

THE
WEB TRAFFIC
BOOK

*A Definitive Guide To Crushing Your
Competitors And Getting All The
Customers You Ever Need.*

ROSS GOLDBERG

©Copyright 2010 Ross Goldberg

Author Ross Goldberg

The Web Traffic Book

A Definitive Guide To Crushing Your Competitors And Getting All The Customers You Ever Need.

ALL RIGHTS RESERVED. This book contains material protected under International and Federal Copyright Laws and Treaties. Any unauthorized reprint or use of this material is prohibited. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system without express written permission from the author.

Disclaimer

Information contained herein is provided “as is” without warranty of any kind, either expressed or implied, including any warranty of earning potential, merchantability or income for a particular purpose. All information that is given in this publication is meant for informative purposes and only and your individual path of learning is not guaranteed, as each person may not use this information the same..we cannot guarantee that the earning potential can be the same as ours.

In no event shall ANYONE be held liable for any loss of profit, special, incidental, consequential, or other similar claims.

Credits

Special thanks to

Alan Bechtold, David Bullock, Corena Golliver, Sohail Kahn, Anik Singal, Mari Smith, Erik Stafford, & Vin Montello

TABLE OF CONTENTS

INTRODUCTION: BY ERIC STAFFORD	7
PRELOGUE	11
CHAPTER 1: HOW THEY FIND YOU	19
CHAPTER 2:THE DARKSIDE OF SEO.....	28
CHAPTER 3: TAG YOU ARE IT!.....	34
CHAPTER 4: AN OVERVIEW.....	42
CHAPTER 5: THE ONE QUESTION	69
CHAPTER 6: KILLER CONTENT	73
CHAPTER 7: YOUR INDIVIDUAL STRATEGY..	89
CHAPTER 8: YOUR TRAFFIC FUNNELS	94
CHAPTER 9: THE MOST IMPORTANT DETAIL...	97
SECTION ONE: ACTION PLAN CHECKLIST ...	99
SECTION TWO: SOLID STRATEGIES	101
CHAPTER 10: ARTICLE MARKETING.....	103

CHAPTER 11: VIDEO MARKETING.....	111
CHAPTER 12: BLOGGING.....	138
CHAPTER 13: PODCASTS	163
CHAPTER 14: SOCIAL NETWORKS	166
CHAPTER 15: PRESS RELEASE MARKETING	179
CHAPTER 16: SOFTWARE MARKETING	185
CHAPTER 17: VIRAL MARKETING	188
CHAPTER 18: PARTNERING.....	194
CHAPTER 19: MOBILE MARKETING	219
CHAPTER 20: INSTANT PUSH BUTTON TRAFFIC.....	226
CHAPTER 21: PAID TRAFFIC.....	240
CHAPTER 22: OFFLINE TACTICS.....	256
CHAPTER 23: CLASSIFIEDS.....	261
CHAPTER 24: EVENT TRAFFIC	262
CHAPTER 25: LOCAL SEARCH	264

CHAPTER 26: SIMPLE IDEAS	266
CHAPTER 27: WHAT NOT TO DO	268
CHAPTER 28: TRAFFIC BY BUSINESS MODEL	270
SECTION TWO: ACTION PLAN CHECKLIST	277
CHAPTER 30: SELLING THROUGH WORDS.	279
CHAPTER 31: TESTING.....	298
CHAPTER 32: KEEPING YOUR CUSTOMERS	311
CHAPTER 33: OUTSOURCING	315
CHAPTER 34: YOUR STRATEGY.....	317

This book is dedicated to all the people that have helped me along the way...

Harris Fellman: My sounding board and closest advisor.

Erik Stafford: My partner and brother from another mother.

My Taylor, Breanna, and Shawn: I live for you.

My Jaime: The amazing woman that is just crazy enough to put up with my crap and always says "OK baby, do your thing".

INTRODUCTION: BY ERIC STAFFORD

It happened over soup.

Vietnamese soup, actually...

You see, Ross and I live in the same, sleepy town here in South Florida.

We tend to get together once or twice a week, to work on our laptops in the coffee shop, or have lunch, or just to talk about marketing. We share strategies, plot together, and have helped each other in countless ways over the years.

Anyways, when Ross told me he was writing a book, he told me over soup.

He said it would be THE definitive book on Web Traffic – A book containing every single thing he learned over the years about how to get the right visitors to your website pages.

I told him I thought it was a great idea.

In my opinion, there isn't a person alive who is more qualified to write a comprehensive book on Web Traffic, and I him told that, as well.

I only had one question.

What about the people who don't yet have a website?

After all, what use is it to drive visitors to a website... If you don't have one?

Ross kinda gave me one of those looks, as if to say, "You're the website guy... Figure something out!"

So, I promised him that day that if he ever did indeed write THE definitive book on Website Traffic, I would go out of my way to help those people who weren't even at square one yet.

As you probably guessed by now, the book, he mentioned to me that day was in fact THIS book, the one you are reading at this moment.

And it's worth its weight in GOLD.

I plan to recommend this book to every single one of the people I work with each and every year...

And I also plan on sticking to the promise I made to Ross that day:

**Those of you who don't yet have a website:
It's my pleasure to offer you complimentary
access to The
Faster Webmaster.**

The course is ten simple steps to building your first website in the quickest, easiest, and most affordable way possible.

The course contains step-by-step instructions... and videos, so you can follow along and watch everything I do.

You can grab your free account here:
www.thefasterwebmaster.com/trafficbook

“He said it would be THE definitive book on Web Traffic – A book containing every single thing he learned over the years about how to get the right visitors to your website pages...”

I hope you enjoy this surprise bonus...

And once you get your website up and running I encourage you to absolutely devour this book: *Write notes in the margins, underline key points, and dog-ear important pages.*

Because Ross's methods work, plain and simple.

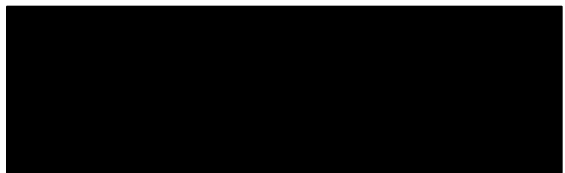
Here's to your success!

Erik Stafford,

The Faster Webmaster

www.thefasterwebmaster.com/trafficbook

P.S. - Ross: Great job on the book, man. And thanks for the soup!



PRELOGUE

My story starts off wonderful, dips into incredible, and turns into almost unbelievable, but we'll save the most of the juicier details for another time.

The short version that leads to the beginning of my journey as an Internet entrepreneur is this:

I'm a retired gang leader and a disabled veteran.

Again, it's a long story...

In July of 2005, I was attending the University of Whitewater in Whitewater, Wisconsin, majoring in Psychology. The Department of Veterans Affairs had covered my tuition and was giving us \$1,000 per month to live on. The problem is that I have a wife and 3 kids to care for and it was barely enough to cover our monthly diaper expense at the time.

I turned to my wife one day and said, "Honey, I'm always on the Internet for school and know my way around. I think I'm going to look for a

product we can sell online to get us out of this rotten financial mess we're in."

I was barely coping with Fibromyalgia, which left me in a ton of pain (I was on morphine to control it) and I had a huge amount of trouble sleeping. Due to those issues, it was impossible for me to hold a job.

Her response was; "OK baby, do your thing".

So, I dove into Internet business and two weeks later we had products up for sale on Ebay® (no, this isn't a "how-to" sell the stuff, you don't want, on Ebay book).

