



Internet Marketing Secrets #137 - PDF Edition - March 31 2008

In this Edition:

Advice from Google's #1 Engineer

New Standards for High Quality Video

Don't Squeeze Me Unless You Know Me

SEO Blogging Software Gets Top Rankings

Traffic Generation Podcast - Part Three

Interviews with Jim Morris, Dave Tropeano

and Dr. Andy Williams.

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INTERNET MARKETING SECRETS #137

Traffic Generation Podcast Part 3

This is the final installment of the three part series on generating traffic for your websites and blogs. In this edition I bring you interviews with keyword research guru Jim Morris, long tail marketing expert Dave Tropeano, and product creation specialist Dr. Andy Williams.

Jim Morris is owner of the popular Nichebot keyword research service. He is also the cofounder of NicheRockets, a private site that offers 5 PLR ebooks each and every month, that you can sell however you like, and keep all the profits.

[Nichebot](http://www.cdzn.com/nbt): <http://www.cdzn.com/nbt>

[NicheRocket](http://www.cdzn.com/nr): <http://www.cdzn.com/nr>

Dave Tropeano is the author of the LongTailCash System which focuses on long tail keywords and buying phrases that people search for, when they are in a buying frame of mind. When it comes to generating traffic and converting it into sales, Dave is one of the best in the business.

[LongTailCash](http://www.cdzn.com/ltc): <http://www.cdzn.com/ltc>

Andy Williams is a product creation specialist and newsletter author with a doctorate degree in education. Dr. Williams has produced all sorts of software, from web site builders to keyword analyzers, and he is one of the most highly respected marketers on the internet today.

[Keyword Results Analyzer](http://www.cdzn.com/kra): <http://www.cdzn.com/kra>

Find out how Jim turns the attendees at marketing seminars into future JV partners. You'll get details on how Dave uses interstitials to generate revenue from a wide variety of traffic. And Dr. Andy Williams reveals how easy it is to get top search engine rankings.

These marketing experts share inside tips that you won't find anywhere else... for any price. So if you want more traffic, be sure to listen to this podcast and the other ones in this series several times. And don't forget to bring your journal along, because you'll definitely want to be taking notes during the show.

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Google's Advice to Small Business

A friend of mine recently interviewed Matt Cutts, a senior Google engineer, who's also the head of their anti-spam team. In the interview he offered some advice for small businesses.

Start a blog to give your company a voice. You have a unique personality and a blog is a great way to get heard.

Don't worry about negative comments, as you can always moderate those or filter them out, allowing only constructive comments to be posted.

It's important to understand the benefits that blogs have in terms of creating user generated content and the value of this content to search engines.

Definitely use videos. If you are creating a video this is a pretty simple process with great results.

All you really need to start with is a tripod, a camera, and a room. Then you quickly record it and put it on YouTube. There is very little cost and it's very simple to start out.

So there you have it, directly from the most widely known talking Google head... start blogging and use video. That combo will give you the most exposure and bang-for-the-buck online.

I couldn't agree more. Start a blog (more on this later) and allow people to comment on your posts. That will literally force the search engines to come back and spider the new user generated content.

The video can be as simple as "show and tell" what you have. Think of it this way... if a picture is worth a thousand words, a four minute video has gotta be worth millions.

When you upload the video to YouTube, all you need to do, is link to the video from your blog, and you won't pay a dime for hosting it, even if it's watched a bazillion times.

If you'd like to get the full 20 minute interview with Matt Cutts, click over to MilestoneInternet.com and go to their blog. But before you do, while you're on the home page, be sure to subscribe to the Milestone Internet Marketing Newsletter.

[Milestone SEO & Marketing Newsletter](http://www.milestoneinternet.com): <http://www.milestoneinternet.com>

Milestone's SEO and marketing advice are top notch, not just for the hotel and accommodation industry, but for anyone serious about marketing online. I highly recommend their newsletter and consider it a "must read" for anyone wanting to grow their business presence online.

