



Internet Marketing Secrets #135 - PDF Edition - February 07 2008

In this Edition:

Traffic Generation Experts Part 1

Why the Best Meat is in the Tail

SEO Tools for the Firefox Browser

Benefits of "Jiggling" the Web

Traffic Generation with Colin McDougall

How to Generate Traffic with Dr. Neil Shearing

Getting More Website Traffic with Ginette Degner

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Traffic Generation - Part One

According to the annual survey, 60% of you want more traffic. And since this newsletter is all about you and what you want, I'll be bringing you a series of interviews with top affiliate marketers and traffic generation specialists, over the next couple weeks.

In part one of the series, I interview internet marketing legend Dr. Neil Shearing, super affiliate Colin McDougall and uber webmistress, Ginette Degner.

Find out their favorite methods for generating traffic. What techniques to avoid. I also ask them to reveal "little known" secrets that can spark a stampede of traffic to your website.

Here's a little teaser from the Colin McDougall interview:

Michael: Is there one traffic secret you could share? Like a method that you use, yet very few people know about it, or they don't realize how powerful it is?

Colin: Well, actually... the website called Slideshare.net. I create - literally - 30 seconds of content. I put some pretty pictures in, and upload the slide show to the site.

Within 15 minutes, I've got 10 views already. That's cool.

Then I check Google and I'm ranked in the top 10 on my keywords. I check my referring log, and of the 10 views, three of them already clicked through to my website... all within 15 minutes!

Michael: That's amazing. That is absolutely incredible.

Colin: This is happening literally faster than I can get a paid search ad campaign up and running on Google AdWords. Sure the nature of the traffic is a little bit different. But when I'm making sales within hours of publishing content, I get pretty excited.

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The Best Meat is in the Tail

I've been saying it for years... in 1999 I told you to focus your sites on product makes and model numbers. In 2001 I told you to go either ahead or behind the retail curve. (It's called the Long Tail now.)

In 2003, I told you how to build mininets out of thematically related sites. I showed you how to link the sites together. I also showed the first ever thematic internal linking structure.

"Start with a generic home page, link it to targeted category pages, which link to highly focused make and model number pages." (Which - depending on who you talk to - are now called virtual real estate, spokes and nodes, themeing, silos or pyramids.)

In 2005 I told you to build landing pages for PPC ads. To target "buying phrases" like "nokia n80 lithium battery" and avoid the generic terms like, "cell phone."

There was one student who listened to everything I said. Look at this testimonial he sent me back in 2004.

"Mininets and have been responsible for an explosion in my online revenue. It's really about site building, cross linking, and monetization. Your ebook put me over the edge and synthesized that for me."

You probably never heard of my student because - like most good students - he stayed under the radar, quietly building a successful web empire. He went from humble beginnings to become a Jedi Master of marketing. And he does very well for himself. His name is Dave Tropeano.

Now Dave is sharing what he has learned. A true character trait of success. Having enough abundance and confidence that he's willing to share his wisdom in a new affiliate training system called, "Long Tail Cash."

Recently Dave told me, "The original inspiration for my course and my approach to affiliate marketing comes from Clickin' it Rich. It tries to be a successor to your ebooks."

"It's a basic plan for people to follow, by marketing vendors, makes and model numbers. I've had great success with this and owe a lot of it, to my years of reading your newsletter and listening to your advice."

That pretty much sums it up. I've watched the videos Dave produced, and they are certainly "inspired" by my ebooks Clickin' it Rich (CIR) and Revenge of the Mininet (REV). If I had rewritten them in 2008... that's probably what they'd look like.

So if you liked my works, and were looking for the modern equivalent of them, then take it from Dave Tropeano, the student who became a master, that is willing to share all he has learned.

[Learn Affiliate Marketing From a Master:](http://www.cdzn.com/ltc) <http://www.cdzn.com/ltc>

Long Tail Cash is the best affiliate marketing course you can get right now. So if you want to learn affiliate marketing, invest in yourself, invest in this knowledge. Slather it into your brain. For an investment in yourself always pays the highest dividends.

SEO Tools for Firefox

If you're using Firefox as your main browser, you can add plug-ins that will help you with your SEO efforts. Most of these tools help analyze competing pages, linking strategies, page history, meta tags, source code, keyword density, whois info and highlight the nofollow links.