Two weeks after that, my body stopped working and I went into a coma.

I was comatose for 10 days and my version of the movie Fight Club® played out in my head. Either I, or those I heard or saw in my hospital room, would be fighting strange, monstrous "guys" that looked like they had been built for pure destruction. If I wasn't fighting these monsters, I was coaching somebody else who was.

I woke from the coma 10 days later with pneumonia and no feeling from my waist down.

I regained enough feeling in my legs to move them, but still have nerve damage that prevents me from feeling temperature and anything else other than pain from my chest to my toes.

I spent 3 weeks in major rehabilitation to regain my ability to function and walk. During that time, my wife and brother had figured out how to fulfill orders for our fresh, new business.

I went home wheelchair-bound and was surprised to find \$1,000 profit in our PayPal® account.

That was all I needed to see and was immediately motivated to figure out the ins and outs of making money online.

I quickly realized that Ebay was taking 10% of profit between Ebay and PayPal fees and had the bright idea of putting a website together. My family had been poor for so long and was finally making some money, so I spent 2 hours per day fulfilling orders and creating new Ebay listings and the other 12 hours per day that I worked was devoted to learning everything I could about web design.

Once I'd gotten our hideous website done, I put it up and breathed a long sigh of relief. I fully expected sales to start pouring in.

They didn't.

In fact, it took Google™ 60 days to find the website at all. Then, they listed it on page 114 for any of our chosen keywords that I wanted to rank for.

The next step was to figure out how to fix our rotten search engine rankings. Another few hundred hours later and my site was on page 2 for our main keywords. It wasn't easy, but after a ton of really bad ideas I found some that actually worked (including some that most people hadn't even considered or discovered yet).

On the one year anniversary of this business, I had done just under half a million dollars in sales and had to shut it down. A vendor had robbed us of \$5,000 and we had spent every nickel of profit that had come in.

After a short stint doing SEO (search engine optimization) for other companies, I wrote my first digital book (or Ebook) that taught others how to get their websites to rank in the search engines.

Since that first book, I have made some simple accomplishments:

- I put on six Internet marketing seminars (four live and two virtual).
- I've released over a dozen Internet marketing training products.
- Launched 3 different traffic generating software programs.
- I worked as Vice President of Marketing for StomperNet™ (one of the largest Internet marketing training companies in the world).
- Most importantly, I've helped thousands of people finally get the traffic they need for their websites.
- I've done well over 2 million dollars in sales in less than 5 years online.

By myself.

With no staff...

I'd have to be a certified fool to suggest that you follow my path.

I need to be sure that you know that you can do this before we start this journey. If I can pull off what I've accomplished, I know that you can make this work for you, too.

I spent thousands of dollars and more hours than I care to count on miscellaneous books and software packages that promised to be the “magic bullet” when it comes to getting traffic.

In a short period of time, through a ton of testing and bad ideas, I figured out how the search engines really operate. Before I knew it, my website was in the top 20 for my major keyword terms.

It took me months to figure out what worked and what didn't work in the “eyes” of the major search engines and far more when it comes to getting people to find your websites. The core goal of this book is to ensure that you don't have to work as hard or study as long as I did.

You'll find this information in this book explained in plain English, in a way that most people should be able to easily understand. Soon, you'll have your own action plan and be working toward the goal of dominating your marketplace online.

CHAPTER 1: HOW THEY FIND YOU

BEGIN HERE

The Search Process

Let's kick this off with an example situation, it'll help make sense of the search process and start you off with the right ideas in your head as you start to plan out your traffic strategy:

Brian is looking for a new Television. He begins his search by typing in "TV" into Google™.

The results that come up include, TV.com™, Tvguide.com™, and Hulu.com™ but none of these sites sells Televisions.

Next, Brian searches for HDTV. The search results are a little bit closer to what he's looking. Google shows him a bunch of HDTV product listings with prices as the third listing. He quickly realizes that his searches aren't specific enough to give him the results he wants as fast as he wants them. Brian is getting frustrated over the amount of time and work required for him to simply find what he's looking for.

Finally, Brian looks for "40" LCD HDTV" and gets the results he needs. The first result is more product listings, the next two results are for TVs being sold on Amazon.com™, which Brian trusts, and he purchases the television listed for sale at Amazon for a competitive price. Brian is thrilled that he's finally completed the purchase sequence and can go back to doing more important things.

The search experience for nearly any user that is looking for something specific normally mirrors what Brian went through. It's an irritating experience that leaves people in a situation where they simply want the solution to their problem and when they find it, the credit cards come out quickly.

Keep this in mind as you discover strategies in this book that will give you the ability to cater directly to the people trying to find stuff for sale on the web.

UNDERSTANDING A SEARCH ENGINE

Have you ever looked at the code of a web page? If not, you must see it as soon as you find a spare moment. The code of a webpage is all that a search engine sees when it looks at a website.

Go to any website, preferably your own. Right click with your mouse and select “view source”. This lets you view all of the code of any web page.

Search engines send little software robots called “spiders” out into the Internet to index and find websites. Most of them have many spiders. They have spiders for indexing pages, spiders for images, spiders for ads and many more. These spiders go over your website to the best of their ability and bring the information back to the search engines, so they can decide where your site belongs inside their massive index of the Internet.

Your goal is to make it easier for people to find you through search engines and as many other methods as you can.

KEYWORD RESEARCH

Keyword Research is the most important aspect of owning a website.

You MUST understand what search keywords will drive qualified prospects to your website. Otherwise, you will waste a lot of time spinning your wheels to attract people and will end up reaching the wrong ones, or even worse, nobody at all.

Google offers a keyword research tool, designed to help the users of their Adwords[®] program pick terms to target for their business. While it is made for them, anybody can use this tool free. <https://adwords.google.com/select/KeywordToolExternal>

All you need to do here is enter your most common keyword. The results that come up to start with will be related to the one you entered into their form. It shows you how many searches there were for each term for the previous month and the Adwords competition for each term. The key to good keyword research is not to choose every highly searched term. It would be great to rank for the term 'chair', but if you sell office chairs, it

would be better to focus on the keyword terms that will bring you in qualified customers. You should choose one or two short (2 to 3--word) keyword terms to focus on in your website.

You **MUST** also focus on longer keyword terms (4 to 5 words). Traditionally referred to as the “long tail” of search, these keyword terms will bring you in the most qualified customers to your website. By focusing on extremely focused keyword terms in your search marketing strategy, you will have less difficulty ranking for them and will convert more of the visitors into sales. Find buyer focused terms (if you sell known product names, adding the word “buy” to the phrase you are targeting can get you dramatic increases to your conversion rates from prospect to sale).

I always look specifically at the Adwords competition for a term. A green bar shows this in the third column of the keyword research tool. If the green bar is completely full it shows, that the keyword term is very competitive and should be difficult to rank well. If the bar is empty, that tells us that the term either has a very low search volume or is not profitable. The sweet spot is when the bar is between half-full and almost completely full.

Those “middle area” terms are what you should try to find.

We already went over what an Internet user does when they search for something. Remember that people are more likely to purchase as the search progression moves forward.

“Focus on the long tail terms to convert more customers into buyers.”

The key to optimizing your website is to make sure you have optimized for all of the keyword possibilities, as your prospect searches for what

you sell. You will be able to rank easiest for the longer terms and should be able to bring the likeliest customer to buy first.

Branded terms are normally quite competitive, but with a little time and some perseverance, you will be able to rank for those terms.