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Creating the Best Video Quality

I bought an Apple TV shortly after they came out. It gives a lot of entertainment options, like streaming photo albums, movie trailers and YouTube videos on the big screen TV in the living room.

The only downside is, if you wanted to watch podcasts, you had to download them to iTunes, and then stream them to the Apple TV. With the most recent upgrade, being tethered to iTunes is a thing of the past. So is having to burn all your favorite podcasts to DVD, to keep lots of room on your hard drive.

Now you can access any podcast in the Apple library, directly from Apple TV, without even needing iTunes installed on your computer. You can also buy TV shows or rent movies. It's finally showing the promise of its full potential.

But the message in all this - for anyone creating video - are the new encoding standards for the best possible video quality, while still maintaining compatibility with smaller devices.

According to Apple, "If you encode your video podcast at 320x240, we strongly encourage you to increase the resolution to 640x480 or 640x360 (depending on the aspect ratio of your source files)."

"When encoded well, video podcasts at this resolution look great on Apple TV and still play on iPhone and video-compatible iPods. To ensure compatibility, we recommend that you encode using QuickTime's Movie to iPod preset. (Which results in H.264 for video and AAC audio.)"

"When you perform the final encode on your video, enable fast starting. Most recent versions of QuickTime enable this setting automatically. But it's easy to undo the setting by making changes to the file after the encode. If you do make a change after the encode, be sure to "Save As" again."

"Apple TV displays a large version of the podcast art. It's the file referenced in the <itunes:image> tag. We recommend that you use a 600x600 square JPG or PNG file."

After creating dozens of videos with a myriad of software, my experiments revealed that the highest quality video for Mac, PC, iPods and online services, does indeed come from using QuickTime Pro and H.264 compression.

QT Pro is very inexpensive at only thirty dollars. It works with Mac and Windows. It offers basic recording and editing. And has that magical one click export to iPod feature.

It's really simple. Once your video is ready for distribution choose "Export to iPod" and you'll get a perfectly compatible iPod / iTunes / Apple TV friendly file, every single time.

(A quick note for those who moan and groan about using QuickTime. The video (H.264) it exports, is a standard MPEG-4 format, not a proprietary Apple format. And yes, you could use other software to export your files, but there's no guarantee they'd be playable on a video iPod. So it's a good idea to buy an iPod Nano to proof your work.)

Here's an FYI, direct from the Apple site, "To ensure that different products that use MPEG-4 each implement the standard in the same way, Apple, together with Cisco, IBM, Kasenna, Philips and Sun Microsystems, formed the Internet Streaming Media Alliance (ISMA).

Other participants include AOL Time Warner, Dolby Laboratories, Hitachi, HP, Fujitsu and 20 other companies. The ISMA defines profiles that companies implement to ensure interoperability."

Read More: <http://www.apple.com/quicktime/technologies/mpeg4/>

So if you're using Real Media, WMV, AVI or some goofy proprietary format, you might consider switching to MP4, if video quality is important, and you want it to look good on everything from iPods to TVs.

Oh... and what does YouTube.com want? According to their FAQ; What's the best format to upload for high quality?

YouTube accepts a wide range of video file formats such as .WMV, .AVI, .MOV, and .MPG. Export your videos in the highest quality setting available in your editing software. Generally, we recommend MPEG4 format.

So if you're looking for the highest quality video, that works on everything from TVs to iPods, now you know what to do.

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Push-Button-Simple Videos

Did you know that submitting a video to YouTube or Google, along with your keywords, can often shoot you to the top of the search engines, in less than 24 hours? It's true.

It also brings a lot of traffic, because most people would rather watch a video, than read a web page. And the cool part is... you don't have to pay diddly squat to get that traffic.

[Add Video to Your Marketing](http://www.cdzn.com/tg): <http://www.cdzn.com/tg>

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Don't Squeeze Your Prospects

Marketers constantly ask me how I feel about squeeze pages. In a nutshell... they don't work any more.