Here is a list of 11 tools that have been used or tested by the people at TopRankBlog.com. They mention two of my favorites.

[Get the Firefox SEO Tools:](http://www.toprankblog.com/2008/01/seo-tools-firefox/) <http://www.toprankblog.com/2008/01/seo-tools-firefox/>

I use a combo of both SEO for Firefox and SearchStatus on my PowerMac. They get along well together, provide all the relevant info I need, and don't bog down the system at all.

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SEO Benefits of "Jiggling the Web"

There were a lot of questions about what I said in the last newsletter about, "The Secret to Top Search Engine Rankings."

[Click for the Secret:](http://internetmarketingsecrets.com/blog/?p=38) <http://internetmarketingsecrets.com/blog/?p=38>

Here are the statements that made all the ruckus:

"First I make a post to my blog. Second, I submit a snippet of the post to social news sites like Digg and Propeller."

"I then bookmark my Digg and Propeller snippet pages on social bookmarking sites like Delicious, Reddit and StumbleUpon. I then ping the bookmark RSS feeds using services like Autopinger and Pingomatic."

Most questions were along these lines:

"Do you use your real name in your Digg and Propeller profiles, or do you setup a pen name and email?"

"When you say bookmark the snippet, do you actually bookmark the Digg and Propeller page?"

"What is the SEO benefit of all this Web2.0 stuff?"

"Any help clearing this up would be much appreciated."

Yes I use my real name for promoting my IMS blog postings. I'm careful not to "over do" the web2.0 promotions and just add them into my marketing mix.

I do - however - have alternate accounts that I use for "other" promotional purposes such as affiliate revenue. I have a pen name, use a different browser, clear cookies and my cache after each round of posts. So really... I do both. Bleached white hat for my stuff... a little "beige" for the others. ;-)

Yes, you understood what I said... You actually bookmark the individual posts - the snippet pages - from the Digg and Propeller type sites, with a few social bookmarking sites. The SEO benefit comes shortly.

The process - as I call it - is Jiggling the Web.

(And no... you can't do it the other way round. If the search engines already spidered your blog post on their own, you won't get any additional SEO benefit by jiggling the web. So it's important that you do the web2.0 promotion right after you post.)

The Ping calls the spiders to the RSS feeds of your social bookmark pages. (Cant find the RSS feed? Check your profile page that holds all of your bookmarks and ping that RSS feed instead. Sneaky huh?)

The spiders get "excited" about finding links from your bookmarks to the social news sites. They want to find out what all the commotion is about - that you've created - and finally arrive at your original blog post.

What happens is the process of ping -> bookmark -> social news -> blog post - acts as leverage, a catalyst that will usually boost the original blog post to the top of the rankings.

If you've gone after a mid to long tail search term, and included the search term in the social news post titles, you'll probably end up owning a top search engine position for that keyword phrase.

I'll probably make a workbook out the methods I've been using. But first, I wanted to be sure that the experiments were repeatable.

I did an article for my blog called, "What is my Destiny" and it took a couple of days for it to show up in the search results. It got parked in the top 5 at Google and Yahoo, and the last time I checked, it was still there. :-)

And if the page does fall in position, it's easy enough to do another round of web2.0 promotions, to get it - or another page just like it - back up in the rankings.

Go on... go jiggle the web. It makes SEO fun again... And the benefits? The traffic is clicking as we speak.

Podcast Interview Transcripts

Traffic Generation with Colin McDougall

Prefer to listen instead? Get the [Traffic Generation Podcast Part 1](#)

Michael Campbell: My good friend Colin McDougall is author of the highly acclaimed [VEO Report for natural search engine optimization](#), and cohost of the [Fly on the Wall Club private membership](#) site that specializes in Web2.0 training and conversational marketing. Colin is the only person I know that consistently has his web site in the top 5 positions, for such competitive terms as creditcard applications.

Michael: Hi Colin, and welcome to the show.

Colin McDougall: Hi Michael, It's great to be here!

Michael Campbell: Let's have a little chat about traffic generation. Colin, what are your three favorite methods for generating website traffic, and why?

Colin McDougall: One of my favorite methods is actually using Web 2.0 entities - I'm just going to list off my top three favorites and then go over why.

Web 2.0. Followed by natural search. Followed by paid search, or pay-per-click advertising.

