuff, RSS
- Facebook

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- LIST – this is where there is limited understanding in the market place about the effective ways of getting traffic from these things
- Twitter
- PPC
- CPV
- Forums
- Ezines
- Media Buys
- Podcast
- Classifieds
- Webinar
- Word of Mouth
- Ping



There are 24 steps. In the traffic section you can download the map and you can go and follow all the steps yourself or give it to your team.

RECAP

TrafficGrab is About:

- *Getting more of the right traffic*
- *Leveraging that traffic into profit*

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RESEARCH

You need the right traffic so we need to find out where your best target clients are. We also need to know where they respond to the best and know our competition and what sort of traffic they're getting.

In the research module we're getting our finger on the pulse. What we really want is buyer traffic. Of all, traffic buyers are the ones who convert. So people who buy things are the ones we want to focus on. We need to identify those target prospects from research and gear our content towards them. Now content is the one next to research.

We want the most compelling content so that we can get to provide the maximum value which helps our conversions.

THE PROCESS

This is not really offer selection rather than research for content preparation. On the famous TrafficGrab Spaghetti Bowl Map, this is what we find for the research section and we're going to go through this individually.

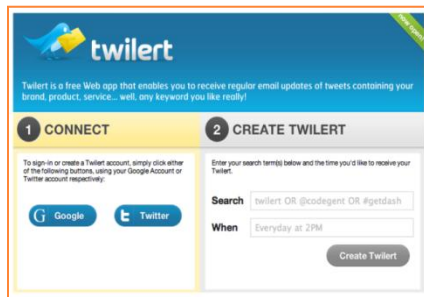


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Alerts

This is where we let the research come to us.

Tools for Getting Alerts:



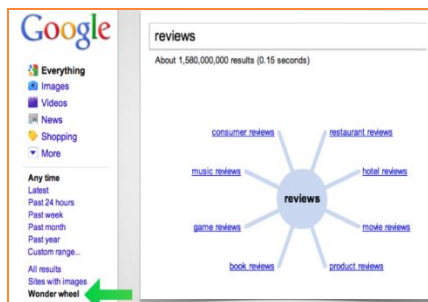
One of my favorite tools for doing this is **Twilert** which is the Twitter Alert tool. We can actually go to Twilert and set the core buying terms for our market.

In my case I'm setting alerts for SEO service partner and I want to see what things are coming back out there in the Twitter stream so I can do my research and prepare content relating to that.

Twitter is a microblog platform that is very strong. So some days we'll get a hundred new results in a single day.

The other type of Alerts that are really good is **Google**. This is pretty cool because Google is obviously important for search engines and if they know about something they'll send us an email and we know that targeting that will help us get our ranking in Google. When you're in a market, set Google alerts for your product, your niche, and the author names and then even when you go and comment and post. If you set it for yourself then you'll get alerted when Google finds your content.

Set it for reviews and know exactly what is going on in the marketplace. Google Alerts will give you timely relevant content that is the perfect foundation for grabbing traffic that converts.



Another great tool is the **Google Wonderwheel**. I started blogging about this tool in about June 2009. It's a fantastic place to find buyers because people go online before they buy something. The

Wonderwheel tells us what is related to that search. This is important because we want to be Google friendly with one aspect of our traffic.

If you want to go layers deep then there are paid tools that go several layers deep for you using the Wonder Wheel. This is where we find it on the search bar on the left hand side. And here I'm doing a typical search result for reviews and you can see that it's pulled up some suggestions for us e.g. consumer reviews, hotel reviews, movie reviews, product reviews etc. Some of these ideas are great for money making markets especially product reviews.

News Sites

News sites are terrific because they carry excellent content queues for us as to what things we can research. People are lead by the news and the great thing is there's even industry specific news.



In the internet marketing space, there's Internet Marketing News Watch. You can go and see what's hot in the industry and what is being released right now. It's certainly in the mind of your buyer so we will be using topical information in the content section to create things such as press releases and blog posts in the future modules of TrafficGrab.

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Keyword Tools

There's certain keyword tools that will help us dig for ideas and Google actually makes a great one.

Case Study for How to Get Rid of Acne and How to Remove Blackhead seed phrase

The screenshot shows the Keyword Tool interface with the following details:

- Search Terms:** "how to get rid of acne" and "how to remove blackheads".
- Match Types:** "Phrase" is selected.
- Filters:** "Only show ideas closely related to my search terms" is checked.
- Results Table:**

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
"how to get rid of acne without using products"	Low	12	12
"how to get rid of acne and acne scars fast"	Low	16	16
"how to get rid of acne for free"	Low	36	36
"how to get rid of acne scars on your face"	Low	22	22
"how to get rid of acne scars quickly"	Low	46	46
"how to get rid of acne pigmentation"	Low	22	22
"how to get rid of acne spots fast"	Low	28	28
"how to get rid of acne hyperpigmentation"	Low	22	22

How to get rid of acne and how to remove blackheads are very targeted phrases for somebody in that niche and you can also tick the little box that says 'show only ideas that closely relates to my search terms' because we want to tighten in on that content. And we'll look for some green in the competition bars to make sure that some people are advertising. If you don't see green bars, forget it it's probably not the right type of content to attract a buyer.

After ticking on 'Only show ideas closely related to my search terms', we tick on 'phrase match' we don't want 'broad' because it's too broad, and 'exact' match is great but it's only going to bring up few results. Check the green bars to see if someone else is advertising and the global monthly searches is going to give you an idea though in the example we have low search volumes.

On this example we have ticked on 'exact' match and unchecked 'only show ideas related to my search terms' what this will do is it will give us the highest competitive results which we can sort by competition. Now we're getting a really good idea about the global monthly searches and you can see the volume has jumped up considerably.

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Blue light therapy for example has actually 2900 people exactly typing that phrase and there's a heap of competition for it and acne treatment that work on the other hand, heaps of competition and 2900 global monthly searches.

Let's look at how competitive that term is in Google. We can see that there is only 86, 100 exact match results in Google. Acne treatments that work has a few more 288, 000 but it certainly is not impossible for us to rank our website for that phrase.

"blue light therapy"
About 86,100 results (0.16 seconds)
"acne treatments that work"
About 288,000 results (0.14 seconds)

"acne medication"
About 570,000 results (0.14 seconds)
"acne scarring treatment"
About 20,400 results (0.17 seconds)

So as we look down the list we can see that acne medication has 8, 100 and acne scarring treatment 1, 300. If we are in this market and we go and check the exact match, the competition and then how many search results for each, we're going to find some really good key phrases that we would make for our content.



SEOQUAKE

Now many of the searches into Google love brand new and never have actually been searched before. Another tool that we like is [SeoQuake](#). It is a plugin that works with Firefox browser and also Chrome.

What it will do is it's actually going to bring up some data across the top of a website. Things like page rank, how many pages are indexed, backlinks in Yahoo, the Alexa Ranking, how old the website is, and who owns the website. It also has the Semrush data.

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What it allows you to do if you click on the [Semrush](#) Rank is you can actually dig down into a site.

acnecurenaturally.com (by organic) US Search Product: Pro (recurring)

acnecurenaturally.com - Google organic keywords report for this domain (for Google.com database)

Reports: Main report

- Google keywords: 584
- AdWords keywords: 0
- Competitors in Google: 1.2 k
- Competitors in AdWords: 0
- AdWords Ads texts: 0
- Potential ads buyers: 181
- Potential ads sellers: 0

US UK RU DE FR ES IT BR

Results from 1 to 100 out of 584 Max in US (584)

Keyword	Pos	Δ Volume	CPC	URL	Traffic %	Costs %	Competition	Results	Trend
acne tips and tricks	1	46	0.05	acnecurenatural...s.html	0.22	0.00	0.32	12,100,000	
how to get rid of acne overnight naturally	1	28	0.05	acnecurenatural...e.html	0.13	0.00	0.11	2,950,000	
how to get rid of acne overnight naturally	2	28	0.05	acnecurenatural...t.html	0.03	0.00	0.11	2,950,000	
how to remove pimples fast	2	260	0.05	acnecurenatural...t.html	0.34	0.00	0.21	444,000	
remove pimples fast	2	210	0.05	acnecurenatural...t.html	0.27	0.00	0.21	447,000	
how to treat acne fast	2	73	0.05	acnecurenatural...t.html	0.09	0.00	0.69	295,000	
best way get rid acne	2	5	0.05	acnecurenatural...e.html	0.00	0.00	0.66	752,000	
best way to get rid of acne fast	2	46	0.05	acnecurenatural...e.html	0.06	0.00	0.47	3,300,000	
remove acne scars naturally	2	73	0.05	acnecurenatural...s.html	0.09	0.00	0.64	576,000	
cure acne fast	2	140	0.05	acnecurenatural...t.html	0.18	0.00	0.87	303,000	
how to get rid of acne fast	2	2,400	3.84	acnecurenatural...t.html	3.18	4.52	0.61	560,000	
remove acne scars naturally	3	73	0.05	acnecurenatural...s.html	0.06	0.00	0.64	576,000	
how to get rid of zits fast	3	590	1.65	acnecurenatural...e.html	0.54	0.33	0.33	266,000	
how to remove acne scars	3	1,300	4.65	acnecurenatural...s.html	1.19	2.05	0.75	579,000	

US UK RU DE FR ES IT BR

Number of Search Keywords

SEMRush rank 49k

So I've pulled this site, **acnecurenaturally.com** which is a site that rank really well for one of those key phrases and using Semrush which is from the SeoQuake toolbar, I can see the keywords that it's ranking for organically. And you can see that it's got 584 keywords and in the top few positions. The great thing about this is it really gives us some clues about where our market is.

At this stage we'd like to go for the easy pickings and later we'll use tools that will really help us leverage our conversions. In this case what we want to look for are key phrases that have a high cost per click and I can on this page there's a couple, how to get rid of acne fast and how to remove an acne scars. Both have a high CPC.

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KEYWORDSPY

Now we're going to use [KeywordSpy](#) and we go to [acnecurenaturally.com](#) and it's going to pull up a list of keywords that it's ranking for and give us all sorts of data as well. It shows us the page and the percentage of traffic that it's sending to the site and some other data too.

Overview	Ads (0)	PPC Keywords (0)	Organic Keywords (85)	Competitors (0)	Sub-Dom	
Search Results: 1 - 85 out of 85 keywords						
Keyword	Pos.	Volume	CPC ↑	Traffic%	Value%	Ads
acne overnight treatment	16	880	\$4.09	0.22	0.44	51
types of acne	10	9,900	\$4.09	4.86	9.93	52
acne cures	18	27,100	\$3.76	6.65	12.49	196
quick ways to get rid of acne	17	140	\$3.67	0.04	0.06	33
fast acne	18	14,800	\$3.03	3.63	5.50	21
acne fast	11	14,800	\$3.01	5.45	8.19	25
clear acne fast	16	1,600	\$2.95	0.39	0.58	84
acne cure naturally	6	1,600	\$2.90	0.79	1.14	121

Let's check out the high pay out words we're targeting by selecting the CPC filter in descending order. We can see that hot terms like *acne cures*, *types of acne*, *quick ways to get rid of acne*, and *acne overnight treatment* are giving us high CPC values which means they're valuable and they're going to be good content. If people are paying this much for these phrases then its good content. Don't worry too much about competition just yet because we can beat anyone if we want to it's just a matter of resource.