There was a time - before the CanSpam act - when single signups - without any sort of confirmation process - ruled the world. You could squeeze the name and addy out of a prospect before you'd let them see your sales page.

That tactic is long dead my friends. All you are doing is aggravating your prospects.

These days, double confirmation, or confirmed subscriptions are mandatory. The single sign up is long dead. To even consider using one in this day and age is dangerous, if you want to write a newsletter, or maintain any sort of email relationship with your customers.

In my experiments, giving readers access to my entire site and letting them read backissues, has given me a 57% signup ratio. That means an unprecedented 57% of all unique visitors subscribe to my newsletter, even through there is a confirmation process in place.

Having a squeeze page - before allowing visitors access to anything else on the site - resulted in a pitiful 13% signup ratio.

(I also tested a single signup without a confirmation. And guess what? Over 95% of the addys were total garbage like; nobody, mickey mouse, asdf and other nonsense. They just wanted to see what was lurking on the other side of the squeeze page.)

So the moral of the story and six months of testing? A little candor goes a long way. That it's better to build a high value readership based on trust, rather than trying to trick or squeeze a prospect.

You must give something of value first. Then and only then, will you get the kind of readership that builds into a long-term relationship.

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Are You Fed Up with AdSense?

AdSense isn't what it used to be. With policy changes, terms and condition modifications, what you can and cannot do without getting shut off, all changing on a daily basis... who needs all those headaches?

Come join our ad network instead. There's a built-in affiliate program. You can put affiliate links in your ads. And it works with CPA programs too.

If you're tired of getting nickels and dimes that won't even cover your hosting costs, then here's a new way to monetize your websites and blogs. Come join our ad network today.

[Advertise & Monetize](http://www.cdzn.com/gs): <http://www.cdzn.com/gs>

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SEO Blogging Software

Since I mentioned my strategy for Jiggling the Web and described how I can get top search engine rankings in just 24 hours, the questions on how I do it, and what blogging software I use, have been virtually non stop. I am working on a special report and will be releasing it in my "soon to be announced" private site, but am willing to share a little about the blogging software I use for SEO.

[Jiggling the Web](http://www.internetmarketingsecrets.com/blog/?p=47): <http://www.internetmarketingsecrets.com/blog/?p=47>

I looked at most of the blogging software out there and finally decided on Wordpress. It is without a doubt, the most search engine friendly blogging software according to my tests.

Now as a disclaimer, you can use whatever blogging software you choose. But whatever you do, don't rely on using some third party service to host your blog, or you run the risk of getting shut off without notice. You must host your own blog.

Ok... back to the story. You can use Wordpress as your content management system instead of using an HTML editor. Wordpress has the ability to make static web pages or blog posts in the writing mode.

One of the better tutorials on how to use Wordpress for setting up static sites - that are well themed - is a bonus called "Wordpress Blueprint" which is included with the purchase of LongTailCash. It tells you exactly how to use Wordpress to build strategic long tail revenue sites around product names and model numbers.

[Get Long Tail Cash Affiliate Training](http://www.cdzn.com/ltc): <http://www.cdzn.com/ltc>

The real SEO benefit in using Wordpress as your blogging software, is the built-in syndicated RSS feed. It also has the ability to ping the search engines and blogosphere with each new post. With all techno jargon aside, it means telling the search engines to come and spider your blog with each and every new post you make.

Fact of the matter is, my research shows that blogs - even new ones - tend to get spidered within two to five hours of posting. (No wonder Matt Cutts recommends blogging.) Adding a new web page to a normal website, may take up to seven days to get spidered, even with two decently ranked PR4 pages pointing at it.

Moral of the story, I don't do "static" websites anymore. Every new site I create now is a Semiologic driven Wordpress blog. If you haven't heard of Semiologic, it's the perfect SEO tool for Wordpress.

Once you have Semiologic, you can use it on unlimited sites. It automatically creates search engine friendly page titles, meta tags, links, urls, categories and tags. Plus it adds all sorts of SEO related plugins for your blog.