The generic keyword terms are hardest to rank for but with enough blood, sweat, and tears it can be accomplished.

Focus on the long tail terms to convert more customers into buyers.

YOUR WEBSITE ADDRESS

One of the first steps in doing business online is to choose your Uniform Resource Locator (URL) or website address.

The URL is the web address that someone types in when he or she goes to a website. The URL you use for your business is very important and must be chosen carefully. The URL you use must have your most important keywords in the URL whenever possible. If you are offering televisions, you should absolutely have the word “television” in your URL.

The reason you need this is that it is something that you’ll get “extra credit” for from the search engines. A domain name can’t be changed once it’s been purchased. The search engines know this and will rank you for terms in your domain name much faster than if you use other words in it.

Unless your business is already established, you have the ultimate freedom in what your business will be called. If your business already exists, you are more limited as to what URL you choose.

You have specific goals to consider when deciding on a domain name (URL):

1. Is it easy for your customers to remember?
2. Are any of your keywords in it?
3. Does it properly reflect your business?

As you develop (or have developed) your website, make sure you name the pages accordingly. If you have a page dedicated to Phillips® televisions, the page URL should be Phillips-televisions. Take special care when creating pages to ensure that your keywords are in the URL. Search engines look at individual page URLs and use that as one of the many factors in ranking a page for keywords. Some would recommend Phillipstelevisions, and it works just fine. Every day more domains are sold and most of the best ones are already gone. If you have to, feel free to use hyphens in your domain name.

The most important aspect of your domain name: You must check to see if someone else has ever used your domain.

If your brand new domain name was used for spam or unethical Internet practices, it will be extremely difficult to get it indexed in the major search engines. Believe me, not an issue in which you want to have to deal.

Check out your potential domain name at

If your brand new domain name was used for spam or unethical Internet practices, it will be extremely difficult to get it indexed in the major search engines.

<http://www.archive.org>

Take the time to see if it has ever been pre-owned. If it has been pre-owned, take a look at the archives to see if someone was breaking any rules with this domain (see the next few pages for naughty tricks you should NOT try to use).

You will thank me if you find out that it was abused in the past.

Take my advice and spend two minutes to see if your domain name was ever registered in the past.

CHAPTER 2: THE DARKSIDE OF SEO

Stay away from the dark side of SEO (Search Engine Optimization)

Because of the fierce competition in the SEO industry, some search engine optimization firms began using tactics that the search engines have labeled as "black-hat", or "naughty", in the search engine world.

Every major search engine (Google™, Yahoo®, and Bing™) has issued rules and guidelines listing several of these black-hat tactics. Failure to comply with these guidelines will most likely get you de-indexed, or worse, banned from the search engines. Black hat SEO could be explained as the intentional misleading of search engines and their spiders.



Nothing is worth the risk of being permanently booted out of a search engine.

DO NOT DO ANY OF THESE THINGS TO YOUR WEBSITE!

Keyword Stuffing

Keyword stuffing is the intentional overuse of a particular term or phrase in hopes of achieving higher search engine rankings for that term or phrase. Normally, “stuffing” looks unnatural and will turn away any human being that sees the website.

The best way to avoid this is to fill your page with text written naturally and do not over use your target phrase. Not only is it deceptive, but your customers will see it and run.

Hidden Text

Hidden text is setting the color of text the same as the background of a webpage. By having your text and background the same color, the text or repeating phrases is invisible to human visitors but not search engine bots. Search engines now look for the color of the text and compare it to the color of the background. Some webmasters create a colored image and set it as the background to the page to avoid being detected. Search

engines know how to find this and will penalize you heavily when they do.

Cloaking

Cloaking, in short, is intentionally displaying different information to human visitors than to search engines. There are numerous ways of cloaking content, and not all have been determined "black-hat". Black-hat cloaking will work for a short time, however, you run a high risk of having your domain banned permanently. What I'm referring to is purposely misleading the search engines, not things like cloaking an affiliate link (if you don't know what that means, forget that it was mentioned). **There are ethical reasons for cloaking and they are not all bad if used properly.**

Redirects

Redirect pages have several ethical purposes, however, when used as a black-hat tactic – often combined with doorway pages – they serve as a red flag to search engines. Sneaky Redirect pages take a visitor from one page to another automatically and normally are used to guide search engines to page they will like better than the one you send your visitor to.

Duplicate Sites

This is not often used but, when affiliate programs were first gaining in popularity, webmasters would create several copies of the same sales page in hopes that quantity over quality would prevail and they would make a sale from one of their many websites selling a product. With the advancement of search engines, they are able to find excessively duplicate content and will penalize you heavily for it. This is not the fabled “duplicate content penalty”, it is just the search engines applying their relevance algorithm (a mathematical equation that search engines use to provide relevant results to their users).

PURCHASING LINKS

The idea behind link building is to have other websites find your website and see the quality it represents. Once that happens, they will link to your website for their customers to utilize. This tactic was very quickly abused as people saw dollar signs and started to link purchasing services.

Purchasing links in bulk with no regard to the site it comes from will give you absolutely no benefit in the eyes of the search engines. In fact, they will penalize your site for having hundreds or thousands of links that point to you for no reason other than you paid them to. The search engines will catch this every time and it will hurt your rankings.

Purchasing links one at a time from related web sites that are similar to your own will give you benefit in rankings.

CHAPTER 3: TAG YOU ARE IT!

META TAGS: THE RIGHT WAY

There are specific “tags” used in the coding of your website that give important information to search engines. These tags are: Title, Keyword, and Description tags.

Here is how you should format your Meta Tags:

```
<title>Your Company Keyword 1 | Keyword  
Phrase 2</title>
```

```
<META NAME="description" CONTENT="Add  
2 to 3 sentences here and be sure to use your  
main keywords and keyword phrases where  
you can.">
```

```
<META NAME="keywords" CONTENT="Keep  
this keyword tag simple, only use 5 to 20  
keywords and keyword phrases separated by  
commas">
```

```
<META CONTENT="INDEX" NAME="robots">
```

Replace our company information with the information of your company and place this

information between the <head> tags in your page html coding.

The key is to have separate meta tags for each page. This gives you a chance to differentiate each page on your website and improves the ability of the search engines to identify your pages to their users.

Change your Tags for every page to avoid being penalized as a spammer.

Title Tag:

Your title tag is the most important of these tags. Your title tag is what a customer will click on when they find you in the search engine results pages. Include at least one or two of your keyword phrases. Here is the format for a title tag for a site that sells custom blue widgets: “Blue Widgets | Custom Widget Designs”. When formatting a title tag, you must use your most important keywords. Notice how I included widget and widgets. This makes sure that search engines recognize that you need to rank for the word and its multiple. You should do this if the searches for widget and widgets are high enough for you to want the traffic from that term. Notice the “|” in between the terms, using the word “and” deters some search

engines from looking at the words beyond the phrase “and”. In this way, you can use fewer words and have separated the two phrases. In addition, be sure to use the least amount of words possible in the title tag.

You should try to keep your title tag between 40 and 50 characters. Do not ever go over 60 characters. The reasoning for this is that the fewer words you use, the more weight they hold in the eyes of the search engines.

Keyword Tag:

Your keyword tag is not even looked at or considered by some search engines. My recommendation is to keep your keyword tag short and sweet. Use only your most important keywords and their multiples here. I recommend keeping this tag under 100 characters.