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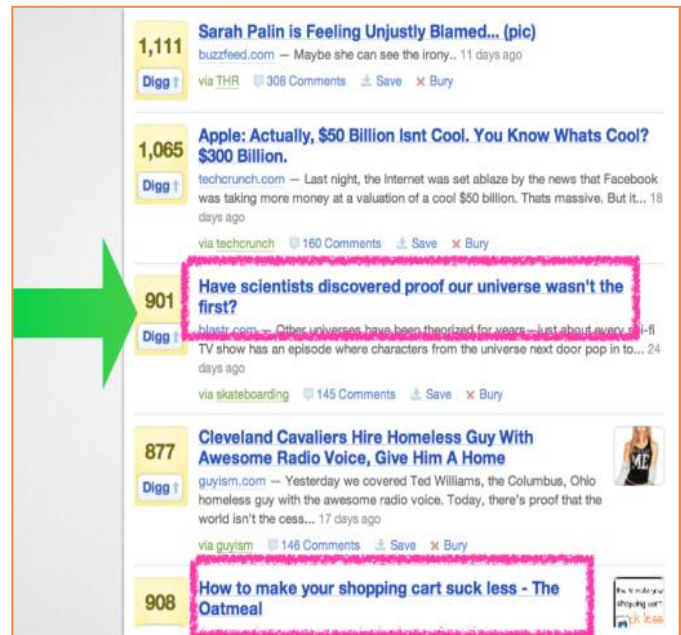
WORD OF MOUTH

What are people talking about? Word of mouth is a sure sign of buyer sentiment. What do people complain about? What do people buy and how do they buy it? How do they search for it and how much do they pay? What do they wish for?

Listen carefully when you go to your next dinner out with friends and see where the money in the market is going.

DIGG – another cool reference is Digg. This is where you can actually use the find and replace technique for your content. So we want to write down a couple of headlines that are hot. So anything that's been dug a lot is going to give you an idea of what people are tracking to do in terms of headline. In this case the headline is: **Have scientists discovered proof our Universe wasn't the first?** We can actually replace that and just rephrase the title.

On the other headline: **How to Make Your Shopping Cart Suck Less**, you can replace this with How to Make (insert your topic) Suck Less and you've got an idea that this may get some attraction when you create the content.



EZA

EZA is also known as Ezine Articles. If you search any article and look down the bottom you'll find the most viewed ezine articles in whatever category you happen to be in. If an article is most viewed there's a pretty good chance that people are viewing it. And if they're viewing it there must be a reason why they do and it's probably because of the headline or the topic.

Here we can see that the most popular article is Secrets to Remove Pimple Marks Using Only Lemon or Aloe Vera. If this is your market and you are selling a cure that's using lemon or aloe vera, this is good news for you.



FACEBOOK – is a terrific place to get data. It's a good indicator of what's hot. I also like to check the impressions and see how many comments I get and that is a gauge for me as to whether the things are topical.

I did a controversial post about big launches and that got a lot of feedback, 33 comments. So people are interested in big launches and automated webinars. Also podcasts are popular. My podcast that I released started to get a lot of traction as well very soon after I put it up.



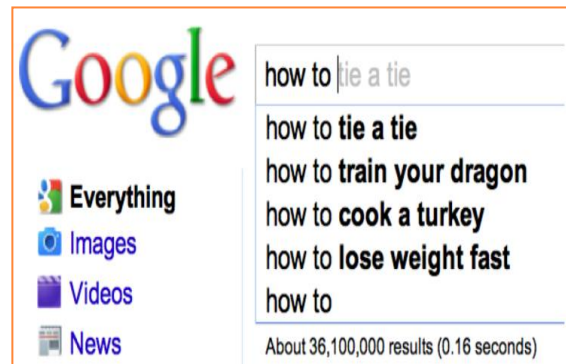
GOOGLE – We love Google because it's such a fabulous search engine. Google really does have great data. It gives you good results. So if our goal is to come up on page 1 for SEO, this is how I do it.

I use Google to find the terms that locate buyers and as Gary Halbert said – “*What we is a starving crowd*” so we create content that's going to feed the crowd.

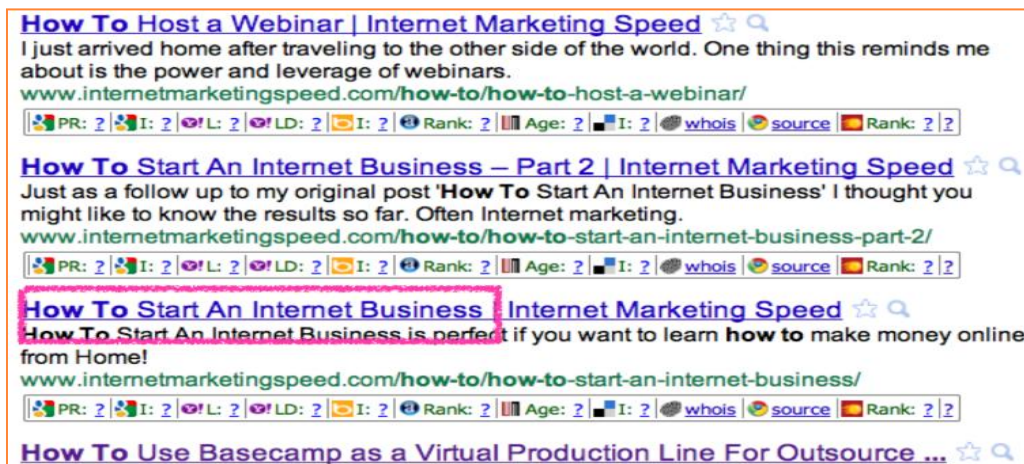
[BUY TRAFFICGRAB](#)

Let's type some stuff into Google and see what we get out. We need to solve a problem with a 'how to'. Let's face it; if we go to Google to search for solutions and we found the content that covers this, then it's going to guarantee us visits.

So if we even just type in 'how to', Google Instant is going to start suggesting results for you and there are a lot of results with the 'How to'.



I've been using this for my unique content for a long time. This is how I get people back to my blog because people buy solutions and I write a lot of how to blog posts that consistently get visits and consistently turn into sales. When we delve into content next we'll see that interviews, screenshots, pictures and videos will further enhance the visitor experience. Perhaps you can list the top 'how to' for your market.

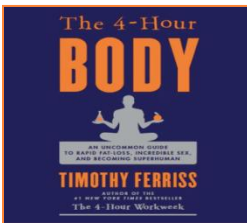


When we zoom in you can see 'How to Host a Webinar', 'How to Start an Internet Business' and 'How to Use Basecamp'. These topics are hot in my market.

Avoiding pain or hurt increases the intensity of a buyer. People are extremely ready to buy when there's a problem to fix and the consequences of not fixing it are unbearable. We research what negative things our solution gets rid of. For accounting – gets rid of the tax man. For chiropractics – gets rid of back pains. And when we go to Google and type 'get rid of' that gives us some good buyer phrases as well.

The other things that are really cool are **product names** and **websites of certain products** are even better to optimize for. Get right in front of the buyer with your offer at the time of the order, meaning premium traffic conversions. A little bit of well placed research gets us the right content and makes our traffic job much easier.

Here's an example of things that people could possibly be looking for when they're just about to order: **Sony Bravia** and **Hostgator**.



Author names of famous people are great to optimize for as well. People see them on TV, magazines, blogs, radio podcasts and they do further research because they're interested in buying the person's products.

Checking your Competition

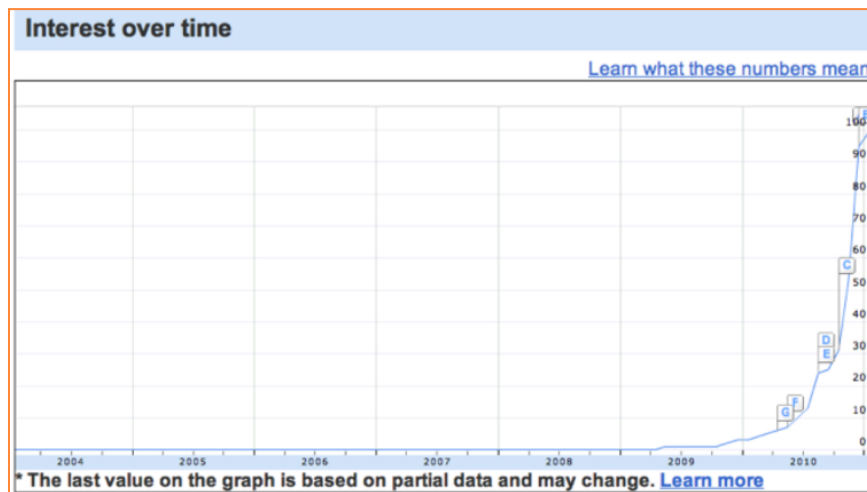
The **keyword in the page title** on the results indicates some good SEO going on in the market place. If the exact key phrase is in the page title we need to be sure that we place our key phrase in the page title when we publish our website. It's a big driver of search relevancy.

You can tell that **if all of the blogs in that market have the key phrase** in the title it's going to be quite competitive. We can look at the top blogs and see which post gets the most comments. Later on we might provide them content that they can publish or be a guest interview for their blog to get us some ultra targeted traffic. So make a note on all the blog in your market because we're going to be covering blog traffic in the traffic section.

Look at the discussion forum to really get the language of the market. In forums you can dig up a lot of data so search for the forum and then view the hot threads to find the buying terms. The language and the mindset of thousands of topics and replies will get you into the discussion and reveal almost frequently asked questions and answers. It will even tell you what products to promote if you're not sure. So if you're unsure since people will be suggesting all sorts of solutions some markets even list a product review section which is a gold mine.

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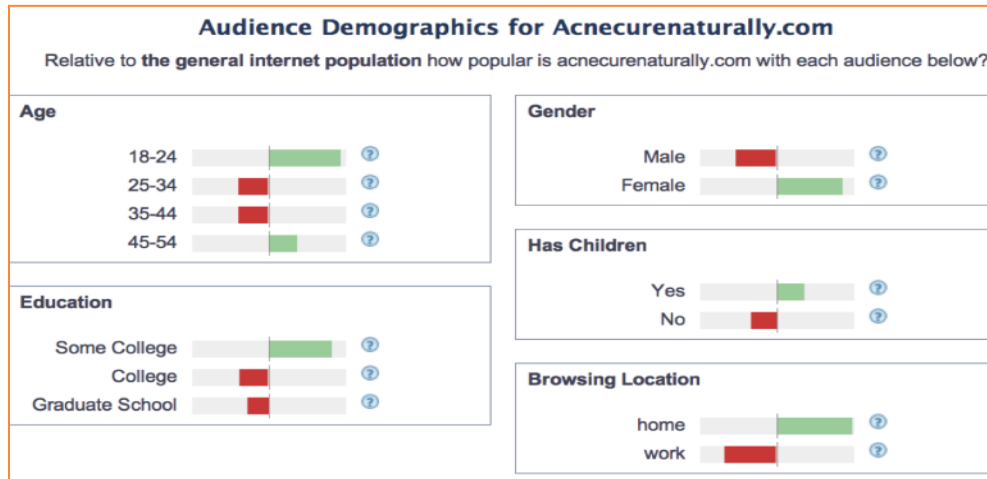
INSIGHTS FOR SEARCH – is a good validator. ‘Groupon’ for example is hot. You can see by this graph that it’s something that would’ve been in the mind of many people.