Last I checked - by default - Wordpress installs only 2 plugins... sheesh! Semiologic installs a tried and trusted 63.

I really like the plugins that prevent blog comment spam. But especially useful are the plugins for spreading the word to social bookmarking sites, social news sites, and RSS subscription services.

[Get Semiologic Pro](http://www.cdzn.com/sp): <http://www.cdzn.com/sp>

You can use Fantastico Deluxe in the control panel (CPanel) of your hosting account to install Wordpress with one click. (The Semiologic dudes have really good install instructions.) Then in the future, any time you need to update Wordpress, Semiologic can do it automatically with the click of a button.

Semiologic is one of the best investments that I've ever made, and it's on a VERY short list of tools that I can't work without. When combined with Wordpress it's the best SEO blogging software, and the secret to my top rankings, every time I Jiggle the Web.

Traffic Generation Podcast Part 3

Michael Campbell: Hello and welcome to the InternetMarketingSecrets.com Podcast. We've got a great show lined up for you today because it's part three of our traffic generation series. In this edition, I'm bringing you interviews with keyword research guru Jim Morris, long tail marketing expert Dave Tropeano, and product creation specialist Dr. Andy Williams.

Find out how Jim turns the attendees at marketing seminars into future JV partners. You'll get details on how Dave uses interstitials to generate revenue from a wide variety of traffic. And Dr. Andy Williams shares how easy it is to really get those top search engine rankings.

Now these guys really share some inside tips that you won't get anywhere else for any price. So if you want more traffic, be sure to listen to the whole series -- one, two, and three -- of these podcasts several times. Bring your journal along because you'll want to be taking notes during the show.

Up first is full-time affiliate marketer Dave Tropeano. Dave is the author of "[The Long Tail Cash System](#)," which focuses on long tail keywords and buying phrases that people search for when they are in a buying frame of mind. When it comes to generating traffic and converting it into sales, Dave is one of the best in the business.

Dave Tropeano on Traffic Generation

Michael: Hi Dave. Welcome to the show. Let's have a little chat about traffic generation. What are your three favorite methods for generating traffic and why?

Dave Tropeano: Well, Michael, I like to generate traffic however I can, but three things off the top of my head. Referred traffic converts the best for me. This can be anything from having specific keyword landing pages like Sole F85 treadmill review. Have that page be in the top 10 at Google.

What I find is that when a visitor reads that review and then they click on it, I convert higher than any other technique like direct linking Google Cache that I know of in my experience.

The second thing is just the opposite. It's direct linking. When you've got a very long, long, long tail phrase, a little bit of range, I think, works here, where you just convert the link directly to the landing page or sometimes directly to the offer. Conversion is not as high. In fact, a lot of times conversion is terrible.

But at the end of the day, it's not really about conversion as much as it's about net profit. Using direct linking on things like misspellings and phrase combinations that get minute amount of traffic and don't make sense to make your own landing page, makes perfect sense. Link directly to your good landing page or link directly to your vendor site.

Third thing is pay-per-clicks and interstitials, especially interstitials lately. Buying traffic is the fastest and easiest way to test a new landing page or a new offer.

SEO is a great technique. It just takes time. With pay-per-click and buying advertising, I can test a new offer, get it to convert, and then I can spend the time in search optimization.

Michael: Yeah, I agree that the product reviews work really well for me. And often they come about because there was a product or something that I needed myself. Last year I was looking at portable air conditioners and I thought, "Why isn't there anything online for these things that you just roll up to the window and stick out the hose?"

It turned out that I became a little bit of an expert and I realized that nobody was going after the makes and model numbers of these things. When I started doing the research, I found out all sorts of people were typing these in and looking for these things.

And I thought, "You know what? Next year, I'm going to add more to that site and try to sell a lot more of these air conditioners." And just give this one a three-star rating, this one a three-star rating. I'll give this one a three-and-a-half. But it really doesn't matter which one they buy because I'm an affiliate for all of them.