Now, what I absolutely love about Web 2.0 is the ability to go out and test markets. Control multiple positions in the top 10 at Google. Engage in discussions and get people talking about your website.

Web 2.0 for me has simply made this fun. It's a lot of fun to engage in Web 2.0, because you don't really worry about any of the traditional SEO stuff. These sites are so authoritative in nature, that they just go shooting to the top, on any given keyword that you are talking about.

I've even done this in very very competitive industries, such as bankcards. I like making web 2.0 posts, driving people to my site, and more importantly, getting people talking about my website, and linking to my website.

And this actually leads into the natural search end of things. I love organic traffic, everybody loves search engine traffic.

Michael: Organic traffic is a gift really.

Colin: You don't have to pay for it. What better kind of advertising can you have?

Never before in the history of marketing have you been able to get complimentary advertising. Even if you go to do a billboard at the side of the road, somebody is going to charge you for that space.

If you post your own billboard at the side of the road, somebody is going to come and tear it down. It's just so phenomenal, the amount of traffic you can drive, without dropping a dime into advertising budget.

And of course, I do like paid search because a lot of times people instinctually know that the ads at the top and down the right are where you go to shop. So I tend to have a higher conversion rate on a paid search campaign than I do in natural search.

That's just kind of the nature of the beast. I do like generating revenue. So paid search is definitely... really an important part of my traffic generation, when you can do conversion rates of 10%. I one instance, I'm spending 10 dollars a day and flipping that into 250 to 300 a day in profits.

Michael: Right.

Colin: That's not bad. I kind of like that. When I'm doing natural search, I'll get, say, 2% conversion rate on that. And I think you just capture more of the Lookie Lou's when you are doing natural search, but again, it's complimentary. So there's no real risk posed there.

Now, again, let's get back to Web 2.0. I've got that report out there - there's a link from Michael's site where you can go download the Constant Conversation from - and it talks about going out and creating these conversation...

Michael: Yes, you can get the [Constant Conversation](http://www.cdzn.com/cc) Report at: <http://www.cdzn.com/cc>

Colin: You start controlling the conversations and taking over. You can go beat up your competitors using Web 2.0 almost instantly.

I was just talking to Michael before we got on this call regarding some new sources. Ones that are highly effective, that take very little time to create some content, like Slideshare.net...

Michael: That's s l i d e? Slideshare?

Colin: Yeah, slide, like going down the slide. It's Slideshare.net. It's a sharing mechanism for sharing PowerPoint slides. And what you do is upload your content.

Michael: Oh, excellent.

Colin: Creating a PowerPoint is so much more fun than writing SEO copy. SEO copy gets to be a little cumbersome and monotonous after a while. And I'll talk to you more about how I actually create my SEO copy.

When you can spend 30 seconds putting together really cool slides, popping in the images, and have your site come up in bankcard related terms in a matter of minutes, it's like "Wow, that's kind of cool." It starts instantly driving traffic.

You can use that to entertain your audience even. They might say, "Wow, what a great site."

So start using it as a branding mechanism. Getting into their heads. Getting into their minds. A lot of these people are just hobby bloggers that might actually start talking about you and linking to you.

And I have this happen more often than not. Where I no longer go out and really build links. I'll let the community link to me. That's the kind of links that Google actually loves and counts and values highly.

Michael: Now, what about advertising in other publications? Have you advertised in any other newsletters or anything like that? And if so, how effective has it been for you?

Colin: Well, that varies newsletters by newsletter. I've found some newsletters that mail to 50,000 at 99 dollars for the mailing. I've found that they're really not that responsive.

The more you pay for a mailing, the higher quality of a readership it is, the more responsive they are. I've had success mailing where it costs upwards of two to three thousand dollars for one blast out to a 100,000 people.

But still when it's not your audience, and not your brand, you don't really know how often they've mailed, what they've done in the past with them, how respectful they've been. Typically when you're buying access into somebody's subscribers, my experience has been, that it hasn't produced the results that I've been hoping for. However, it is actually a portion of what I do to advertise my websites.

Michael: Now, let's talk about SEO for a moment then. Do you optimize your pages while you are on the fly, as you create them, or do you not really pay that much attention to SEO and just write them for the reader?

Colin: Well, the way I start off writing my SEO copy, it's 100% for the reader. I do have the keyword in mind and I make sure I get that in there. And then I just publish it out 100% for the reader.