ALEXA – is one of my absolute favorite tools. Of all the websites Alexa probably gives you the most interesting data the fastest.

Alexa.com is where we head off too and we can do the Top Queries from Search Traffic. So when we put in the acnecurenaturally.com site, it actually gives us the percentage and traffic query terms that people are using to find that site. This will come in handy when we prepare content. We could literally see who the market’s aimed at and we could design content that people resonate with by using the same sort of phrases.

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We can see here that this market has a particular audience. We know that we're dealing with the younger College female type of customer. That way we can target our content to that because we've got the demographics for that customer.

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

If you like acnecurenaturally.com you may also like: [Learn more about Related Links.](#)

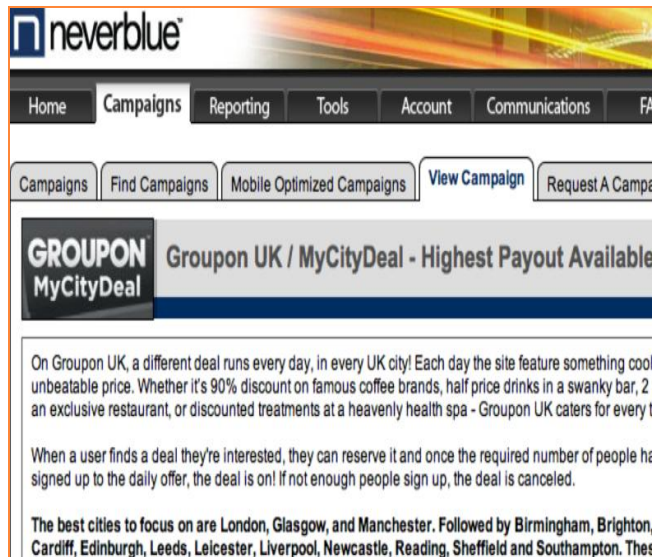
No related links available for acnecurenaturally.com.

Sites with similar names to acnecurenaturally.com:

- [acnecuresrevealed.net](#)
- [acnecureanswers.com](#)
- [acnecuretreatments.com](#)
- [acnecuretips.com](#)

We can also find related sites so that we can dig around those demographics and key phrases as well and we're looking for the target topics to create content about.

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What we can also do is see what offers are running on CPA networks and we can even see what earnings per click they suggest. So these are sure signs that there are opportunities around this. So now you know how to backtrack from an earnings offer right through Google, Alexa and a few of those special tools like Google Keyword Tool, Keywordspy and Semrush to find out what sort of topics you can create to generate interest and get you the targeted buyer.

And all those people have to do when they come to your site is literally fill in their email address and you get paid. So that's actually how quite easy it is to make money online using the right research.

I suggest that you do your research on the market first and then find offers that suit rather than the other way around. But if you have to start with the offer then it's easy to find who buys using the same process but backwards.

MARKET SAMURAI



A pretty cool tool that's very popular in the internet marketing space is Market Samurai.

In short Market Samurai helps you identify the phrases that get searched for that have reasonably good competition levels that you can still rank for and they will cluster them into related terms so that you can actually give them to your content provider and build a website on a similar structure.

We have used Market Samurai and there's lots of training at SuperFastResults forum of which you get a starting membership when you look at the paid Traffic Grab Modules.

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The screenshot shows the Market Samurai interface for keyword research. The keyword entered is 'how to get rid of acne'. The tool displays various filters and a list of related keywords. The filters include Organic, Adwords, Competition, and Commerciality. The list of keywords is as follows:

Keyword	Searches	SI
how to get rid of acne	3,616	1,
acne home remedies	1,989	
how to get rid of spots	1,989	
acne causes	1,332	
acne laser treatment	891	

In this case we've got all of the related terms, 'how to get rid of acne', 'acne home remedies', 'how to get rid of spots', 'acne causes', and 'acne laser treatment'. These should sound familiar by now because in just a few minutes we've already done pretty decent research in that market.

RECAP

- We want to look for Buying Phrases

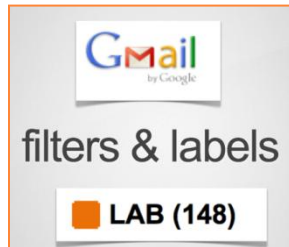
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CONTENT

In this phase we are going to go through the pillar articles, videos, audios and images that you can assemble so you can give yourself the best chance of premium targeted traffic.

COLLATE

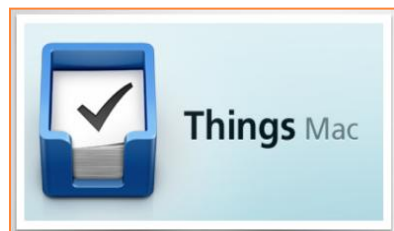


The first step is to **Collate** information so that you can start preparing it. The best way to collate information is to use the system of Gmail with filters and labels so that information can come in from various sources and go straight to the right filter.



The other way that I really like is using an **RSS Feed**.

Now you can set up a feed reader. RSS reader can actually collate information by category. I actually gone out and had my team set up RSS feeds for the topics that we're most interested in and they let it go and prepare content from that to go onto our websites.



or



Another way that to store information is using an application called **Things for Mac** or **Evernote** that a lot of people are raving about. If you're not using Things you can also have a look at Evernote. Between those two programs it's a great thing to store word data. I'd like to post Word Docs, Excel Spreadsheets and all sorts of things I can just grab the text and paste it into Things. It's got a great search feature.

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When I want to put together content, I just type the name of the topic and it will show me all of my previously stored content that I can quickly compile into the right format.



When you're ready to go, pull up a whiteboard and just brainstorm down topic ideas. This is a really great way to get all the key information ready to send off to your team or if it's you doing the content then you can compile it from this.

TIP: What I suggest if you're using a whiteboard is to set up a folder in your computer or dropbox called whiteboard and put all of your photographs in there that way you can share it with your team.

EFFECTIVE CONTENT

I'm going to equate this to fishing. If we want to land a fish in our boat we're going to need some equipment and everything else. The line is really like the offer and the hook is sort of like the website. We want to have a good website that people will come to and be really interested in so they'll take the offer. The content is really like the bait that we put on the website. So we get the offer, the website and the content.

The content is what's really attractive to the right customer and so of course the customer is going to go for that content. They're going to find that website, they're going to get hooked to the offer and we're going to land it. So this is exactly what we do when we go search engine optimizing.

TEXT CONTENT

This can be prepared by you or someone else. Text is a huge deal in the internet and still for the most part people are typing in words into Google that's why text is great.



Articles do form the baseline for our text. When we put in together content in a form of articles, there are four main categories you can use. We need to go and get the content from our storage and into the right sort of article format that we can use to get the right customers.

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As covered in the research module we're really looking for articles that cover the things such as 'How to', 'Review articles', 'Products themed articles' and 'Author themed articles'.



- **How To** – This is people wanting problem solved. So how to do this, how to do that in your market.
- **Reviews** – This could be a comparison or product X reviewed, is X really that good? This type of article really brings in customers.
- **Products** – Product names are simple. Product names combined with review is a good combo.
- **Authors** – This can be articles that can bring in readers and researchers looking for more information on that particular author and then you can lead them through to the author's products and services and things that relate to the author's products and services.

COMPELLING CONTENT

Above all the content has to be compelling because that's what we're trying to do we're trying to compel somebody to take action.

- **Rants** – When you go against the grain or you say something is way better than something else or such and such doesn't really work. Get a little bit of heat going on in the conversation and this works really well on social media.
- **Case study** – People like case studies just like what we're doing with TrafficGrab. You're actually seeing my own examples and what I've done and the results that I got. Case study content is premium content.
- **Tips and Tricks** – This is another extension of the 'how to'. Tips, secrets, shortcuts, magic bullets and silver bullets. All of these things are very compelling content.

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- **Lists** – The top ten lists. A friend of mine Michael Dunlop is really good at doing a list. There are also sites like TopTenz.net where you can go and see the top ten of any type of thing. This may give you some ideas as to what type of things you can talk about for your content.
- **Shiny Objects** – People love shiny objects. Whatever's new and whatever's interesting in the market is going to get attraction.
- **How to Pre-Sell** – You need to pre-sell. That means when people come to your content you're sort of leaning into the conversion side of it here but you actually want the content to do the job and to compel people to take action.

HOW TO STRUCTURE YOUR CONTENT

attention getting headline
curiosity sub headline...
introduce the product /service
•benefit bullets
demonstrate results & warm up solution
honest disclosure build to close
fully outline the compelling solution
strong clear call to action

- **Get an attention getting headline which should have the keywords in it.** The keywords are what people find relevant and respond to because that's exactly the type of buyer we're looking for and it's going to help our search engine results.
- **Have some curiosity sub headline.**
- **Introduce the product or the service.**
- **Talk about the benefits.** Proper benefit bullets really are the cornerstone for a great article and it's just not stating the benefit but also leveraging that benefit into why that's actually useful. So you could say, the benefit of this fantastic wax is that it gives your car a protective layer and what that means is you don't have to wax it as often or you're unlikely to get dirt sticking to the car it will just fly off instead.
- **Demonstrate results and warm up the solution.** Talk about the actual results. What does the product or the service do? And start getting people interested in it.
- **Have an Honest Disclosure.** This is also called damaging admission where we build to the close. So just say things like "Of course this thing won't do all the work for you but it's the next best thing." Something that's going to get you some trust and some bonding with the customer. Then build to the close.

- **Fully Outline the Compelling Solution.** Make the solution extremely compelling and outline it in detail.
- **Finish with a Strong Clear Call to Action.**

This is the brief that our writing team has and our articles do the job so someone comes to the article. This could also work for videos and audios so you should think about this.



We can take our seed articles and expand them and get a tremendous amount of volume from them. You need to pre-prepare various versions of your content.

SPINNING TOOLS



The Best Spinner

My team love the tool called the [The Best Spinner](#). It is a tool where they can take the core article and turn it into lots and lots of other version and it also prepares content ready for the tools that we use which we'll cover in the traffic section.

Content Boss

Another spinning tool is [Content Boss](#). This is an online version and it has a feature called the jet spinner. It's more automated however it doesn't give you as much freedom to change the content. There are pros and cons for both but we'll cover both of these tools in the Tools section in the Traffic phase of our TrafficGrab product.