Now you mentioned interstitials. Maybe you could explain to the readers exactly what those are and what you mean by that?

Dave: We see interstitials on the big portal sites, the big mass popular portal sites, on places like AOL. So interstitial is when I click on a link and instead of going to the destination, I go to an advertising page. It's not a pop-up. I'm still on the website. But it's in between page one that I clicked and going on to page two.

It's a full-page ad that I either have to watch the ad, click on the offer from the ad, or click usually on a little box in the upper right hand corner that says, "Skip this ad."

So you can buy these interstitials that go in between links. They are a great way to get eyeballs on to an offer. So they work really well for broad market type traffic.

Michael: Excellent. Now what about other forms of advertising? Do you do any pay-per-click or advertising in other websites or other publications like newsletters? If so, how effective has it been for you?

Dave: So, as I said, I like interstitials on broad market traffic targeting a specific demographic. An example would be targeting a portal website whose main population is 25 to 40 year old women.

So celebrity gossip portals are a great example of this. In a celebrity gossip portal you can usually buy traffic, whether that's pay-per-click traffic there or the interstitial ads. And what do 25 to 40 year old women like to learn about? Self-help products, diet products, etcetera.

I like pay-per-click too. So I like buying advertising on big portals, but I like pay-per-click because it's fast and it's very effective. I think most people give up on pay-per-click really fast. The first time they have a failing campaign and lose a little money, they give up. Or they lose a lot of money quickly and they give up.

Michael: Right.

Dave: You need a strategy, right? You need to figure out a way to set a stop-loss limit. To only lose a little bit of money, but you can test your market. You can test campaigns.

You've got to expect that you're just not going to convert 100% of your campaigns. To me, pay-per-click is like baseball. If I convert three out of 10, I'm going to make it to the hall of fame. Because once I have a converting campaign, I'm just going to let it run and run and run.

Michael: Exactly. That's similar to what I do. I set up the campaign and once it's profitable, I just let it run. And even if people don't click on it, they are still seeing the URL there so I'm getting that form of branding by the repetition of the ad just showing up.

A lot of the stuff I thought would convert for me actually turned out to bomb. It turned out that the keywords that worked for me were way over in left field. But I never would have known that, for example, I'll use my own newsletter as an example. I bid on "free newsletter" or "free marketing newsletter." So it's pretty much anything to do with free newsletter.

The other stuff about marketing or learning how to do HTML or whatever it was I was bidding on all just fell flat. What really started to work for me was "free newsletter." And you're right. You really do have to test and track the conversion, even if you use a free tool like Google's tool and you install it on to your thank-you page or whatever.

You can see exactly how many of those keywords you're bidding on are actually converting into customers. Something as small as an "s" -- "free newsletter" or "free newsletters" -- can make a difference of 30% to 40% in conversions. You just don't know.

Dave: Yeah, I agree. It's amazing where a period or an "s" or a small change in case or tense can really change conversion.

The other thing is like you said. If you install the Google conversion code or use any other ad tracking type software, you may be bidding on -- I'll take an example from Christmas season for me. You may be bidding on "Sole F85 treadmill" and variations on that. But it turns out that I go and look at my log, and all of a sudden people are typing in "best Sole folding treadmill." That's not a term I ever bid on, but I got some general-match traffic.

Once you start to see people looking at that term and coming to your site and converting, you now have a great keyword to know to build a specific landing page around. So pay-per-click is a great technique for market research and for making money.

Michael: What about SEO? Do you optimize your pages on the fly while you create them? Or do you really not pay that much attention to SEO and just write for the reader?

Dave: I think with regards to search optimization I pay a lot of attention to links, and link structure and external linking. And as far as on page SEO goes, I think the title tag's important, the description is important, especially for marketing because it is the meta description that appears usually in the search engine listings.

And I care about H1 and H2 tags. But I don't really worry too much about keyword density and I don't really worry too much about specific keyword placement in the text. I want to write for the reader.