Then when I notice some of the long-tailed search terms coming in on that particular keyword, maybe I'm going for a two-phrase word ultimately, but in the short-term maybe

I'm getting four or five-word phrases coming in. After a while I'll go take a look and see "Oh, look at this, I'm on page four for the two-word phrase."

Now's when I'll go back and edit my copy for SEO, and what I'll do is: Did I make sure I got that in my title tag or have a variation somewhere in my H1 tags, and I'll do some theming with the copy as well.

Michael: Right.

Colin: And what I'll do is a tilde search, where I put that little squiggly line tilde and look for what Google say are related words on that phrase.

Michael: Oh, that's a good tip, yeah; people tend to forget about that one. (A tilde search looks like this: ~keyword)

Colin: Yeah. So, here is what Google thinks are semantically related words. You put a little tilde in and where you see the highlighted word showing up. The ones that are not the words that you typed in, are the tilde words you might want to work into your copy. Put those in and watch your rankings rise instantly.

Michael: Excellent. Now, are there any traffic generation schemes that don't work? So in other words, what traffic generation tactic can backfire and become a big mistake?

Colin: Well, if you start looking at things called like a blog blaster with millions of inbound links to your site instantly, stay away from those gimmicky type of link building and traffic schemes. They just don't work. That goes for auto comment submitters or whatever the case might be.

You know, keep it real, keep a real human behind it. You can go out and create massive exposure by hiring very cheap commenters. There are sources like Pay-Per-Post that you can go to and get... I call them "ghost buzzers."

Michael: Right.

Colin: Hire someone to go and do your commenting. However, what I like to do is identify a list of, say, maybe 10 to 20 blogs that are related to my niche, that are proven to drive traffic to my website via those comments. Again, notice, I'm not using the comments to instantly build the link.

I don't care if they've got nofollow links throughout their blog. What I am doing is advertising, making people aware that I exist.

From the comments they'll see, "Oh, look at this really great site over here, I'm going to write about that site." And that's when the links start coming in to your website.

Michael: Excellent. Have you heard of a product called [Fast Blog Finder](#)? I haven't used it myself, but it looks like it goes out and finds blogs on topics that are related to whatever keywords you feed it. It's like a little search tool, but once you find the related blogs, you actually do rely on a human to leave comments.

Oh right... I think that's a very good point that you made... that you want to get the word out about your site, to brand yourself. People will see you adding these intelligent comments, then go to look and see what your site is about. Now, all of a sudden they are talking about you. And they're linking to you. That's excellent.

Colin: Yeah, absolutely. And everything I do is about acquiring the natural inbound link.

I use a lot of tactics that people are currently using to build their links for the here and now. Yeah, some of those links are counting, but I know from experience, Google is going to just flip the switch on the effectiveness of those kind of links and say, "No, those don't count anymore."

So you want to really position yourself, so you are getting those truly cast natural links to your website. And that just requires some creativity.

Think a little bit, come up with some unique selling points and really don't fall for where the crowd is hanging out. And what I mean by that is... if the crowd is saying, "Go do this." Don't go there.

For example, I was just talking to a friend of mine that trades stocks for a living, and that's kind of mentality he goes by. When people are dumping stocks, he's buying.

So, go against what the crowd is doing in some way, shape or form. That's really going to make you stand out.

Behind that, what I'm really getting at, is to create controversy, as it always attracts links and visitors. But don't be controversial just for the sake of being controversial...

Michael: Now... is there one traffic secret you could share? Like a method that you use, yet very few other people know about it, or they don't realize how powerful it is?

Colin: Well, actually... the website I just talked about called Slideshare.net. I create literally, 30 seconds of content. I put some pretty pictures in, and upload the slide show to the site.

Within 15 minutes, I've got 10 views already. That's cool. Then I check Google and I'm ranked in the top 10 on that. I check my referring log, and of the 10 views, three of them clicked through to my website... all within 15 minutes!

Michael: That's amazing. That is absolutely incredible.

Colin: This is happening literally faster than I can get a paid search ad campaign up and running on Google AdWords. Sure the nature of the traffic is a little bit different. But when I'm making sales within hours of publishing content, I get pretty excited.

Michael: Yeah, that is very exciting stuff.