These really increase engagement. Google love images. They are highly relevant and there are some very good things we can use to exploit images especially with getting our images found in the search results and having it to land directly on our website. We can actually move away from the Google images and pull people straight to our website just by ranking well for the images.

Let's go straight to the spaghetti bowl and have a look at the images section. This is what we see.



There are stock images, camera images, and screenshots. They all form our image library.

- **Photographs** – A great place to get photos is iStockphoto library. Our team love iStock photos but there are plenty of other ones. We just like this one because of its high quality. Because it's paid, it also means that we're getting better usage of the images because it keeps the majority of people out. Anything that's paid keeps the majority of people away. By buying images and using them with correct rights you're probably covering yourself a little bit better from a legal perspective.
- **Camera** – Most people these days have an iPhone or portable device. Of course if you want to go higher and get an SLR camera you can get some really good photos for your own library. If you are prepared to take original photos then you will have an exclusive on them and nobody else will have that same image. You own them so you can do anything you want with it without having any legal issues. It's important if you have an overseas team that you brief them on the legal requirements for using pictures because it's just not good enough to go to Google images and take a picture from there. You probably don't have the rights to use that and you maybe opening yourself up for legal problems.

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Now what I've done is combine a fantastic app called **Hipstamatic** which I learned from Ed Dale. I'm using Hipstamatic photos occasionally on my FaceBook campaigns and they are really popular because they are different. They're a little bit old school and they're unique. And for just a few dollars that app is going to give you a unique angle and make compelling images for your audience.

- **Screenshots** – Other types of images are screenshots. I like to take screenshots from the target website so when we're actually talking about or demonstrating products then what we can do is we can go to a website and capture a screenshot of that website. Now we got to acknowledge that the website owners has their own rights and we're not trying to claim that we have right to this image but we are using it as an example to demonstrate their product. The best program for PC users would be **Snagit**. I've tried it on the Mac and it doesn't work well. Luckily for Mac users you can do **Command +Shift+4** to take a picture from anywhere on the screen and if you're using keynote which is what I'm using to prepare this presentation it's very easy to modify pictures. That's what I'm doing with those little lines and movements and squiggles and highlights.
- **Graphics** – Another sort of images that are really useful in your campaigns are graphics. They're going to increase your conversions dramatically. I use graphics for all sorts of things. I create banners for affiliates, I create e-covers for the products that I sell, you can have animated graphics, and you can have static graphics. But pay a designer or outsource this and get some sleek looking graphics.
- **E-covers** – you also want to use e-covers wherever possible for your reports. For TrafficGrab we got the e-cover for the PDF transcription and we've got a representation of what the video cover would look like. It's important when you use this that you word it with 'instant download digitally delivered' or something like that so that people don't feel that they're getting a real DVD set. Now in the case that you have a real DVD set, of course you don't have to put that. PDF's really do enhance the value of things so when we have the PDF version of the spaghetti bowl map it's nice to put an e-cover for it.



What you want to do is create PDF content because there are lots of places in the internet where you can submit PDF's for a big fat juicy backlink but also you can put links inside your PDF pointing back to your pages so you get more traffic and higher conversions.



Tip: Make sure that when you link from a PDF that you use a re-direct.

Why re-direct?

If you put links directly to your pages and then your website changes, you can't do anything about it and that can be a bit of a problem. So what you can do is install some redirection software on your server.

The one that I've used is LNX2.CO and that's also a 301 search engine friendly re-direct. So when I link to things using that particular tool it will actually redirect back to wherever it's suppose to go so you might be passing on search love to your own site. Hopefully, you're linking to your money pages from all these PDF's.

So what we do to make PDF's is we literally merge articles and images and we make a good quality PDF.

We also want to have banners inside the PDF because not just text but also images are things that people like to click on and link back to your site. Again use a re-direct if you think that the site may change one day.

REPORTS

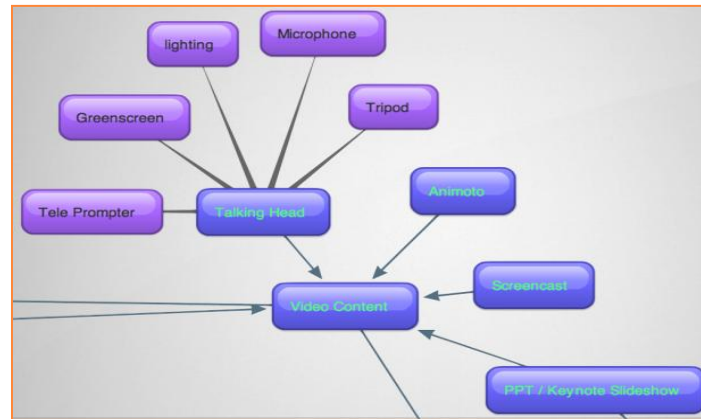
Reports are really good traffic device because people give you their email address to get reports. I've been testing this now. I have over 10,000 people who gave me their email address to get my Internet Marketing Speed Report. In fact I have had more than that, somewhere around 16,000. They're still over 10,000 people who wanted to receive my emails. So by just putting up a really nice e-cover and putting say 20-page report you've got a great list builder that is going to be highly targeted, highly qualified traffic.



Video is absolutely important right now because Youtube is one of the most popular websites on the internet and it's actually pretty easy to put videos together and I'm going to show you some different ways to do that.

[BUY TRAFFICGRAB](#)

Going back to the Spaghetti Bowl Map, we've got a video section there.



This is what the total video section looks like in the spaghetti bowl but I'm actually going to step through each one of these so you get the whole one.

- **Face to camera** – This works really well because it's genuine. People can see you, they can trust you, and you can communicate expressions better than just voice and pictures so I use a lot of face to camera videos in my marketing. This is how my conversion gets so strong. But also from a traffic point of view, when you create videos like this it's really easy to get it in front of more people by using video distribution services and people are more likely to refer to it or come back and watch it over and over again because they get to know you just like you get to know your favorite TV actor like Charlie Sheen or whatever. You feel like you know them because you see them and you get a vibe from them.
- **Talking Head** – This is also a very important leverage strategy. Here is an example, I actually took along my camera and filmed an interview of me with Bond Halbert and then I put that on my websites and then I distributed that content but the great effect was, Bond Halbert remembered me as well and was kind enough to put a picture of me on the Gary Halbert letter site which is fantastic but also brought me brand new traffic. A lot of people are figuring out who is this James Schramko so they want to come and check it out because they saw the video. They already know what I look like and it's a very important leverage device if you want to build authority.

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You don't need much technology for this either. Most people could access a flip cam or some small portable camera or digital camera on movie mode. And you can do this for a \$100 or \$200 and that is all I use for the first few years of my internet marketing career.

The other cool camera that works really well is the Kodak Zi8. I primarily use this one now because it has a very large memory capacity, you can put it in a memory card and you can also hook up an external microphone and get you some really good sound quality.

- **Tele Prompter** – if you've got the budget for it, a Tele Prompter is like the super pro version. I don't use a Tele Prompter. I just use a spare computer in the background way behind the camera but in direct line of sight with the camera. It actually looks like I'm speaking straight into the camera but I'm just reading from a computer screen that I use a little clicker to move through slides. You can also use iPads these days as a Tele Prompter and if you want to go basic just use a whiteboard and hold it well away from you and that's what I used to use.
- **Green Screen** – is going to let you drop images over the top of slide shows so just get you that next level of production value. I use lots of green screen videos where I want to train people I put myself over a slide show and then I can point to bits and pieces.
- **Lighting** – just get a basic lighting kit because it's really going to get rid of those shadows and skull eyes and make you look a little bit better on camera. A little bit crisper.
- **Microphone** – Probably one of the most important things is the sound. If you can get some external microphones with wireless sender and receiver that's the way to go. A nice lapel mic some sennheiser or something like that fantastic! Hook that up with your Kodak Zi8 and you can be filming just about anywhere with high quality sound and high quality picture.

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- **PPT/KEYNOTE SLIDESHOW** – Powerpoint is actually going to give you a useful medium for getting out more content because there are plenty of slide sharing sites where we can actually take a PowerPoint slideshow, load it up with links, good content and pictures and create slideshows that get logged onto high page ranking sites that actually link back to our site and we get more viewers.

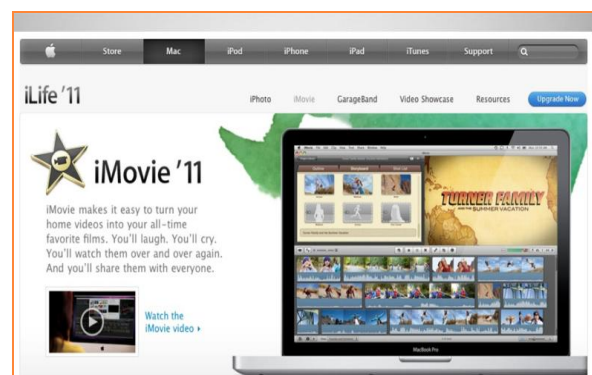
- **ANIMATIONS** – Animations are really cool because its premium style content. It looks mega expensive and it just lifts the value of your content. I can assure you that as time goes on the production values of content are going to increase because more and more people are getting switched on to the fact that the internet is the place to put their marketing budget. And if you want to go that extra mile and create animations just like what I do at the start of each one of these videos you will lift the production values, you'll create a better impression for your audience and you'll get more conversions because now you're delivering quality and really creating value.

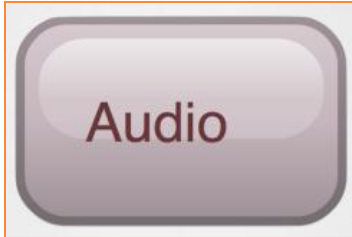
So animation is really going to be important for conversions because it builds trust and it creates a feeling of quality. You can easily add this at the start of talking of your video or any sort of information product and get that content out there.



I have a member of my team who makes these and produces and edits them in house. If you're interested in one of those then we'll be selling these from www.SuperFastVideos.com at some point. Now if you're going to make this yourself, you're going to need to edit them and if you have a PC then something like **Sony Vegas Pro 10** is going to be a good editing software that also does green screen.

If you have a Mac, then **iMovie** is great for editing videos. It's fairly easy to use and creates amazing high definition videos and of course you can use Screenflow if you want to do just basic editing.

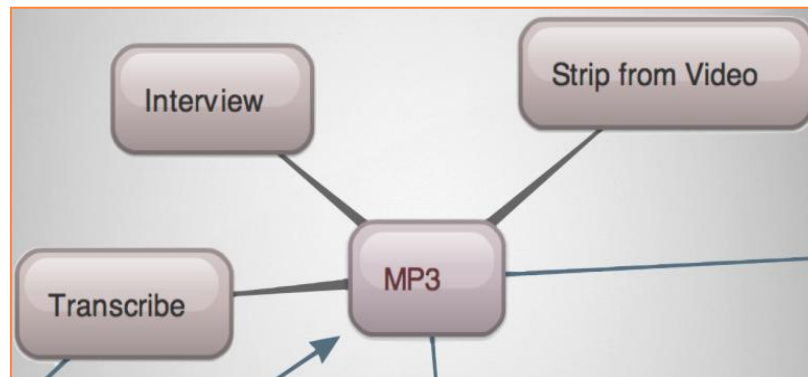




This is a huge traffic opportunity. When you think of things like podcast, you can podcast from all of your websites and you can also submit to amazing directories like iTunes and Podbean.