The reasoning behind keeping this tag short is that years ago people stuffed so many keywords into this tag that it became abused, which is why search engines don't pay much attention to it today. A keyword tag should be used, but not abused. The less words you use, the more they will mean to the search engines that pay attention to them. Search engines will remove your site from its index if

they think you are trying to cheat the system. This is what your keyword tag looks like:

```
<META NAME="keywords"
CONTENT="search engine optimization,
search engine placement, seo, optimization
services, seo company, search engine
optimization firm, diamond seo">
```

Description Tag:

Your description tag should be made up of a few sentences describing the page that it is on. Normally used as the description search engines use when listing your site in their results, makes it is important to write description tags for your customers and not for the search engines.

Make sure you put a different description tag onto each page.

There should be at least one sentence in every tag. And one sentence on every page that describes that page itself. The reason for this is that as search engines will notice inner pages of your site, they look for indications of pages being different and original. Plus, you want the results to show differently for each page. If you have the same paragraph for every page, a customer may notice and avoid

your site. This is another tag that has been abused, so make sure that you keep it simple and don't put in too much information. I recommend 150 to 200 characters in this tag.

This is the way your Description Tag should look:

```
<META NAME="description"  
CONTENT="Diamond SEO specializes in  
organic search engine optimization and web  
site design to give you permanent high results  
in search engines.">
```

There are other tags that you should use in the content of your website. The tags in this section are actually added into your web copy as html code. They will format your text in a manner that shows the search engines that the words (or images) inside of them are important. Normally, they alter the appearance of your web pages, too.

The tags are alt, header, and strong tags.

Alt Tags:

Alt tags are words attach to images that describe what they show someone that sees it on your page. This was initially done so that the blind can hear what they are supposed to

see through special software that will “read” the tag for them. Search engines have found that the texts inside these tags are good indicators of what the page is about, normally.

Setting up alt tags differs depending on what software you are using to create your website. Normally, upon inserting an image, you will be asked what alt tag you would like to put on the image. If you are not asked to insert an alt tag, try right clicking on the image with your mouse. As with other tags, make sure you are using important keywords and keyword phrases in these tags.

Here is how to format an image with the alt tag in place:

```

```

Header Tags:

Header tags make your words stand out in the eyes of the search engines. They also make the words large. Your header tags should be formatted like this: <h1>header</h1>. You can use numbers from 1 through 6, with 1 being the largest font possible and 6 being the smallest. Some software page editors, like Dreamweaver, let you choose the size of the

font inside a header tag. Make sure you use at least one header tag inside of every page with your main keywords inside of it. You should try to use 2 header tags inside your home page and have them be of different sizes.

Strong Tag:

The “strong tag” makes words stand out to the search engine spiders. This gives you some say over regular font that you want the spiders to see as important without changing its appearance. You can also use bold, italics, and underline to accentuate words on your pages, but the strong tag is the best to use. This tag is formatted like: `strong`.

You should utilize these other tags throughout your content as well: ``, `<i>` `<u>`. Those tags are for bold, italics, and underline. Use these sparingly to highlight important words throughout the content of your page.

You can't even tell by looking at them, but trust me the search engines will notice them!

Add a robots.txt file:

Open any text editor you use and insert the following:

User-agent: *

Disallow:

You can add any pages that you do not want search engines indexing after the “disallow:” command in the form of `http://www.yoursite.com`. Save this file into your website files and upload it to your website. Search engines look for this file. Even if you don’t have to use it at this point, you should put the file in and you can add to it later.

Do not add anything you don’t want any human being to find. Specifically private download addresses!

If you have a page that you don’t want indexed, insert a “no index” meta tag into the page:

```
<meta name="robots" content="noindex">
```

CHAPTER 4: AN OVERVIEW

CONTENT IS KING!

Whether you are new to the Internet and SEO or someone who understands a bit about how the Internet works, the content you put onto your website is extremely important. This content consists of words necessary to convey important messages to your site visitors. By creating quality content pages, you will be naturally using your keywords and showing the search engines how important your site is.

You are an expert in your field. You know how to get the most out of your products. Why don't you explain that information to your customers? Telling your customers how to choose the right size, or pick the right color is something you should have no trouble doing.

The content of your site is extremely important to your search engine rankings. You will find that it is extremely easy to use your main keywords in content you write for your website. It is also very convenient that you are writing this content, because I will show you how to make it into links pointing to your website,

which is important when attempting to get traffic.

The key to having the best content lies in your competitor's websites! Put in your main keywords in Google and take a close look at the top 10 websites. In this case (content generation) take a look at the text they have chosen to include in their web pages.

Now take a step back and think about how you can write something better for your site. Take the content you have found and put it into your own words (NOTE: copyright infringement and plagiarism will put you in the perfect position for being sued). While writing this content, improve upon everything your competitors stated. This will give you the type of content that search engines and customers are looking for.

If you end up being stuck and having difficulty finding ideas for content, search article databases and take the opportunity to read information from other experts in your field. I guarantee you will find many ideas and different articles that you didn't even think of. The main article site is Ezinearticles.com®. This is the best part about business on the

Internet, there is always someone thinking of something that you haven't thought of yet!

CONTENT & INTERIOR LINKING STRUCTURE

The way that your website links to itself is important. Search engines look at the text used to link to pages and uses that information to help rank that page. Your navigation system in your website MUST consist of text links. If you use flashy navigation that spiders cannot easily read, then you should include simple text links at the bottom of your site. This ensures that the engines can find the information and pages you want them to find.

Make sure, at all costs, that your website is linked to itself using anchor text links.

The trick beyond this is to use text to link to pages in your site within the content you put together.

Adding this link with your important keywords in it, search engines will better

understand how important, those words are in describing your site.

Make sure, at all costs, that your website is linked to itself using text links.

Make sure you add at least one link inside the content of each page. It will catch the eye of your customer and it will help the search engines figure out what words are important to your website and will help them rank you where you belong.

Using text links properly with the correct keywords will raise your rankings in the search engines.

It's amazing how simple this is, but it is one of the most important aspects of on-page optimization for the search engines.

There are numerous ways to implement these links into your website.

One way is to include what I call a “mini sitemap” at the bottom of each page of your website.

Another is to include links to other pages inside content you post. Either way, make sure you link to pages inside of your website when you can.

SIMPLE SITE DESIGN

The design of your site makes a major impact on two specific areas. The first is that it has to be easy to figure out for your customers. If they cannot figure it out, you will never get a sale. The second is that it has to be easy for search engine spiders to read as well. By creating a simple, easy to follow design, you will make it easier for search engines and customers to see how much of a professional you are and they will thank you for it, with sales and traffic.

Do not think of your website in SEO terms.

Think of your website as a customer would.

This is the first step in creating a profitable website. A customer must be able to easily navigate your website, to find the products and services they are looking for. The words that are found on the pages of your website greatly increase the possibility of you actually ranking for those words and phrases, so make sure you include as many words as you can on every page.

SITEMAPS

Sitemaps are your way of ensuring that search engines and customers find everything that they are looking and more importantly buying.

By adding a simple sitemap for your customers, they will have a map of your website at their fingertips.

A sitemap will make it easier for them to find what they are searching for and the search engines will pick up the links.

You must ensure that you have a regular page that is a sitemap and an xml sitemap.

XML is a language that is different from the one that we use to display a webpage and it is strictly for the search engines.

Note: Use both a visual sitemap for your human customers and an XML for the search engine spiders.