Colin: So I don't know if we can call that a secret traffic generation method, but it's certainly a highly effective one. And I haven't heard many people talking about Slideshare.net. So, fire up PowerPoint, (Keynote on the Mac) get some content going, and, yeah, watch the traffic come pouring in...

Michael: Thank you so much Colin for those wonderful tips and ideas for generating traffic!

(If you'd like to have Colin McDougall as your mentor for Web2.0 training, [join his private Fly on the Wall club](#), or [get his highly acclaimed VEO Report](#).)

Want to listen to the show? [Subscribe with iTunes](#) or [download it here](#).

How to Generate Traffic with Dr. Neil Shearing

Michael Campbell: With me now is Dr. Neil Shearing, a product creation specialist who has been creating digital products and selling them with an affiliate sales force through his [Scam Free Zone affiliate program](#), over the past 10 years.

Michael: Hi Neil. Thank you for being on the call with me today.

Dr. Neil Shearing: Hi Michael, it's delightful to be here.

Michael: Let's have a little chat about website traffic. What are your three favorite methods for generating traffic and why?

Neil: I would say my ultimate favorite traffic generation method would be to use joint venture partners such as, yourself when I've got a product coming up for launch and to leverage the power of other people's lists.

So if say marketer A endorses my product and sends traffic across, that can result in a decent volume of traffic coming through to my sales letter and there will also be very high conversions because usually the marketer will be recommending and endorsing the product.

So you get large volumes of traffic almost immediately. You don't have to pay for it up front because it's usually on an affiliate basis. And the traffic that comes across results in high conversions.

So joint ventures would be the number one method. Of traffic generation that I would rely on. Yeah.

Michael: So having that relationship with other people is a very important part of it. What would you say is your second favorite?

Neil: Well, for second favorite I'd probably expand on the joint venture theme and talk about my affiliate program in general because obviously joint venture partners are just another way of saying you are super affiliates - people that have large listings and large volumes of traffic.

But on a day-to-day basis, all the affiliates in my affiliate program will be sending bits and bobs of traffic, and when there's a launch they'll send more traffic that amounts to more minor lists or put mentions on their blogs, which is all good traffic, good recommendations, good links into my website. It makes some sales and pays some commissions.

So I would say in general, the affiliate program I run, would be second on my list for the traffic generation method.

Michael: That's a really good idea, having people do the work for you to sell the product, that way both parties benefit.

Neil: It is.

Michael: What would you say would be your third favorite method?

Neil: For third I would go with something different. I would say search engine optimization.

Michael: OK.

Neil: Because I just love free traffic. So if you can put something on the blog, slap up a blog post with your keywords in the title, which would also then appear in the URL for the blog post, mention the keywords a couple of times in the blog post itself.

Maybe someone has brought out a new e-book and I've just reviewed it. I'll write the title of the e-book and I'll write the author's name, do a review of the actual product, the ebook, and that gets picked up by the search engines quite rapidly, and could well result in a first or first page place at least for the name of that new product.

So there I am generating free traffic to my blog and I'm generating a free commission. So I like search engine optimization and free traffic that comes from the search engines.

Michael: Excellent. So that's joint ventures number one, and the affiliate program number two, and SEO number three.

Now what about advertising? Do you do any kind of pay per click or advertise on other websites or publications?

Neil: I really don't actually. I tried pay per click and I just couldn't get my head round it. I think you need to have some kind of higher-level brain function in order to be able to track enough pay per click ads to pay off handsomely.

I know [Gauher Chaudhry has got his course on pay per click marketing](#), and I know Gauher was an accountant beforehand.

Michael: Ah.

Neil: So I think I would make a very bad accountant. And I also make a very bad pay per click marketer. So I don't do that.

I don't actually buy ads in ezines. I did once or twice when I first started out and I found that to be quite profitable. But it's also quite tricky to keep track of the various ezines that you're advertising in - when the ad is going to run, track the actual sales and commissions that result from it.

And then a problem I found was if you put the same ad multiple times, that readership in that ezine starts to get ad burnout and they don't take any notice if your ad is running at the same time. So you think to yourself, "Well, I'll find an ezine that is profitable and then I'll just keep running my ad."

And I found it didn't work like that. So, what I tend to do is rely more on my affiliate program such that affiliates who have newsletters can put an ad in and promote the actual product with their own affiliate link and look at it from that kind of angle instead.

So I don't go out of my way to do lots of advertising for my own products, no.