How do we create MP3's?

Let's look at the Spaghetti Bowl Map for some ideas. We can certainly do:



- **Interviews** – For interviews relatively is you just get a microphone and use some software like [Audacity](#) which is 100% free and it works on Mac or PC and you can just record. And that is how we create a professional quality podcasts. We've been bringing in hundreds and hundreds of subscribers on our free podcast who turn into people who really like what we talk about and end up becoming buyers.

Now if you want to do interviews over Skype you can easily do that with a PC, I recommend Pamela for Skype. As for Mac, Call Recorder is really powerful. So again you can create audios or videos that you can use for your content distribution.

- **Read Articles** – A lot of my team read articles. I've actually had them all audition by sending in an audio and we've picked the best ones and they read out articles from our websites and they're creating their own iTunes podcast channels for our premium niche websites.

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- **Strip from Video** – Stripping audio out from video is really easy. I've got a Mac so I actually use Convert to MP3 it comes standard with Call Recorder and all I have to do is drag any video into this box and it strips out the MP3 so it's as simple as doing that.
- **Transcriptions** – Now what I do is I get a transcription of the audio and turn it into a text document. So now I have a video, an audio, and text.

MP3 + Images = Video

There are a few things you can mix and match. If you want to take the MP3 and then combine it with images you can also create a video. So maybe you didn't start with a video but you want to end up with them. So you use your favorite editor, your MP3 with pictures, and (my team actually does this) this can set you up with a traffic stream that sells all year long. You can do it over and over again.



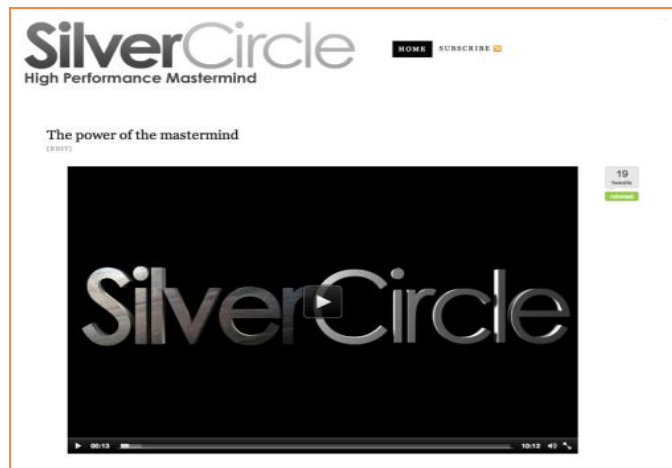
This is how to get more exposure from an interview so I interviewed John Carlton and I had a picture of John and an audio of John and what I did is actually took his picture and I combined it with the audio to turn it into a video that we actually submitted to Youtube. We submitted the first ten minutes of the interview onto Youtube.

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EMBED CONTENT

Now we can also embed content on to our websites so we might as well talk about embedding while we're at the content phase. I often put videos onto my sales pages.

Here's an example. I put a [Silvercircle](#) video onto my site. Now I didn't want to use Youtube in this case because I don't want any other branding, I don't want any other distractions, I just want the video. Exactly like the videos that you're watching now.



If you're streaming it from my website then I'm using a player and I'm not using any Youtube or that type of website to embed. I'm embedding it directly in Amazon S3. So what can we use to do that? There's [Easy Video Player 2](#) which is a onetime purchase and a lot of people love this software and I'm sure it's great.

My preference is [EZS3](#) it's a monthly fee but this is the player that I use on all of my websites because I've got a central management system, it's hosted by them not me so I don't have to fiddle around the scripts and also they're continually updating with features. You can have multi track players, you can have underlays, overlays and all sorts of other tricky things but I like this player a lot.



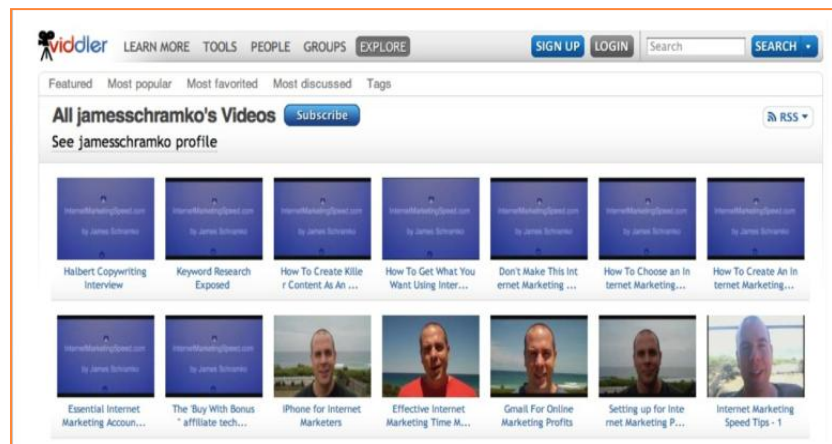
Now if you don't have all of that and if you want to go basic then you should definitely load content directly to Youtube. I encourage everyone to have a Youtube channel site. I'll especially recommend that for you.



Have a **Youtube channel** that you control and that at least manages your own brand.

In my case, there are a lot of people looking me up so I need to be in charge of my own brand. Put your own name in your phrases. James Schramko Internet Marketing pretty much sums up what people are looking for me for and I always try to come up top on Youtube for my own name and it's important. If you don't control your brand it's only because you don't want to because it's easy to do. This is where we put content that other people might put on their sites especially affiliates. So that will give you another traffic opportunity later on.

Also **Viddler** is a pretty cool site. You can put lots of content on Viddler if you like as well. They are sort of the top 2 content sites. But I now prefer to focus on just Youtube.



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PRESS RELEASES – Are another form of content that gives you massive leverage. Putting them together is again a basic formula, what's newsworthy, what's an interesting angle on your content, how can you store it out and prepare it to submit to press release agencies that is going to make them on a reprint it or even better pick up the phone and call you or email you for an interview.

WHO CREATES CONTENT?

You can actually have someone else prepare the content if you like.

- **First you can buy content** – you can actually buy pre done private label rights reseller content. You can buy original stuff. You can actually pay somebody to prepare it for you which is what I've done. You can have custom things made for you of all types.
- **Outsource** – You can outsource this. You can go to freelance sites where you can pay people to prepare articles, press releases, videos and audios.
- **You** – you can prepare it. In this case I'm actually recording TrafficGrab because this is close to my heart. It's my passion, it's something I'm knowledgeable about and I think making this video personally gives it a high value to my own audience. You could always have other people prepare things. They can prepare the content, they can prepare the slides, and they can do everything but the actual talent work if you'd like to do that. And that's where a team comes into it.
- **Team** – for my business. The team is really the power behind it because they're able to research, collate, test, compile and prep all sorts of things. They can automatically now, do the most amazing things. They can set up websites, they can create content; they can generate podcasts, videos, images, banners, designs, and animations. All of that stuff is done on autopilot in a team once you set it up right.

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RECAP

- **You want to use multiple media.** Take advantage of text, videos, audios and images because all of these are going to give you traffic opportunities.
- **You want to use great quality.** The more production value you can build into your product, the better the content, the more likely you'll get conversions and the more likely your content will stick and do the job.
- **Be relevant.** This is what Google wants. This is what Facebook wants. And guess what? Your customers want that too. If you're relevant then they're going to buy from you and you will make a profit.

[BUY TRAFFICGRAB](#)



SITE

We're going to be talking about Money Pages and especially money pages by key phrase. The website is where the content lives so let's talk a second about site content.

SITE CONTENT

This is essential and we'll be using the content we created from the content module. It must be as relevant as possible.

SITE STRUCTURE

Now that we've got the content we must put it in a site in a structure that really helps that content get found. How we structure the website is highly important for search engines. We want to place that content in a way that maximizes conversions as well.

Whenever we get links to our site, we want to make sure that the links have the keywords in it and we want to point to the correct page on the site. We may end up having several pages on our website and bear in mind that most traffic to our website will not actually come to the homepage, it will generally arrive on the targeted page that we're aiming to get traffic to and in some cases a website may see about half traffic to the homepage and the other half of the traffic to the deeper pages within the website.

MONEY PAGES

Just keep in mind that when we talk about money page we're talking about the page that is most relevant to the end user.

A money page could be defined as the page where we want somebody to take action. It could be delivered in email or could be to watch a video and then click a button. It will often lead to a sale and when the content is excellent in quality and it's highly relevant the visitor will buy something when asked.

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DOMAINS

Now in order to have a website we have to have a domain name. And I really want to cover this in a compressed version of what I found out in my last year or so of buying a lot of domain names. I've picked up a few tips and tricks that I want to share with you.

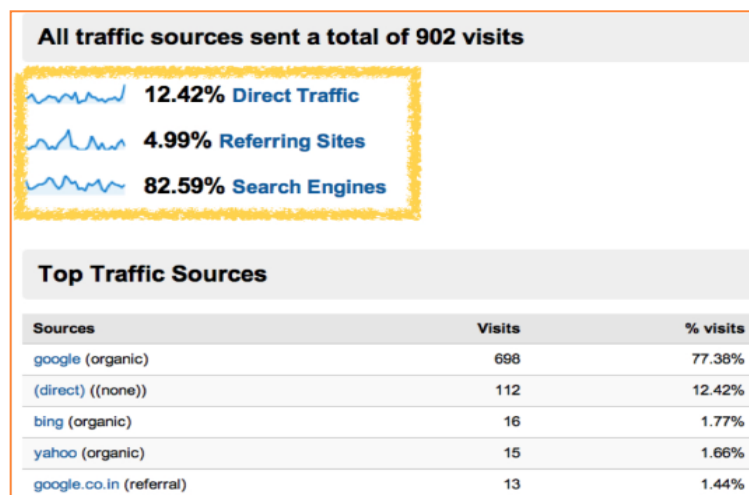
- **What to Buy?**

A big question that I get asked is what sort of domain to buy because there's an argument whether you should have a new versus used domain or vice versa.

- **New vs. Used Domain**

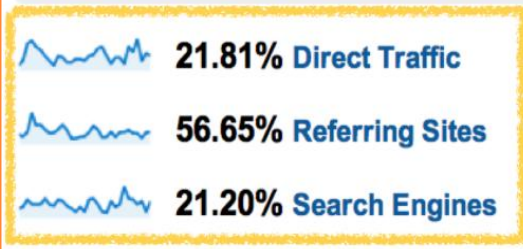
If you're on a budget then a new domain name might be the way to go. If you've got a little bit more money, then a used domain makes a lot of sense because it's possible to buy domains that already receive a lot of traffic.

Here's an example of a domain that I recently picked up and it's getting nearly a thousand visits a month. The cool thing is, most of it is coming from Google. I actually get 82.9% of traffic coming from search engines and 12.42% of that traffic comes directly to the website.