But you need to be cognizant of the fact that if the page is about a given keyword, you need to have that keyword on the page and related phrases to it. Synonyms, all this LSI and latent semantic indexing we talk about, really is just a complex way of saying you need to have related concepts on that page in order for a search engine to think that this page is relevant to a given topic. And I think we make it a lot harder than it needs to be.

Michael: That's right. I think if you do right for the reader, the LSI or latent semantic indexing type of keywords end up finding their way into the content just automatically because it's just the way that we write naturally. And that's what LSI is all about, is to try and find out the natural language that's on the page to determine what the page is about.

So I think it's a really good idea to use ancillary keywords, related keywords and very important to pay attention to the title tags. And a very key issue, which you mentioned, is the description tag because as Jerry West always says, search engines don't buy anything. People do.

Dave: That's right.

Michael: So, yeah, make your description compelling.

Dave: I completely agree. And you know, on the LSI thing especially, you know the reality is links are so important. And you know, it's the 10 words to the left of the link and the 10 words to the right of the link that determine that link reputation.

And you know, I have something Leslie Rohde has said, you said, Jerry West has said over the years, I see in my practice, you know, as long as you're using related phrases, you can tie two pages on vastly different topics together. You just need to use reasonable English and grammar and tie those concepts together in a natural way.

So I think people go overboard sometimes with the scheming and filing and LSI, when it's really a basic concept. And it's just about, you know, writing for the reader and writing in a way that reads naturally.

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

Dave: I think buying four million email addresses and trying to spam Yahoo! Is probably a bad idea these days.

Michael: Yeah.

Dave: There are other traffic generation techniques that are bad. You know, cookie stuffing and cloaking and direct linking, they can be dangerous. The darker that hat gets, the more you need to be technically proficient and need to understand the various technologies involved.

And the reality is, most times in most markets, you don't need to be so dark in order to rank well and get good traffic. You can do an awful lot with social traffic with classic search engine optimization with paperclip. You don't need to do all this fancy cloaking and direct linking stuff.

And if you do do it, you just need to be cognizant of, you know, this is rarefied air and very technical and you need to know what you're doing.

I also think map site building, the way people build apps into portals, can be dangerous because it leaves massive footprints. I think it's easy to take your mini-net ideas and try to apply that in scale to hundreds and thousands and tens of thousands of sites but not take into account the footprints that that would leave around. And that can be dangerous because too much of a good thing is bad online.

Michael: Yeah, that's true, because I always say anything that's done by a machine can be detected by another machine. And the darker your hat gets, like you said, the more technically proficient you have to be. And I've seen people screw up cloaking so badly that they can be detected with a very quick search.

And of course once they do get detected, they are banned and everything they own gets banned. And if you're trying to build a long-term, successful business model on the Web, keep your hat clean, bleached white at all times. Stay away from the cloaking, cookie stuffing, portal building and spam, as you said.

Dave: Yeah, I absolutely agree.

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

Dave: I've got two off the top of my head. One is Ad Bright. Ad Bright is a network of advertisers and you can take out pay-per-click ads and interstitials and even banner ads. And I think Ad Bright is a great source for pay-per-click and classic banner advertisement that very few people leverage. Bid prices are very low. Conversions are pretty good especially in broad market type consumable products.

The other thing is Web 2.0. You know, there is a lot of hype about all these Web 2.0 properties and social media optimization. And in the Internet marketing space we see so much emphasis here on mass automation, right? All these mass automation tools.

And I think the danger is we don't quite understand what works and how it works. People don't do the type of testing that you're starting to do and you've started to report about and I've done and others have done.

The fact is social media works. Sites like Propellor and HubPages and Squidoo, they all let you control your linking profile so you get some good link strength and search engine optimization benefits. But you also get good referral traffic from that. So I think social media and social media optimization, Web 2.0, really works well.