The big three search engines have all agreed to use the standard sitemap to help them index all of the pages of your website.

That means you only need one sitemap to cover them all.

Don't worry about submitting your sitemaps to search engines, simply post a link to your sitemap on your index page and they will find it.

Here is a decent sitemap builder:

<http://www.xml-sitemaps.com/>

For Wordpress[®], use the Google Sitemaps plug-in:

<http://wordpress.org/extend/plugins/google-sitemap-generator/>

For more information head to:

<http://www.sitemaps.org.>

UNDERSTANDING WHAT WORKS AND WHAT DOES NOT:

Before you start, you must understand what is already working. If your site is active and you are making money, you need to find out how that money is coming to you. Every website host gives you tracking information, but normally it is not enough and can be very tough to decipher into something useful.

I have chosen Google Analytics[®] as my favorite statistics, tracking software, plus it is free.

Not only does Analytics tell you where each of your customers comes from, but lets you know what page they came from, and what keywords they used if they found you through a search engine, along with the position you held for that term.

Imagine how much more money you will make when your traffic triples for a keyword phrase that is already doing well for you!

It also gives you the exact time that the customer went to your website.

This is helpful for figuring out the exact term that brought you a sale.

This information is the key to understanding where you are in the search engines and where you need to be.

If a certain keyword is bringing you in business, then you should optimize your pages for that term, especially if you are not on the first page.

If you are making money from a term on the third or fourth page of the results, then you will be able to focus your efforts and move up in ranking for those words.

Imagine how much more money you will make when your traffic triples for a keyword phrase that is already doing well for you!

LINK BUILDING THE EASY WAY!

Off page factors of search engine optimization effect ranking in the major search engines more than what your website consists of.

Here is an example of how this works

Search engines look at links to your website as votes from the site that links to yours. You could easily purchase links from websites, because there are many companies that offer this service. The problem is that most purchased links are worthless, or will negatively affect page ranking.

Here is how a link must be formatted for the best results:

```
<a href="http://www.ross-goldberg.com">Ross Goldberg's Immortal Marketing Blog</a>
```

Here is what it looks like: Ross Goldberg's Immortal Marketing Blog

The first part is the actual URL you send someone to and the second parts is the "anchor text" or words you use to link to your site. When obtaining links, you must use as many of your keywords as possible to show

the search engines that these words are important to your site.

If you put the term “click here” into Google, the Adobe® website comes up as the first result. The reason behind this is that thousands of links pointing to Adobe’s website state “click here to download acrobat reader”. The text on adobe.com does not have “click here” in it at all, yet they rank #1 for that term only from links pointing to their website. Now you understand how powerful the anchor text used in a link is for your website.

The links that you obtain must be from relevant sources, whenever possible. Since the beginning of the Internet, reciprocal links or link exchanges were used to add to a search engine’s opinion of your website.

The search engines figured out that websites were using this method to artificially raise their search engine rankings. They have since discounted the value of an exchanged link to nearly nothing. The only time you should exchange links with a website is when it will be of value to your customers. Otherwise, don’t waste time and web space for link exchanges.

A one way, inbound link offers a much higher value to your website. Websites of different

sorts will provide you with very high quality inbound links and there are different types of directories that you have to utilize properly to gain inbound links for the benefit of SEO.

Here is how to use each type of site to affect your site's popularity best.

Getting .edu and .gov links: Search engines instill a huge amount of trust in these sites. Go to Google and click on "advanced search". Use your main keywords and make sure you look for sites with .edu and .gov extensions in the "Domain" area. Harvard has a list of blogs that cover nearly any subject you can imagine. Most of those blogs have something to do with law, so make your posts relevant.

Website Directories: Website directories contain links pointing to websites in many categories. When submitting to directories you have to vary your information. Your title, description, and keywords should change with every two or three directories.

Niche Website Directories: Most directories are very general, although there are some in every field of business that cater to a "type" of website. Categories include shopping, web hosting, SEO, business directories and much more. You should find some niche directories

that cater to your type of business.

To find these types of directories, do a search on Google with some of your keywords and the word “directory”. You get extra credit for a directory link that focuses on your field, in the eyes of a search engine.

Paid Website Directory Submissions: Paid directory submissions are the only paid for links that are not considered wrong by the search engines. As stated before, you can absolutely purchase text links from relevant sources.

These directories are extremely important when it comes to ranking well. There is a thought in the SEO Community that Dmoz[®], Yahoo, and Business.com[®] give extra benefit in the eyes of the major search engines and are absolutely must have links (Dmoz is free; the others have an annual fee).

Article Directories: This is one of the oldest link building methods on the Internet. You write an article and submit it to directories. Content publishers take your article and post it on their website. The benefit lies in the “resource box”.

A resource box is the area you post the link to

your website and a reason for someone to visit it. *Learn more about article marketing on page 93.*

Press Release Directories: Press Releases are an important aspect of online business. Every time you have an event, product release, redesign of your website, sale, or anything else you can think of that would be of interest to the media, you should distribute a press release. If done properly, a press release will generate a large amount of traffic and the “offline” media, which will generate even more traffic to your website, may even cover you. Every press release you put together must give a person and media personnel a reason to look further. Organize your press release like an introduction to your product, have your final product on your web page. *Learn more about press release on page 166.*

Blogging and Directories: A blog or weblog is where you can post any information about your business. Think about how many changes you have in any given week to your website. Every time you have a new sale, product, article, service, or any other reason for customers to come see your site again, you

should post it to your blog. Note: an invitation into a blog directory means you must have a blog! The best blogging software option is Wordpress™. I recommend hosting a Wordpress blog on your domain. This gives you the ultimate control over your posts and can't ever be deleted. By offering good information on your blog, you will direct customers to your website. Note: Wordpress offers a hosted wordpress.com blog that is not what I am referring.

RSS Directories: Every Blog platform offers an RSS feed. You must submit your Blog's feed to RSS directories. RSS or Really Simple Syndication is another great way for you to advertise changes of your blog and website. When changes to your site occur, anyone that subscribes to it can see that there is new information and will have a reason to visit your website.

You MUST submit your RSS feed to directories. This will let search engines find you easier.

Affiliate Programs: It is simply impossible for you to find and sell to every one of your potential customers on your own. Hence, with affiliate programs, you pay advertisers to put your name out there and earn you more money in the process.

Let your affiliates do the work for you! The best part of this is the free advertising you will receive. Affiliates have to advertise your products if they want to refer new potential customers to your website and be paid for it.

Social Bookmarking Websites: The Internet is changing and web users want to voice their opinions. The idea behind social bookmarking is that you should want to share amazing websites that you use or find online. If you like it, odds are that others will like it, too.

For every site of your own that, you submit to a social bookmarking website, you must submit a valuable website you use. This puts you in the position of adding something of value for every self-serving website you add.

The key to proper Social Bookmarking is

tags: Tags are words that you use to tell others about the site you submit. The best aspect of tags is that they each have their own page in a social bookmarking website. Use your best keywords as tags and your website will be listed on that tag's page. This means that you get a link to your website for every tag you choose!

Format Tags like this:

- %LKeyword keyword keyword
- %LKeywordkeyword
- %LKeyword-keyword
- %LKeyword+keyword

Forums: to use a forum properly for SEO, you must first give value to the community. The first thing you should do is try to help members of the forum, which you are involved. In a week or two, you add what is called a “signature” to your forum posts.

This signature will include a link to your website or sites. The key is to make yourself a valuable member of the community before advertising your website on a forum.