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All traffic sources sent a total of 1,481 visits



Here's another one. It gets 1,481 visits a month and of that, 21.81% of the traffic is literally just typing in that domain name. Half the traffic is coming from other sites referring the traffic and 21.20% is coming from search engines.

Used domains may cost a little bit upfront. However, it does give you a jumpstart on traffic and traffic does cost money so literally you're putting some of your traffic money in to the domain and now you're building a premium asset that could actually be worth something to sell.

Important Factors when looking for Domains

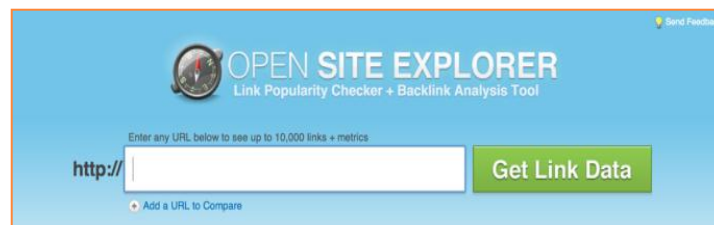
- **Page rank** – this is the Google measure of how much value is on that domain for the search engine. Quite often page rank can be faked. It's actually pretty easy to inflate page rank by pointing a higher page rank domain to another domain. Sometimes you can charge it up and you might find after you buy a domain the page rank will drop or disappear altogether. You can check it but quite often it will still change. It's relatively easy to pick up a page rank 2, 3, or 4 and in some cases you can pick up a page rank 5 or 6 where it actually stays that strong because of the history of it.
- **Age** – One thing that is a factor is age. It appears that the older the domain is the more trust there is in that domain. And if Google trust the domain then it actually helps you with your search engine ranking.

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- **Extension .com etc.** – the domain extension is important as well. .com is KING. The other favorites are .net and .org. I generally shy away from .biz, .info or any other weirdo domains. Occasionally I'll get a .me for vanity URL or I'll get a .tv if I plan to put lots of video media on a domain. Recently, .co is popular. I don't mind those but I think in the long term if you have a .com that's the absolute premium to get. (For local markets – choose the local extension).

Ways to Check the History of a Domain

- You can actually look at it and see what used to be there.
- You can go along a site called Archive.org also called the Wayback Machine and you can lookup old sites.
- You can pull up the SEOquake bar where you can see the rank in Alexa, the age of the domain and a bunch of other stuff.
- The other thing you can do is look at the links coming to the site. You can go to SEOquake bar and tick on the Yahoo backlinks. You'll see the different backlinks here.
- You can also have a look at SEMrush details to check captured data.
- Now if you want to get really detailed backlink data you can use a site called OPEN SITE EXPLORER which is from the [SEOMoz tool set](#). It's a really great tool and you can use it to research the backlinks for site.



Now when I pulled up a report for one of my own websites [SEOPartner](#), I could see that there are actually old press releases from 2005 pointing to my website.

[BUY TRAFFICGRAB](#)

/ Target URL	Domain Authority	Page Authority
Opartner.com partner.com/	91	56
www.SEOpartner.com partner.com/	76	53
Opartner.com partner.com/	91	49

And in terms of domain authority that's giving me great domain authority because those PR websites are very powerful. And that actually helps the trust factor for my site and the fact that it's on topic that the content of the press releases relate to what my website's about is a fantastic benefit.

SEARCHES

How many people are actually searching for that key phrase that's in your domain? Or how many people are already typing in on that particular domain if you happen to have one that's called a type in domain? That can be quite valuable.

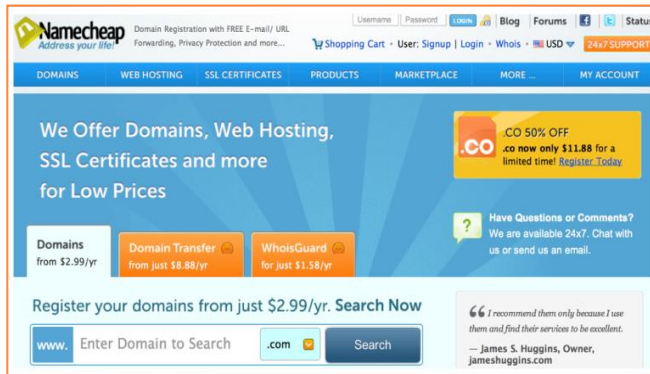
BRANDABLE

Is the domain brandable? Is it cool sounding that could actually be turned into a really awesome brand? I've got lots of brandable domains because I think they're actually more valuable than those keyword domains. Look at words like Google, Yahoo and Amazon, they're actually not keyword rich domains but they're highly brandable. A nice short, sweet sounding brandable can give you lots of value if you want to sell the website later on.

COMPARABLE SALES PRICES

Now we can actually check out what other people paid for domains using comparable sales prices. Remember that *'it's better to own the racecourse not the racehorse'*, we really want to own our domains so that we can sell it one day and have value. I discourage you from building your entire business on Facebook etc. So if you're doing one of those traffic strategies that don't involve you having some sort of ownership you really need to be cautioned right now. Twitter, Facebook or Youtube might be great for traffic but you should be using it to point people to your property.

[BUY TRAFFICGRAB](#)



If you're going to buy a new domain I use a site called **Namecheap**. I really like it.

It's actually easy to use. It has a 1 year free Whois Guard privacy and it's very easy to push a domain which is the term we use when we buy or sell one account to the other.

DOMAIN RESEARCH

In terms of domain research here are a couple of tools that I found that are quite useful:



- **Register Compass** – is probably was one of the better tools in its days and it's a paid subscription tool.



- **Fresh Drop** – this gives you an idea about what domain is available, in terms of how long left, what sort of age. I find it actually quite a complicated interface.



- **Estibot.com** – that gives you quite a few good tidbits of information in terms of domain appraisals and some basic details about tools.

[BUY TRAFFICGRAB](#)



- **DN Journal** – publishes a weekly domain sales chart which I find very helpful to get a feel for what domains are worth and especially this 2 word domains that seems to be very popular and trade for several thousand dollars each.



- **Expired Domain Boss** – This is a great tool put together by Gene Pimentel who's a pretty popular domainer. I like to use this tool to locate keyword domains so I punch in the keywords and I can select without hyphens, starts with and ends with etc.

It shows me what's just become available and quite often they're available to go and buy so if I came up with a key phrase that's hot and I punch it in here generally I'll find 2 or 3 domains that I can register right now and I'm paying the new price for used domain. It's a fantastic tool!



- **Domain Face** – by Kenny Goodman is He's a professional domainer and this tool is pretty tricky it's got lots of features. It is a hot tool.

[Domainface](#) has also a sniping option where you can go and bid by proxy if you're going to miss an auction you can actually load up the sniping feature and it could go and bid on the domain for you. That's quite a handy feature and is probably one of the **unique** features of Domainface.



- **Domainer Income** – is owned by Simon Johnson who is a very well regarded domainer. Quite senior in terms of how long he's been doing it. This tool is very good too.

It's a paid subscription. I've been able to find some good high PR domains using the data in there. It also uses .com.au if you happen to be interested in the Australian market. That's something that I found useful since I am in Australia.



- **Dropday.com** - Another one of these aggregators that shows you the general set of data, all the upcoming auctions, page ranks and link, and yahoo links etc.



- **DNsaleprice.com** – This actually gives you a feel for how much people had paid for particular domains. So when I was buying TrafficGrab I went and head a look at domains that have the word traffic or grab in them and quite interesting what I've found.

There are sites such as TubeGrab, TrafficVision, TrafficMoney, and TrafficBuzz which are probably the most similar to my domains sold for thousands. It's easy to see from this sort of data that 2 word domains are actually quite valuable based on these types of results.

BUY EXISTING DOMAIN

Now if you're going to buy existing domains where do you actually buy them from?



- **DNForum.com** – I like DN Forum in terms of where to get domains. Kenny Goodman put me onto this resource. And you can buy domains wholesale and you could sell them wholesale if you're so inclined but I can't see why you'd want to do that.

If you want to pick up some domains there's lots and lots here. I bought **hundreds** of domains in this forum just quietly buying them. The good thing is once you start buying domains then people will offer you more domains so they know what you like and they'll just offer them to you privately. And then they won't show up in the marketplace and you'll get the first option on them.

[BUY TRAFFICGRAB](#)



- **Latona's** – another great domain buying brokerage is Latona's. There seems to be some very good domains here, very well priced because its perhaps not as well known as the other places. And I've picked up some fantastic two word domains here.



- **Namejet** – probably my absolute favorite and they recently change their price on a promotion to \$59 for backorders but you can pick up some great domains from NameJet.



- **Pool.com** - also a great domain buying site. In between Namejet and Pool.com, I've invested quite a lot of resource into domains and the reason I did that is between the domains that I've bought and the great content that we're able to create we have every chance of generating huge profits just by putting premium content which is well researched onto good domains in building out sites.

HOSTING

The normal sort of hosting pretty popular right now are companies like **Hostgator** and **SEO Hosting** if you want a multiple IP hosting arrangement. They're the easiest, simplest ways to go about it. The new trend I think will be going cloud based and for that I'll be looking at sites like VPS.net.

SUPERFAST INSTALL

Now you're going to need to install a website in your domain and I'm going to strongly recommend that you use Wordpress because Google loves Wordpress. Wordpress is very easy to use and it's simple to build these sites.

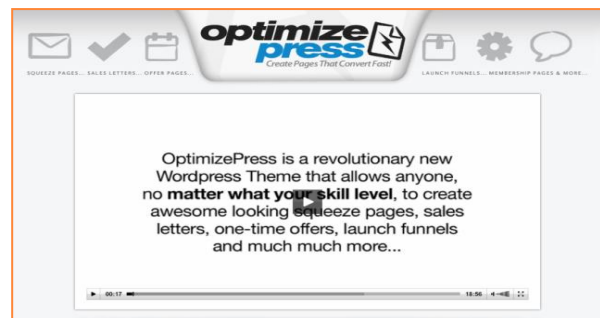
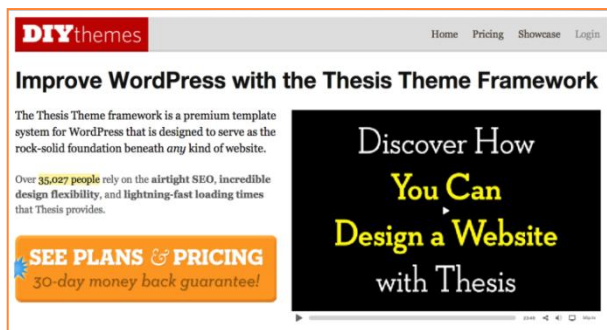
In fact, included in the paid TrafficGrab modules is a 30 days access to SuperFastResults and inside there is a Wordpress builder tool so you can simply load your username and password for your hosting and click on the Wordpress button and load the website. It's simply the case of hitting the Submit button it is actually that easy.