Michael: Now what about SEO? You had mentioned it. Do you optimize your pages on the fly as you create them or do you not really pay any attention at all to SEO and just write for the reader?

Neil: Well I try to do both. Obviously the reader is most important. There's no point in writing a page full of keywords that whoever lands on the page just thinks it's machine gobbledygook.

So when I gave you my blog example just a few moments ago, I will rank the actual blog header, title - the blog post title - and the blog content for the reader, with the reader in mind. But I will also put in the appropriate keywords that I'm trying to tackle.

So in the case of an e-book, like I said I'll put in the e-book name and I'll put in the author name and I'll try and pick up the things that I think that people might be searching for to find out information about that product or that author. So I try to blend the two.

Michael: Excellent. Now are there any traffic generation schemes that you've found that don't work? Or in other words, what traffic generation tactic could backfire in your opinion and end up being a big mistake?

Neil: I think basically, just in general if you bring in the wrong traffic because it just wastes everyone's time. So what I mean by that is that you put an ad for your - I don't know, Internet marketing e-book - into a newsletter that has to do with, say handbags and clothing accessories.

You're wasting your money on an ad in that position, in that newsletter and anyone who clicks through is not going to be ultimately interested in what you're offering. So it's kind of pointless.

So bringing in traffic that's untargeted is a waste of everyone's time and resources. So I think that would kind of qualify for backfiring.

Michael: Excellent. Now is there one, traffic secret you could share with the listeners? Like a method that you use that's powerful but yet few people don't - few people use it or they don't realize how powerful it is?

Neil: Yeah, there was one thing I was thinking about when I saw that you were going to ask me this question. And people seem to be downplaying PageRank at the moment, maybe focusing a bit more on the social marketing Web 2.0 stuff.

But I'm still a strong believer in PageRank. I think it's very important. I try to focus my PageRank in the right places so that the pages that are optimized to certain keywords will rank higher in the search engine.

One of the things I heard Leslie Rohde saying in one of his interviews was that if you want more PageRank just go and create more pages.

Michael: Right.

Neil: Because every page that is created, once it's indexed, has a certain PageRank value.

Michael: That's correct, yeah.

Neil: And so I think that's been kind of overlooked or not picked up on because if you have an article of 800 words, you can split that up into two pages and instead of just having one page created for the search engine purposes you've got two.

And I'll give you an example. I built a site that had lots of lots of private-label articles on it. And I linked from every page to my terms and conditions page. And I thought I was using a nofollow link. And in actual fact they got the code wrong and the search engine did follow the link to this terms and conditions page.

And presumably no one out on the Internet linked to it. You know, CNN didn't link to it or anything.

Michael: Right.

Neil: It was just pages that were on this site linked through to the terms and conditions page. And that page ended up as PageRank three all because of the pages that were on the site, all linking to that one page even though I hadn't intended it.

I was like, "Oh, OK, so I have enough power in that site targeted to one page to generate a PageRank three page?" The fact that you can generate your own PageRank - people don't think about that. They think, "How can I get a link from CNN? How can I get a link from Harvard, you know?"

But there's another way to generate it, which is to create your own pages and hosting yourself and link to whichever site you want to link to give them a PageRank boost.

Michael: Excellent tip. Thank you for sharing your traffic generation tips with the listeners.

(If you'd like to sell Dr. Neil Shearing's line up of products, you can [join his Scam Free Zone affiliate program](#), or you can download his [Blog Commenting Software](#), both are absolutely free of charge.)

Want to listen to the show? [Subscribe with iTunes](#) or [download it here](#).

Getting More Website Traffic with Ginette Degner

Michael Campbell: OK, with me now is Ginette Degner, also known as webmistressG. She is a programmer and account manager for one of the major affiliate networks, and she's also one of the smartest technologists and webmasters that I know.

Michael: Hello Ginette and welcome to the show.

Ginette Degner: Hi Michael. Thanks for inviting me.

Michael: Lets have a little chat about traffic generation. What are your three favorite methods for generating traffic, and why?

Ginette Degner: Well, the first one I like to use is Facebook. I like it, because I can discuss different URLs that I'm working on, and I can do it with different groups of people that actually share the same interests. I also used it to help raise money for a rescue dog that needed surgery, so that was kind of cool.