And you hit the secret. You hit the nail right on the head with the secret to this. If you want to control the conversation with these Web 2.0 properties, the idea that you've got of Jiggling the Web or conversation control is really key here. I mean, I've seen the same thing. You want to focus less on these mass automation techniques and ping the blog as much as possible and more on having the search engine spiders find your pages through these social sources. That's the key.

You seem to get -- you as in generic you -- get better rankings and better authority, it seems, when the engine finds your page not when you start with a big hammer crocking it over the head saying, "Hey, I'm here. I'm here. I'm here." It's much better to have your Propellor page link back to your page and the search engine spider follows that path.

Michael: That's correct, yeah. The more trusted and popular that hub is that links to you, and a hub being something like Digg or Propellor, and when those pages link to you that gives a lot more, well, it's a lot higher on the priority list for ping and spidering than say my blog, which happens to be a PR4, and I update it once a week.

Compare that to Digg, being a PR8 and gets a thousand posts an hour probably. And so they get spidered all the time. So yeah, you're right. We kind of all are working towards this

social media and the social news sites. I'm not getting a lot of traffic from the social bookmarking sites. But those are being effective in linking those bookmarks to the social news and from the social news, leading to my blog.

And yeah, you're right. There is a lot of good traffic, and a lot of good search engine advantage to be had there.

Dave: Absolutely, you know not the least of which is using these social network sites is just a great way to build a mini-net. It's a great way to control your linking profile a little bit more than if you just had one website with 10 or 15 affiliate landing pages, which is great. But you need external links. And these social sites like Propellor and HubPages and Squidoo and Scribe and all the rest of them are just great ways to get links into your site, not the least of which are the video sites.

And now you can host PowerPoints and other forms of slideware on various websites. You can have active links. And it's just great today how we can host our content in all these various social areas and bring natural traffic in but also control our linking profile.

Michael: Yeah. And SEO gets boring after a while. Well, OK, SEO has been boring for the last five years.

Dave: [laughs]

Michael: But not when we get to do podcasting, we get to do videos and Colin McDougall says he's having fun again. A lot of times he has woken up in the morning, gone to work on his business and it has just seemed like a job. But now he's having fun again.

And I have to agree. The whole SEO thing, the whole traffic generation thing has just become a whole lot more fun.

Dave: Right, right. It's not that link building isn't effective, it's still effective but it's commoditized to a point where it's not fun and like you said, it's drudgery. So, it's a great skill to outsource. But things like video creation and podcasts and press releases and social media are fun things that you can work on and prove your site's overall conversion and performance and you can get other labor markets to do the boring things that are still necessary of getting links from directories and good reciprocal links, etcetera.

Michael: Good points. Thanks, Dave, for being with me. I'm sure that the readers and listeners got a whole lot of tips from you. Thank you for being on the call.

Jim Morris on Traffic Generation

Michael: Up next is Jim Morris, owner of the popular [NicheBOT](#) keyword research service. He's also co-founder of [NicheRockets](#), a private site that offers five private label rights eBooks each and every month that you can sell however you like and you get to keep all the profits. Hi, Jim, and welcome to the podcast!

Jim Morris: Hey there, Michael, thanks for having me.

Michael: You're welcome. Let's have a little chat about traffic generation.

Jim: Sure, why not?

Michael: OK, what are your three favorite methods for generating traffic and why?

Jim: Sure. Well, the first one I think is really, it has a two-pronged approach as to why I like it, and that is really blog commenting. One of the things that I really like about it is it brings a lot of indirect traffic when other people read the blog owner's post and they read comments and of course, I always try to inject something of value that adds to the conversation or maybe another perspective or something of that nature.

And if it's interesting enough, someone will definitely click my link and come check out my site. The reasons that I really like it is because one, the comment lives on that blog. I also do forum commenting as well. But basically, the comments on the blogs or the forum live on there forever, especially if the blog post or the forum post tends to get ranked highly for a particular keyword. Whenever someone searches for that keyword, they'll find that blog, that post, that forum comment or the forum post that started off a thread and will see my comment. That can potentially spur traffic for months and months, if not longer.