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TUTORIALS

Once you built the Wordpress site then you can go through tutorials. We actually have the incredible genius Leanne King in SuperFastResults and she's created stacks and stacks of wordpress tutorials. Everything from, how to clean up Wordpress, customize it, do plugins, widget, policies, comments, ping list, navigation and permalinks. All of that stuff. If that doesn't mean anything to you don't worry because it's all covered with tutorials.

THEMES

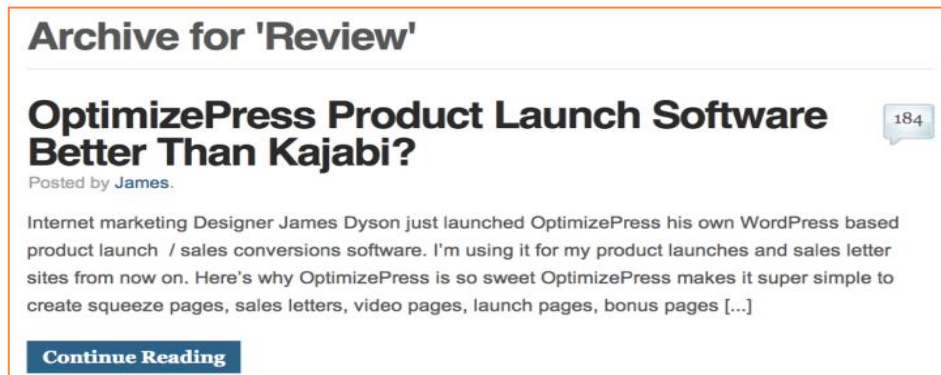


You're going to need a good theme for your Wordpress site. There are 2 themes that I like. I like [Thesis](#) which is DIY themes and I like [Optimizepress](#) designed by James Dyson who's been my great friend and number one designer for about five years. (He designed the TrafficGrab logo and the TrafficGrab site is made using Optimizepress).

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SITE STRUCTURE

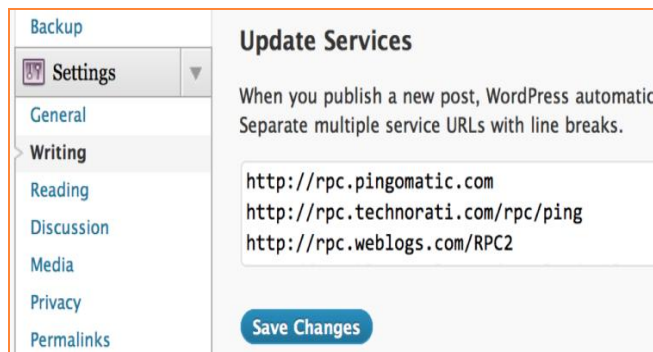
When you structure your site you're basically going to make sure that you have your content put with the keyword in the page title. So we're going to take that great content we prepared earlier and post it onto our Wordpress blog.



Here's a post that I put about Optimizepress. I put '*Optimize Product Launch Software Better than Kajabi?*' You can see from this post that I have 184 comments so far at the time I took the screenshot. In fact I think it's more now. And I posted it in a particular way that makes it appear for Reviews.

SETTING UP THE PING LIST

The ping list is found in your Settings and it's in the Writing part.



There's actually a little thing that says Update Services and you want to paste the ping list into there.

I'm going to attach a pinglist into the membership area for Traffic Grab so if you've got access to that you can paste the pinglist in there. And what it does is every time we post to Wordpress it will go and tell these places that there's a new post and it will make sure that the search engines find your post.

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PERMALINKS

The other structure thing that's absolutely imperative is called permalinks. In your Wordpress Settings you go down to the permalinks setting then when the screen comes up you need to put this exact custom structure into Wordpress.

Now you might want to just have post name and that's okay but I prefer category post name because that really gives the site the right structure. So custom structure then its category and post name and use exactly the same formula that I've got below.

Custom Structure	<code>/%category%/%postname%/</code>
------------------	--------------------------------------

PLUGINS

Plugins are adding power to your Wordpress site but I will caution you, don't add any more than you need. If you have too many plugins it actually can cause your blog to crash and also give it complications. Plus, it's a pain in the neck to update all the time. Have as few plugins as possible and then you're blog will be powerful but also reliable.

LIST OF PLUGINS

- Yoast SEO
- Facebook Comments
- PC Robots.txt
- Podcasting
- Robots Meta
- RSS Footer
- RSS Bomber
- External Links
- SEO Friendly Images
- Subscribe to Comments
- WP-SpamFree
- Related Posts (YARPP)
- XML –Sitemap
- TweetMeme
- Web Traffic Genius Pro

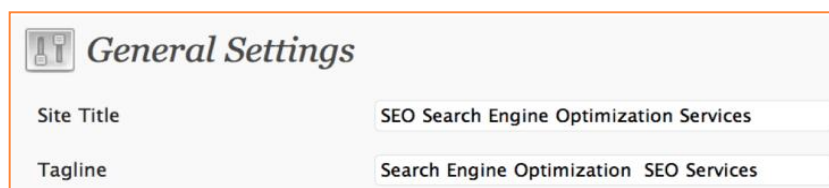
Some of these plugins are preinstalled in the Wordpress Launcher that is in SuperFastResults.

BLOG TITLE

Something that you definitely want to pay attention to is your blog title because of all the things that can help your site get found, the **title** is perhaps one of the most important drivers of the search results.

SEOPartner, my blog title says 'SEO Services Search Engine Optimization SEO Company'. Now it's a very competitive field and I don't expect yours to be quite that convoluted it should be simpler than that.

Where do we change the blog title? You can go into General Setting and type in your Site title and a Tagline if you like. That's what the blog will actually be called.



The image shows a screenshot of a 'General Settings' form. The title 'General Settings' is at the top left with a wrench and screwdriver icon. Below it are two input fields: 'Site Title' with the value 'SEO Search Engine Optimization Services' and 'Tagline' with the value 'Search Engine Optimization SEO Services'.

Now, you probably want to select a static page for your homepage. That's the technique that I prefer for site structure. Pick a page that will remain as your homepage if your site is a sales site.

SEOPartner sells services so we want a homepage to be the same the whole time as opposed to [InternetMarketingSpeed](#) which is a blog we just have our latest post showing. So go and select a static page so that you can consistently rank that page and now the biggest job you've got to do is drive traffic to it.

If you've selected a static page you should go into the static page details and this is using thesis. I've actually overridden the side details for that particular page and I've put the Custom Title tag and a Meta Description and Meta Keywords. I will tell you though, it's almost a complete waste of time to put keywords in the meta keywords but if you want to put them there you're welcome to.

The Meta Description is actually important because that's what people see in the search results and that's what will cause them to want to click on your listing or not. So make sure that it contains your key phrase but more importantly it actually describes what you're website is about so that they'll be compelled to take action if they do find it.

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PAGE/POST TITLE

This is the next most important thing. Whenever you post, you want to make sure that you're page or post title contains your key phrases because this is going to end up driving the name of the page and every time you link to that page it will have the keywords in it.

OTHER PLUGINS

To install plugins you simply go to Plugins-Add New and you can install them automatically.

- **Platinum SEO** – One of the plugins for SEO is called Platinum SEO which allows you to put the home title, home description and the home keywords. Now I showed you before that my blog is actually ranking second for internet marketer and for internet marketing and its number one for James Schramko so this is a mega powerful Wordpress site internetmarketingspeed.com and you can see how I've set it up.
- **Yoast SEO** – The new kid on the block for SEO is Yoast SEO and this is what we're now including in our Wordpress sites. Wordpress SEO by Yoast it is a complete plugin, he even has a great guide on SEO for Wordpress so I recommend that you go and check that out.
- **No Self Pings** – Is a good plugin. This actually stops your blog from pinging too much. So some people really like to send pings but it actually does make you a little bit confusing so it disables intra blog pinging.
- **SEO Smart Links (Premium)** – Is what we use on our best blogs and it actually allows your blog to interlink the keywords in a site to one another. It's really cool because you're literally giving yourself a link to your other page with the right keywords and I found that it does improve the search results.
- **Web Traffic Genius**– is a paid plugin which we really like. What this does is it actually helps you get news of your post out to other services especially RSS services. If you don't know what that means it doesn't matter just install the plugin and follow the instructions and you'll find that you will get some very good results from it.
- **Frame Buster** – we need to install Frame Buster because we will later on be talking about how to bust out of i-frames and there are two places that we really want to use this for: 1) is Google Images. We're going to optimize our images so that when people search for our key phrase by image and if they find our site, say they're trying to look up an author and you have an image of that author and you name the image of the author and you happen to be the best result they're

going to click on your image and Google will actually be pushed to the side and your website will pop out on top, and 2) is Facebook.

- **Fblike** – you also want to install Fblike. I mean you'd be mad not to take advantage of Facebook. Put Fblike that way people will like your posts and it just appears in your Wordpress blog automatically. It's very easy to install.
- **Facebook Comments** – This allows people to like your page but also to actually make a comment and when they make a comment it also post to their profile in Facebook which is very powerful because now you're getting that viral traffic effect. So just make sure you install some sort commenting software and it will actually let people put a comment post to their Facebook profile. Note – Facebook often change codes etc...
- **FB Like Box** – Another way to integrate with Facebook is using an Fb Like Box. To do that you go to Facebook Developers section and you type in the Facebook website that you're trying to like and it would generate a bit of code for you and you just paste that to your widget bar so in my case, for JamesSchramko.com I put the widget bar for my [FBjames fan page](#) and all people who liked me are on my website and I've got a nice tight link between my blog and Facebook. What you can do now is put your Wordpress inside Facebook and there'll be some pretty cool apps that are sort of wicked that'll let you put your blog in Facebook.
- **Podcasting** – Is a massive traffic strategy. We're going to talk about it in depth in the traffic section so we need to have some podcasting gear on our website that way we can have a little streaming player. On my Freedom Ocean Podcast we have a streaming player, on Internet Marketing Speed I've got lots and lots of podcasting pages where I've interviewed people because it's an awesome traffic strategy.

Podcasting Settings

I've used 2 different podcasting things. One is called TSG (TSG podcasting) and the other one I've used is Blubrry PowerPress. Powerpress is the one that I've used most recently and I think that's the one I'll be using moving forward but either of those would work fine. So you want to grab those plugins and you want to put them in your blog.

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Setting-Up Powerpress

To set up Powerpress you simply go into your Powerpress settings and just click on the various bits and pieces and fill in the details about the podcast.

- **Auto-Podcast** – If you want to auto-podcast, you can actually do that as well. I found an old post that I had in the warrior forum from 2009 talking about a strategy of putting Odiogo on your websites. Odiogo will actually read out your blog post and give it voice. You may not think that that's very useful however in the traffic section part of the Spaghetti Bowl is to podcast and we will be talking about how you can submit your podcast to podcast sites that have high page rank and will actually bring you visitors and give you nice backlinks. So I think it's important.

POPUP DOMINATION

[Popup Domination](#) by Michael Dunlop is a great software tool that makes good looking popups. So I've put this on some of my sites and it actually allows you to collect peoples' details by popping out and graying out the rest of the site. Now if you don't want to do that that's fine, you could just embed video sales pages onto your site.