And the other one I use is You Tube. I like to create some viral videos. I've also created simple "what's in the box" videos for products, and you post it up there and it helps drive traffic, and search engine traffic as well, because it all gets pulled in.

The third one is press releases, and these are just invaluable, and I don't think people really realize how valuable they are. They have a nice life in Google, and they generate more interest from local news and community, if you know how to write them to capture that interest.

Michael: OK. That's really interesting. You said that Facebook was critical in helping you to raise money for a rescue dog that needed surgery, so there are groups of these people? And then what, you would join their group and appeal to them with stories that they might be interested in?

Ginette: In Facebook there are groups that would be part of -- like there's an SEO group, there's a dog working group, there's dog fanciers. People make discussion groups and you join them, and they have discussion areas in them. But in Facebook itself on your own profile that you are adding to a network, it's kind of like networking. You can write information, and whatever you put to working on, everybody else that's in your network can see what you're doing.

So it just kind of snowballs, where you have this one small thing you do, and then everybody you know sees it and they tell other people what's going on as well. And if you're working with the discussion groups themselves, as long as you're not spamming them or off-topic, it's usually welcome and you can open a dialogue and even more people see it as it becomes more popular there.

Michael: OK. Now you mentioned You Tube and something called "what's in the box" video? Could you explain for the listeners, what is a "what's in the box" video?

Ginette: For example, one of the clients had a radar detector, and it was actually an anti-radar detector device. And one of the most common thing is people wanted to know what came with it, how easy it was to install, and what was it? So we actually had him tape it, showing what's in the box, what each component was that came with it. So there was no question, if you were buying it online, what they were going to get.

And then we had him do a second series of videos showing people where the install goes.

Michael: That's a wonderful tip.

Ginette: Because when you're selling stuff online, especially something that the user or the person who purchases it has to put it together, that's one of the "stop" things because, "Oh, maybe I don't want to buy this here because there's nobody to install it." This is a way to overcome that by using these videos.

Because even the simplest things can seem difficult to people. So you want to give them every advantage so there is no reason for them not to buy from you.

Michael: That's an excellent idea. So someone who has an affiliate program, per se, GPS devices, can show how easy it is to unpack the thing and look at it, and then they can show how you flip up the back and that becomes that antenna, and how they stick the suction cup on their dashboard and how the GPS attaches to it. And then maybe just a little bit of the basic operation. And you could probably sell a whole lot of those things just through the simplicity of the video. That's fantastic.

Now, in the press releases, that's priceless, because very few people realize how powerful that is. I spent \$350 to do a press release four months ago, and it's had over 192,000 impressions, because it just gets caught up in all these RSS feeds and it gets RSSed to blog kind of software like Carp, that will take a feed and make an HTML page out of it.

And it's all keyword based, so they're actually scraping keywords from the title of my press release, and putting the headline of the press release on their website. And even though it sounds expensive to spend \$350 on an ad or that press release, because so many people

have clicked on it, it's down to two cents per click, is that press release has cost me now. And it'll just keep on going.

Ginette: Nice.

Michael: Yeah. You're right; press releases are one of the biggest secrets.

Ginette: They're especially useful when you start writing them around your product and something currently in the news, because then you can get even more out of them.

Michael: Yes, they get picked up by people who are interested in that story and they want to discuss the story, then they reference your press release and it takes on a life of its own. And then bloggers pick up the story and it can just spiral.

Ginette: Yeah, it can be visible for years afterwards.

Michael: Now what about advertising? Do you do any pay-per-click or advertising on other websites, or perhaps newsletters and publications?

Ginette: I've done some PPC, but I like to stay with really focused keywords and phrases. I really have to see that return on investment for it. I also like to use current news and events and write content that features emergent products from doing an affiliate program in relation to a current event. Then I'll go ahead and do some PPC and put them on that page, just to get it out there.

And then I've also found, with small magazines for instance, I do Schutzhund -- a sport for dogs. And there are two organizations, one's USA and one's DVG. And both of them put at a magazine every so many months. These are all potential customers if you have a dog. I mean, you have dog products, you have any of these things that these people would use, even travel arrangements because most of the shows you have to travel and they are looking for dog-friendly hotels.

So I have actually been able to put ads in for like \$95 for a full-page ad for a joint supplement product and it goes out to 35, 000 people, who actually look at these things. A full-page ad, even if it is black and white, it is a full-page ad and that is pretty cheap. And you know, magazines hang around, they get passed around.