If you do not follow these simple instructions you will probably be removed from the forum permanently and lose any chance of generating links from it.

Search Engines love how forums are updated very frequently with new content.

Social Networking Websites: *My favorite networking sites are Facebook® and LinkedIn®.*

Inside a networking website, you find like-minded members that will teach you, learn from you, and even do business with you.

In each networking site, you join groups that are based on ideas you use in your business and personal life.

The level of involvement in a networking site is completely up to you.

In a nutshell:

- LinkedIn is mostly business groups.
- Facebook is all about friends.

I have dozens of people that I hadn't talked to in years find me on Facebook. By offering help to people in the groups you join, people will grow to trust you. People will then purchase from you because they trust you as an expert in your field.

Podcasts: It is important with search engine marketing and Internet business that you stay on top of current technologies.

Podcasts are basically a recording of you talking to your customers about whatever you want. I cannot even tell you how many iPods™ I see on any given day. You should make sure your podcast is visible and located in as many directories as possible.

Every single one of these options and many others are discussed in detail, later in this book.

COMPETITIVE SURVEILLANCE

When it comes to the Internet, it's highly doubtful that you'll ever be the first to do something. Nearly anything you can come up with in regards to a website has been done before.

The beauty of business on the Internet is the instant ability to test whether something will work or not.

Thousands of smart people are doing business on the web right now and the really smart ones have already tested all of your crazy ideas.

Instead of starting from scratch and having to test your own ideas, it would be very smart of you to take a very close look at your competition to see what they're doing and what they've done before.

I'm not suggesting you check your top competitor and do exactly as they've done. I'm suggesting that you look at as many of your competitors as you can and compare and contrast between what you find for each one.

This is a concept called “swiping”. Taking what is already working for your competition and turning it into your own success.

You can swipe anything from the way a website is designed to the ways they are building links to their websites.

When viewing one of their websites, take a good look at the navigation of the site, the links that lead to the other pages and web properties that they own.

- How are the pages laid out?
- Are they capturing information from visitors?
- How are they doing it?
- What colors do they use?
- What product lines do they carry?
- How are they describing those products?
- What SUCKS about their sites?

If you can find something that sucks, they have left room for you to enter the marketplace and improve on their faults.

Link building surveillance tip: Here is a very simple strategy you can use to see exactly how they are getting links to point to their sites.

Go to Yahoo and search for this exact phrase:
site:http://competitor.com

Also search for site: http://www.competitor.com

This will take you to Yahoo's site explorer and expose where all of the links pointing to where their websites are located.

Take a good look at how many links they have pointing to their site.

This gives you a very clear look at your competition and what you have to conquer to outrank them.

This doesn't mean that if they have 218 links and you get 219, you automatically will outrank them. The quality of every link varies and you won't be able to get the same exact links as them.

What it does give you is insight into how they're building links to their site.

Visit some of the pages that Yahoo lists as linking to your competitors.

- Where is their link located?
- Is it inside of content?
- Is it an ad?
- Is it a text link hidden on the page?

Write down the ways they are using to build links. This tells you exactly what you have to do to get similar results.

If you'd like to knock them right out of the way fast, use other methods that they haven't figured out to use!

Use instant “social” intelligence: The Internet went social over the last few years.

While there were always, different ways to communicate with others online, social networks have literally changed the way that all of us interact with each other online.

It's also changed how businesses market their products.

We're not going to go over social media marketing until later, what I want you to think about is the power of being able to watch your competitors market their businesses via sites like Twitter, Facebook, and LinkedIn.

Honestly, it is pretty simple. Figure out who the “face” of the company is. When you find who they are, become their friend on Facebook, sign up for their fan page, follow them on Twitter™, and pay attention for a few days.

What you are going to see is exactly how they are engaging their audience. You will find the exact messages they are using to market their products.

Pay attention to how they communicate. Especially note the the words they use.

Note: Remember, they were there first and what they are doing is working for them.

What they do might work for you, too but improving on what they are doing should be easy from an outsider's perspective (yours).

CHAPTER 5: THE ONE QUESTION

Imagine being able to see directly into the minds of your prospects. Imagine that you can see exactly what is holding them back from giving you their credit card. Imagine you know the questions in their minds and are able to answer them with ease.

You are about to figure out how to do just that!

With the social nature of today's Internet, it's easy for all of us to find people with questions about our products.

The easiest place to do this is Yahoo Answers™. (<http://answers.yahoo.com>)

Go to the answers site and type in your most basic keyword terms and then look through the questions.

What you are going to see is one key question being asked over and over and over again.

That is what I call "The One Question".

It's the key issue holding people back from buying what you sell. If you answer this question, it makes them feel all warm and

fuzzy. Once they trust you, it's a lot easier to get them to buy from you.

Once you find the one question, answer it through the content you create and put out on the Internet to gain their attention.

Tip: Here's a very cool process you can setup that will notify you every time Google finds the mention of your "One Question".

Google has a service called Google Alerts that will send you an email every time it finds the terms you want to be notified about.

Go to <http://www.google.com/alerts>

Now, take a piece of your question that will give you the best results in your alerts without being too limiting.

For example, if the question is, "How do I get free traffic to my website?"

I'm going to take this piece "How do I get free traffic" and have that be my alert.

I'm also going to wrap it in quotes to be sure that I don't get a bunch of results that I can't use. By putting quotes around the term, it tells Google that I only want the results with those exact words in the exact order I specify.

Every day, I'll get a notification of new places I can go to help people, get more links, and expand my hold on my market.

Many people would tell you that all you need to do is survey your customers and prospects to gain insight into what they want. The problem is that they don't give honest answers, unless you are a survey expert and ask the perfect questions in the perfect way. With a survey, the person taking it knows that you'll be reading the answers they give you and become self conscious about what they say and how you'll perceive their answers. Plus, you have to have the attention of that audience to get them to fill out the survey in the first place.

Another cool way to gain insight into what people are thinking is to find forums in your niche.

Every market has at least one.

Inside, you'll find people talking about their issues with the same exact problems your products solve.

Of course, you can go in and answer their questions and we'll be discussing how you can do that *the right way* later in the book. The

goal at this point is to simply watch and learn from what your prospects are discussing amongst themselves.

What are they saying about you, your competitors, and/or the products you sell?

What are their concerns and complaints?

These are the things you can use in your marketing to help these people and gain their attention.

CHAPTER 6: KILLER CONTENT

You heard the term “Content is King”. It’s true, but the most important details are normally being left out by those that say it.

The **RIGHT** Content is King!

What you should be doing is focusing on creating the content that will suck in visitors like crazy. Certain specific tactics will pull in visitors with little or no effort from you, outside of creating the content. These tactics are exactly what you should be focusing on.

CONTROVERSY

*The term “linkbait” refers to creating the **RIGHT** content and here is how you do it.*

Your opinion will never be the same as everyone else's. This is a good thing! You should always be checking news sites, blogs, and social bookmarking sites to see what is being discussed in your industry. Find someone with a view you disagree with and take them on.

If you have a way to comment on what they've said, do so. If you have the ability to link to your response, do that too!

What you're doing is funneling traffic from the site in question.

Do a video, write a blog post, write an article, or a press release.

Format your content to disagree, but do it honorably. *Being a jerk and calling names will make you look very stupid.* Instead, address the issue and only the issue. Your problem isn't with the person, but their ideas. Attack their ideas and not the individual.