Remember we've talked about EZS3 in the content module, well if you're using Optimizypress like this site, you can actually just put a sales video and ask people to opt in and get free training or whatever else. This is really your list building machine because remember the money page is about getting people to do what you want.

Another great way to do it is to put an offer, we call this an in line optin, so you offer that e-cover report that we had made on the content section. You tell people why it's a good idea to get it and you ask for the email address. When we get to the traffic section I'm going to teach you how I get affiliates sending me traffic to this and this one is really amazing.

I actually pay people 50 cents or a dollar to send me people's email addresses and it works fantastically well. I've also designed a button that converts really well and it's called the Schramko button. Anyone can use it for free. I posted about that once on InternetMarketingSpeed.



Here's another in line form on our FreedomOcean podcast. You can see it's on the right hand side there just simply asking for people's first name and email address.

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To put that form, I just log in to Aweber and fill out all the details that actually guide you through the steps. Aweber will actually give you a little Javascript Snippet that you just paste onto your website. Once you get that snippet you go onto Appearance > widgets and then you paste it into the widget on the sidebar.

If you have a lightbox form, then you would paste that into your Stats Software/Scripts. If you see a lightbox form, at first it would look normal but after a while it will fade to black and the optin form appears and it's pretty much the only option. When you compare the two, here are the stats we found on our first 3000 visits.

Name	Type	Displays	Submissions	S/D
Lightbox	lightbox	1053	112	10.6%
My Web Form	inline	2071	99	4.8%

The sign up to display for the In Line Form is 4.8% which is actually okay and the sign up to display for the Lightbox is 10.6% so it's more than twice as effective. So if you're not using Aweber lightbox or pop up domination, you might want to consider that on your website.

REMOVE DATES FROM EVERGREEN

Now here's another suggestion, you might want to remove dates from evergreen site posts. Now what's evergreen? You probably here a lot about this because a lot of marketers have only just discovered that you can actually create content that lasts for a long time. Who would've thought? I've known this for 6 years and most of my websites have quietly been taking over and in a lot of cases I actually remove the date. If we want to get rid of that date we can actually change the dates.



We can go in to the Wordpress blog and occasionally we could just update this date and make it newer or we can make a small modification to the template and remove the date altogether and I've done that on quite a few of my blogs.

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NOTE DOWN YOUR RSS FEED URL

Now you want to note down your RSS Feed URL, that's the orange icon, because it's going to be really important. You want to go to Feedburner.com if you haven't already and actually submit your blog feed there because it's owned by Google and that means that it's really going to help you get found.

THESIS SITE OPTIONS

Now once you got it, go along to your thesis site options if you're using Thesis and put it in the Feedburner section. This will give you a little bit of a boost.

ADDING CONTENT

When it comes to adding content let's just do a quick overview of how you might go about that.

- **Blog Post** – when it comes to blog post, again you want to put the post showing as a summary on your homepage as a blog and put the keywords in it. So this one again, the keyword that I was really trying to rank for is Optimizpress and I've got a very good ranking for that and I've also picked up some good rankings for Kajabi.
- **Categories** – now when you put a post you have the option to select categories. So you want to tick at least 2 categories but I don't mind ticking 3 or 4. That just means that it's going to show up in a few different places in your website relating to that particular theme. You might have heard of things like Siloing. In this case just think of it like a filing cabinet, what filing drawers would you put these blog posts in?
- **Tags** – the other option you have is tags. So for this post I get to tag it with key phrases that are relevant to the actual post. Now I put James Dyson who's the author of it. I've put the product name (Kajabi, Wordpress and Optimizpress). How would you actually label your blog post if you would do one of those Dyno tapes because that's what you'll put on the tags. And where possible, use keyword research.

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- **Post Layouts** – use a lot of pictures. Pictures drive visuals and people love pictures so I make sure that every post has a picture in it. I get a much better response. I get more comments, so I get people really relating to the content. Much like this presentation has a lot of pictures in it.

People like pictures so use loads of pictures and don't be afraid of a long blog posts. Link the images to the homepage of the blog or put an affiliate link. But you want to actually link your pictures to your blog. Don't let the picture link to the picture that's a waste of the picture .So either link the picture to your blog post or to the homepage or use an affiliate link to the resource you're recommending.

CHUNK THE COPY

You also want to chunk the copy. People hate reading long bits of copy so chunk it into little paragraphs because it's easier to read.

BULLETS

Bullets are really powerful and compelling. People will really appreciate it if you lay your content out in bullets.

SIDEBAR WIDGETS

These are pretty cool. Of course the most important sidebar widgets at the moment for most people will be things like a link to your app, your social media icons and your Facebook. These things are going to help you really get traffic going to your other properties especially Youtube channel, your Facebook channel and your Twitter channel. You don't necessarily want to leak them off to there so I recommend consider opening them in a new window.

MAXIMIZE BOTTOM POST

Maximize the bottom of your post. I found one of the most effective things to do is to use the related post plugin and also go for another opt-in. Use the free report opt-in but also put related posts that way, after they've read this post if there's still they're going to find your related posts that are similar to that topic they just read about.

Now in order for us to really make a difference with our content structure and to get the right traffic and to optimize it, we really need to measure because what gets measured is more likely to get done.

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USING ANALYTICS

Just like in any endeavor say where you need to lose weight, you need to get a tape measure and do some sort of measuring. Fortunately for us, Google has an excellent analytics unit and it's the right price as well, it's actually free. If you haven't signed up go and sign up for it. We can measure a lot with it.

If you Google the Tool URL Builder from Google, you'll get this [Google Analytics URL Builder](#). You put in your website address here that you want to traffic to. You put in the campaign source say, Facebook. Campaign Medium will be social. Campaign term will be identifying keywords that you're using. Campaign content, that will be the particular content that you're using or your ad and the Campaign name, so that would be launch, phase 1 or phase 2. Hit generate URL and you'll get a special analytics website address and that will pop up in your analytics account now telling you all of these fields.

URL KEY

I've got this handy URL key where we put our index of the different websites that we use or the different sources, the campaign source, the campaign medium, the campaign term we punch in there whenever we use the tool. Then what type of content: what layer it is and whether it's direct or a specific tool. Using this keyword tool we can actually get some amazing data.

I've put this in the paid member's area and you can access the excel template for tracking your own campaigns.

analytics key	campaign Source	Campaign Medium	campaign Term	campaign Conten
free	where placed		use keywords	put the 'layer'
articlebase.com	abase	article	keywords in link	1/2/3/4
articledashboard.com	adash	article	keywords in link	1/2/3/4
ezearticles.com	eza	article	keywords in link	1/2/3/4
gather.com	gather	web2	keywords in link	1/2/3/4
hubpages.com	hub	web2	keywords in link	1/2/3/4
livejournal.com	livej	web2	keywords in link	1/2/3/4
quizilla.com	quiz	web2	keywords in link	1/2/3/4
squidoo.com	squid	web2	keywords in link	1/2/3/4
weebly.com	weeb	web2	keywords in link	1/2/3/4
wikidot.com	wiki	web2	keywords in link	1/2/3/4
wordpress.com	wordp	web2	keywords in link	1/2/3/4
beep.com	beep	web2	keywords in link	1/2/3/4
blinkweb	blink	web2	keywords in link	1/2/3/4
journalospace	journal	web2	keywords in link	1/2/3/4
biogetery	bloget	web2	keywords in link	1/2/3/4
webnode	webn	web2	keywords in link	1/2/3/4
jimdo	jimd	web2	keywords in link	1/2/3/4
yola	yola	web2	keywords in link	1/2/3/4
typepad	type	web2	keywords in link	1/2/3/4
freewebs	freew	web2	keywords in link	1/2/3/4
zimbio.com	zimb	web2	keywords in link	1/2/3/4
blog.com	blogcom	web2	keywords in link	1/2/3/4
blogger.com	blogger	web2	keywords in link	1/2/3/4
digg	digg	bookmark	keywords in link	1/2/3/4
stumbleupon	stumble	bookmark	keywords in link	1/2/3/4
mixx	mixx	bookmark	keywords in link	1/2/3/4

This is what it looks like. So using the different sources, we can actually log in to our analytics and see where our traffic came from.

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LNx2 URL SHORTENER

<http://lnx2.co> Shortener

You may want to shorten the links and you want to use a search engine friendly shortener. So if you want to use LNX2.co you're certainly welcome to use that. You can use anything else. But some of the web properties you may want to shorten the link because it does give you a long extension. This will not lose the search engine factor it will pass through.

Trackable Traffic

How trackable is this traffic?

216		2.36	00:05:17	37.5
% of Site Total: 100.00%		Site Avg: 2.36 (0.00%)	Site Avg: 00:05:17 (0.00%)	Site Av
Source/Medium	None	Visits ↓	Pages/Visit	
1.	(direct) / (none)	95	1.93	
2.	google / organic	28	2.64	
3.	hubpages / blog	19	2.21	
4.	facebook.com / referral	15	2.07	
5.	stumbleupon.com / referral	13	1.08	
6.	articlebase / article	5	2.20	
7.	lv / blog	5	1.40	
8.	Express+Press+Release / Press Release	4	1.75	
9.	Content+Crooner / article	3	5.00	
10.	a1businessarticles.com / referral	3	1.00	

You can see here I've got a very good idea of the source and the medium for this website. And I can guess that most internet marketers are not tracking their analytics to this level and that's because they haven't bothered or they don't know how. You can see it's pretty obvious once you track to this level that you can simply reverse engineer where all of your traffic is coming from and go and get more just like it. You can also tell which tools of yours are getting you the traffic and making the difference. And you know what's even better? You can actually track which ones caused your sales and that is pretty awesome stuff.

So when we're talking about the Spaghetti Bowl it's a 100% based on results because we're tracking it.

It's very exciting when you can log in to analytics and actually see what your goal conversions are for brand new sites where you see your percentages and you can see your total goal value escalating.

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RECAP

Based on the site module you should:

- Have your own domain whether it's a used domain or a new domain
- Build your site using Wordpress that way you'll have a search engine friendly well structured site with plenty of power to take advantage of all the different traffic options
- Structure your content well. Make sure that it's relevant, search engine friendly, chunked and got pictures
- Optimize your content ready for conversions by making sure you can collect email addresses
- Track links. Whenever you link to your site or money page, track them using Google Analytics and Google URL Builder

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- ✓ Winning subject lines that have at times generated 100% open rates
- ✓ Blog and feedback 'LOOPS' for massive conversions
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- ✓ Software link bait strategies for publicity
- ✓ How to optimize image marketing
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- ✓ How to increase authority fast
- ✓ How to set up a simple CPA program for lead generation
- ✓ The best statistics to view when using analytics
- ✓ Where to find SuperAffiliates and have them promote for you
- ✓ Grab a page one result fast using news
- ✓ Tools we tried that did not work
- ✓ Expert blogging tips for high traction in the search results
- ✓ How I get 10,000 + views per DAY from facebook.
- ✓ WAY more.....

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