And so these small niche magazines and publications, like they have them just for babies, parents, they have just for dog people; for certain breeds and you just keep going, in sports, photography, all of it, these little things, even just agility for dogs. And the advertising in them is really inexpensive.

Michael: Now, where do you find these magazine publications?

Ginette: I actually will go to Barnes & Noble and if you just walk into the magazine section and you will see like "special interests" and just kind of pick up a few that would be related to products you want to sell. And you will even see ads for other organizations or foundations or memberships and you can look there and most of them have publications and now you start hunting online for them.

Michael: Excellent. Now let's talk for a moment about SEO, do you optimize your pages on the fly while you are creating them or do you not really pay that much attention to SEO and just strictly write it for the readers?

Ginette: Well, I actually start off with keyword research and more behavioral and when I start to write. And what I want to do is, I usually will go ahead and write out like the top 10 questions that I am seeing are queries in regards to that product or service. And then I try and answer those questions in the page.

So the pages become valuable to the readers and to the search engines. But it is more important for me to have the page actually be useful to the reader and then engine because the engines are the ones that are going to change. But the reader and the users, the ones that are actually going to put money in my pocket, are the ones who really are going to bookmark the page. They are going to pass it on and they have the best potential for actually helping me in the engines long term with bookmarking and just how they use my page, because it is valuable to them.

Michael: That is an excellent tip. You go to the search engine or your keyword research tool and you look at the top 10 ways that that search is being performed and look at the query. So someone is asking a question 10 different ways and you use the page to answer those top 10 search queries. That is an excellent angle. I have never heard that before. Now are there any traffic generation schemes that don't work, so in other words it could backfire and become a big mistake?

Ginette: I really think some blogs can backfire, especially when people are doing it for [indecipherable] purposes, you can end up giving the wrong impression or turning off a potential customer. I have seen it where somebody is out there promoting somebody, but they actually made a comment that was nasty about a competitor to generate, it was all done to get people to talk on their blog, but it didn't help them in the end, it actually hurt them.

Michael: That stuff is best kept away from the public eye. So, I agree, there is no real reason to be putting people down or calling people down. And that is personally why I don't look at any forums at all. I belong to some private sites, but when it comes to public forums, there is just too much name calling, mudslinging and it is just a big waste of time.

Ginette: Yeah, for the most part for me in forums, I usually will not post and will not post in forums. I will usually private message or I will just kind of read and see what I can take from it, but I very rarely will post.

Michael: Excellent. Now is there one secret say that you could share with the readers and listeners, like a method that you use or something that few people know about or they don't realize how powerful it is?

Ginette: I would say submitting things to Download.com. If you have software applications and it can be as simple as a unique screen-saver or even a unique wallpaper piece. Now they host the files at Upload.com, but years ago, they didn't. And when they didn't, we had so much traffic for just one product.

We made a screen-saver, it was the American flag and it was so popular and it was there just like right before 9/11 and everybody wanted that screen saver. It actually ended up taking our servers down. We actually had to remove the listing; we were getting that much traffic just from that one submission. So we do it now, but we make sure that it is actually at our Upload.com account, which is free.

Now they have a paid version where you can get your software in and evaluate it and everything else into their directory and listings within a short amount of time like three to five days, but their free one is like 15 to 30 days.

Michael: So you don't go to Download.com; that is where you download. If you go to Upload.com, you can setup a free account and then upload things like software, screen-savers or...

Ginette: You will go to Download.com first and you will click on "submit software" on the bottom and then it takes you to Upload.com to do it.

Michael: I see.

Ginette: You can go ahead and set it up, but that's a really - it gets you into all CNET's networks. There are also some really nice tools in there.

Michael: Do you know if they still take text files and PDF files? I remember a long time ago, maybe 10 years ago, they were taking PDFs, do you know if they still do that?

Ginette: I didn't look to see if they still do, I know you can put stuff up there for it. Most of the ones I am submitting though are exe's or tools.

Michael: Excellent tips. Thank you so much.

(Find out more about Ginette, her strategies, tactics and [affiliate marketing ideas](#) at the [AffiliateIdeaFactory.com](#).)

That's it for this edition my friend. Thank you for reading. We'll chat again soon. Until then, here's wishing you all the best for online success.

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