Once you distribute this content, Make sure it is as easy to find as possible by spreading it out through your social media presence, putting it on your blog, your YouTube channel and anywhere else you can.

LISTS

This is an extremely powerful method of building traffic. I know this simply because I did it!

I created a blog at <http://www.imresourcelists.com> and wrote one post. This post is a list of 180 social bookmarking sites arranged by page rank. I also threw in a list of the ones that do not use the “no follow” tag. This site got over 100 visitors per day and then it dropped a bit.

The next step was to add another list. I put up a list of 64 video hosting sites and a list of tools to make creating and submitting videos easier.

This blog has gotten nearly 100 visitors per day, every day with only two posts.

It is “linked to” all over the web and the traffic will explode again when I add the next list.

When creating these lists, you must strive to give the most comprehensive list available online. If others have already created these lists, go and combine what the best have done and include it in yours. Do not plagiarize, but feel free to use their ideas as an example.

Your lists can consist of the most read blogs in your niche, the (insert number here) ways to do (insert niche keyword here), and anything else you can come up with.

Check out Listible.com to get ideas.

TOOLS

What problems are your customers facing?

If you have, the ability create a tool or have a tool created that addresses the problem that your customers face. Create something that makes the problem either disappear or makes it easier for them to deal with it. What you create could be a Firefox® or Internet Explorer® Tool bar, desktop software, or a web based application. No matter how simple, if it works, you can expect tons of highly targeted traffic.

If you plan to sell the software, create a free version to ensure that you pull in the most interested people to your list and you will be able to contact them with follow up offers later, as well.

The key is to remember that your linkbait does not only have to go in one place. Post it to places like Squidoo™, your social networking profiles and article directories to really make a difference.

Next, social bookmark it, submit RSS feeds to RSS directories, and everything else you can come up with to get it noticed.

CREATING CONTENT, STEP BY STEP

When looking to create great content, knowing your topic is important, but writer's block can hit, too.

Lay out your content bit by bit and piece by piece. Start with your main concept. What message are you putting out?

Then, create a basic blueprint of what your content will convey. Do it by figuring out the main idea of each paragraph and laying it out.

Then, simply fill in a few sentences for each paragraph and you are done.

This method of writing will make it easier for you to put your content together quickly.

Now, you have the questions and should already know the answers to them.

How do you put your content into a format that people will enjoy?

Content is more than just text. You can use video, audio, and more to really make your content pack a punch!

Here is a very easy way to figure out exactly how to layout your next article, blog post, audio, or video.

Step 1: Figure out the main idea of your content. What problem or question are you going to provide the answer? Example: 4 Ways To Get Free Traffic To Your Website

Step 2: Break down how you're going to answer that question into specific steps. You need 4 to 6 steps for every piece of content. Examples are Intro, Articles, Blogs, Social Networks, and Videos.

Step 3: Flesh out each step into a simple sentence. Example:

In this brief article, you're going to discover 4 simple ways to increase the current amount of traffic you're getting to your website.

Articles written and submitted to popular directories will always be the easiest way for you to reach out to your potential visitors.

Blogs are a natural extension writing articles.

Social Networks can be fun and a very effective way to steer more traffic to your site.

The evolution of the Internet has led to videos being a common piece of the web experience for all of us.

Etc...

Step 4: Now take each sentence and add 3 more on that topic. Feel free to end this paragraph with a lead into the next one and your guide to your content is complete.

Use this guide as an article, a script for your audio or video and you're ready to rock.

To record audio, get a free piece of software called Audacity® and a plug-in called Lame©. Next, you'll need a USB microphone (you can get one for under \$30 at Best Buy). Then, read your audio into your shiny new microphone. If you want to kick it up a notch, get some royalty free audio and use it for an introduction to your article. Be sure to mention your website as the "sponsor" of the audio. I'll

explain exactly what to do with that audio later in the book.

Get Audacity at <http://audacity.sourceforge.net/>

Look on the download page at <http://audacity.sourceforge.net/download/windows> for the plugins you will need.

For video, you can get a Flip Ultra HD for under \$200 and the video quality is outstanding. Get a tripod at Best Buy™ (or on Ebay if you want to save a bit). Tape your article right under the video camera on the tripod. Read the article into the video.

Again, I'll show you what to do with the video later.

CONTENT FOR LEADS

You'll find some additions to this book from marketing experts I've become friends with over the last few years.

This first piece comes from Alan Bechtold, he has been online since before the Internet (seriously) and has some great advice on where to find content:

Never underestimate the power of content to bring you leads.

Good content -- on your Website, in your marketing emails, in your social networking activities -- builds rapport and trust like no other traditional marketing you can do...IF you do it right.

Do it this way and generating tons of useful, keyword-rich content that is sure to get you backlinks and ranking will be easy as pie.

It helps if your niche is something you already enjoy. Are you an avid kite flyer? Great! Go after other avid kite flyers! Do you relish good cigars and seek them out to enjoy? Go after other cigar aficionados!

Just do a little research to make sure there actually ARE a good number of other people who enjoy your chosen niche and who willingly and EAGERLY spend money to enjoy it, and you've just made your life a whole lot easier.

When you focus on a niche you already enjoy, you also give yourself the authority to be an authority...because you've already been doing it for a while. Others just beginning will follow your guidance as you grow and you don't have to "fake it 'till you make it" to get recognized as a trusted authority. You just have to share what YOU found that interested YOU.

Can you see how easy this is?

Finally, make certain there are already some companies selling into your chosen niche and making a profit IN SPITE OF THEMSELVES.

This is almost always the case. If there's no competition, it's most likely not a niche worth entering. If there is competition, they almost always fail to do it right. Just study what they're doing wrong and CORRECT it for YOUR customers.

Finally -- go forth and gather. Find new information that interests you and share it on

your blog, in your Tweets and on your Facebook page.

Point out resources and new products you've found and share your own personal experiences. Use personal stories and conversational text to get your points across.

Below is a great example of sales copy that reads like a personal letter just telling stories:

<http://www.DAK2000.com>

Drew Kaplan does nothing more than buy the products he sells, then write compelling stories about his own experiences and ideas that he got for uses of the product while he used it himself.

Now -- go to the press release sites and search on your niche or with keywords related to your niche. Press releases are free to use and, unbelievably, there are actually still thousands of press releases still being issued for more than just the backlinks you get when they hit the distribution sites.

You can find PR distribution sites by the dozens by simply searching Google for "Press Release Distribution".

My two favorite press release distribution sites are:

<http://www.PRWeb.com>

<http://www.PRNewswire.com>

You can also find press releases on web sites that are of interest to your niche -- even direct competitors! Just look for a "PRESS" or "MEDIA" link and check it out. Usually, you can find every release the company has ever issued there, providing you with a complete history of the company and its products and the players behind them.

Grab releases about news in your niche that interest you and share what you found.

You can share the releases word-for-word, or edit them up any way you wish. Or just point to them.

Either way, you're proving your authority every time you find something new and interesting that your followers didn't find on their own.

Finally -- look at the contact information in each press release that interests you. Think

about contacting that person and asking them to line up an interview with a company player.

Record the interview (stick with FIVE burning questions and it will be short, sweet and to the point), and either transcribe it or have someone transcribe it for you.

To find transcriptionists who won't destroy your budget, check out:

<http://www.Elance.com>

Keep Gathering all the info you can. Contact each press release issuer that you utilize and like and ask them to send you future releases directly. Then you don't have to track them down again -- they'll keep YOU informed!

The idea is to gather all you can, to find out what's happening before other people in your niche know -- and tell them.

Pretty simple -- and FUN, if you're also interested in the niche you're selling into.

This will provide you with all the keyword-rich content you could ever need to fill out your blogs, newsletters, info-products, email series

and more ... without writing a word yourself, unless you want to.

You can always go through each piece you put together and (CAREFULLY) add keywords you feel would help. But I've found that truly targeted, useful information has keywords that are real to your niche and useful in building traffic for you already incorporated into them in a natural way that humans enjoy reading and the search 'bots will love as well.

--- Alan R. Bechtold

<http://www.InformationPublishingPortal.com>

CHAPTER 7: YOUR INDIVIDUAL STRATEGY

The final piece of preparation is to figure out what kind of time you are going to invest in your traffic strategy.

How many hours per day are you going to spend? How many days per week?

Dedicate the majority of your time to creating content and putting it out. Paying for traffic can be great and the visitors are nearly instantly coming to your website. Remember that paid traffic stops the moment you stop paying for it.

Content-based marketing will last forever.

Note: If you took 6 days per week and created 2 pieces of content per day, you'd provide over 600 new opportunities for people to find your site and buy what you sell.

A simple fact that being perceived, as “The Expert” is integral to your success in traffic generation.

Understand this first: You can become an expert in any subject, even if you currently know nothing about it. You can do this by finding information online and teaching it to yourself. This may sound difficult, but so far, I've taught myself web design, html coding, search engine optimization, traffic generation, social media marketing, copywriting, and writing as an author. If I can do all of those things, you can surely become an expert in any subject you choose!

By applying the tactics explained in this book properly, people will begin to search for you.

Every single day, I gain new customers, members of my newsletter, viewers of my YouTube® videos, and most importantly – respect from the people that learn from the

Follow the directions contained here and you'll see your visitors increase and grow a reliable, loyal following.

Never fear an informed consumer! Give the information others are afraid to share. Find

the questions that your customers are asking each other about products like yours and create content that answers those questions; you will instantly become their “go to” person in your market.

A website with a blog will help with branding yourself and gain you exposure.

You become the perceived expert by providing information most would be scared to share. Every product that anyone could sell comes with obvious objections in the eyes of any consumer. By seeing those in advance, you will be able to separate yourself from your competitors. Instead of avoiding objections, provide clarity that shows your potential customers that their objections don't apply to you.

Becoming a renowned expert in your field is easier than you might suspect. Your content must speak for itself. By providing the best information online, you will become the obvious choice for your customers.

My simple recommendation for this is to create a website – www.yourname.com.

This will assist with your branding.

The best part is that whenever you start a new project, you can let your friends and clients know by publishing it on your website.

Many people use a Wordpress blog as their main site due to its ease of use and its customize-ability. There is an amazing array of possibilities you can do with a WordPress blog, as long as it is hosted on your site. There are hundreds of plug-ins that will add functionality to your new blog.

The next step is to handle yourself like a respectable business person. Help people! This will gain you respect and admiration among your peers and those that want to become your peers. Most people you help will become your largest supporters and you never know when they may be able to return the favor to you.

“I had a person I was mentoring that caught on so quickly, he only needed me for a few days. I didn’t speak to him for a few weeks, and then

all of a sudden I received a phone call from him. He had figured out a very innovative way to earn some money online. He explained his tactic to me and honestly, it's included in this book (with his permission of course).”

This is just one example of how helping people will benefit you. Think about it!

You can become not only an expert, but also “The Expert” by spreading yourself and your content all over the Internet.

Social Media Marketing has opened doors for businesses of all sizes. You can now compete with the “WallyMarts” of the world by using smart marketing tactics that they haven't even thought of using.

Use any of the dozens of free traffic generation methods revealed here and focus on improving each one over time.

As the flood of visitors grows, so will your sales and your cash flow.

A journey of a thousand clicks starts with only one.

Will your visitors stay with you through a long journey?

I'm keeping this simple here, so follow directions and your traffic will be rolling in!

CHAPTER 8: YOUR TRAFFIC FUNNELS

Earlier (pages 17 thru 19), we talked about the search process your prospects will be using.

What we're about to go into is going to give you the insight you need for all of the different traffic generation strategies you will be using in the future.

There are other processes to consider when using traffic tactics besides what we have covered in the general overview above.

Every link to your website begins a journey for someone that clicks on it. That journey could start at any link.

How many times are you going to force someone to find a link and click on it to get to your website?

Depending on the process, it can actually be helpful to put people through a few hoops to reach you. It can also cause you to lose people.

If someone starts at an article directory, it can lead them directly to a page on your site where

they can buy something, but that's not your only option.

You could also lead to a blog post where they can find more information on the same topic.

Visitors could be directed to the index of your site, but you could also lead them to an inner page of your site where they can immediately purchase a product that solves the problem addressed in the content you wrote.

Always keep in mind the amount of control you have with the content you post online.

Most sites (article directories, hosted blogs, and video sites) have specific limits they place related to how many links you can put in the content and where those links are supposed to go.

Article directories will want you to put your links inside your resource box.

Hosted blog sites give you a lot of control and let you choose how to setup your content, but Squidoo[®] and Hubpages[®] limit how many links you post.

You need to test as many different “traffic funnels” as you can by linking to different properties you own.

Try linking to a blog post with expanded ideas from article directories. Then, inside the blog post, you can setup links to places to purchase from you inside of your content, at the end of your content, and inside sidebars.

There are literally dozens of ways to lead into the sales process. See what leads to the most sales and creates the most profits for you.

Remember, every visitor to your site is a person and came for a reason.

CHAPTER 9: THE MOST IMPORTANT DETAIL...

Instead of a “do this” type of idea, this is more of a “never forget this” situation.

As you get more traffic, you will get more sales and make more money.

There is a specific pitfall that I watch most of my friends fall into and I want to do my best to protect you from.

Statistics begin to outshine the fact that you're

The next section is a checklist that will help your succeed in your action plan. Everything in the checklist has been covered in previous chapters so feel free to go back and re-read sections above to clarify your action plan.

If they leave without buying, you didn't provide the solution they needed.

If you do provide their solution and they don't purchase from you, you didn't convey that you

can help them in the way that would have them buying what you sell.

Always keep your processes at the front of your mind.

Watch websites of your competitors and take notes on what you can implement to your own business to improve your sales rates and conversion for a visitor to a customer.

SECTION ONE: ACTION PLAN CHECKLIST **Do your keyword research.**

Use the worksheet at thewebtrafficbook.com and choose your primary and secondary sets of keywords.

 Research your competition.

*How are they marketing their businesses?
What can you do better than they can?*

 Adjust your on page settings to boost your rankings.

Change image names to reflect your keywords used in alt tags, use your title tag to reflect what your page is about (and use your keywords), use heading tags to emphasize important terms.

Never forget that your visitors need to be able to read and understand your pages if you want them to buy anything from you.

Plan your persona.

*Who are you going to be to your marketplace?
What stance are you going to take on
important issues?*

*Figure out who you are going to be to your
audience by finding what they need and
conveying that you are the solution to their
problems.*

**Begin creating as much content as
you can.**

You're going to need it.

*Check back to page 75 to find Alan Bechtold
suggests for **CONTENT FOR LEADS***

Read the rest of the book.

*Being that this is a bonus for owners of
Ultimate Side Income, the rest of the book is
available on [Amazon here](#).*