Plus, on the Do Follow blogs -- which means the search engine's spiders are allowed to follow the link and also count it in as far as back links go -- I also get the benefit of a link back to my site for SEO purposes.

Michael: That's a really good point. I've got the Do Follow comments on my blog so that people who take the time to leave a thoughtful comment, I'll approve that comment and then they get a link from my PR4 blog incoming into their website. So, I think it's a really good deal for them to take the time out of their day to do that comment and yes, they will get the SEO traffic as well. Because I did two posts last night and about within an hour of [Jiggling the Web](#), " as I call it, I have the number one and two position on Google so they'll definitely find those in keyword searches as well.

Jim: There you go!

Michael: Yeah. So what would you say is your second favorite method for generating traffic?

Jim: Well, my second one would definitely have to be expanding my network of JV partners. I do go out to a number of different events every year to expand my network and as I can see now, I'll take a look at my Google analytics for nicheBOT.com and I have noticed actually a trend over the last six months, is that a lot more traffic is coming from affiliate partners versus the organic traffic.

So, in a way, that's kind of good because if the organic traffic ever dries up -- which I don't anticipate it does because I'm constantly working on generating new content and building back links as we all should be. But as I've noticed, there's more and more percentage of traffic coming from referrals from other people and direct type-in traffic. I think that's probably related to a lot of the affiliate activity.

So, just expanding my network even by just getting one or two people that may have a very targeted list can expand my traffic on an ongoing basis, especially if they start blogging or they post something on their content network which is always getting seen, that increases my traffic.

Michael: Right, so if you go to one of these seminars on Internet marketing or something like that, you will meet maybe 100 people but there's going to be certain people that attend seminars that you'll meet two or three or four times and for each person that you invite into

your life, they will have a social circle or a social influence of 20 or 30 other people so that expands. It's the old "who you know," as it were, and expanding your own network of joint venture partners.

Jim: Totally! And not only that, every time I repeat -- like you say, I keep seeing the same people over and over, that also concretes me in their mind as well so that I'm on the top of their mind if ever someone needs something.

It's like I was at a specific Internet marketing conference and there were a number of people that were also attending a local nearby conference. And one of those people I happen to know and I just met him there for the first time live in person. While we were there, he was already recommending me to Anik Singal and a number of other players, which does not hurt at all.

And exposure to someone who is well-recognized can literally mean thousands of visitors a year without having to continually grow my JV network. It can be very lucrative just finding one person.

Michael: Yeah, you never know. Even for a raw beginner, if you're starting out and going to these Internet marketing conferences, you might just meet the person who's going to launch your career for you.

Jim: Absolutely!

Michael: So I think it's important to get out there and get your face out of the crowd and into the minds of the people who are the movers and shakers, definitely.

Jim: Totally!

Michael: What would you say is your third favorite method of traffic generation?

Jim: OK, my third favorite is actually a two-pronger and this may be a little bit long-winded. But the first one would be writing content on long tail keywords on a blog platform. And the main reason I say a blog platform is instead of having to write or hand create an HTML page or use some site builder, I know when I create it on a WordPress blog platform, I already know it's SEO optimized.

Now obviously once you have an established site, writing new content really gets easily indexed and ranked without too much fuss of getting links. But when I say writing content on long tail keywords, long tail keywords usually have very little competition and of course, you can find those kind of keywords on nicheBOT by doing a simple competition search and looking for the competition under -- using "in title," looking for how many actual competing sites there are that use the actual keyword phrase in their title tag because that shows you how many actual real optimized pages you're up against.

Michael: Right.

Jim: But writing it on a long tail keyword, like I say when you have an already established site you'll easily get ranked and without too much fuss of getting links. The same thing applies when you're building content around long tail keywords. You don't have to go out and write too many articles as long as you have a link pointing to the site, to that particular piece of content, whether it be a 300-word page or a 500-word page, you can usually get that easily ranked for that particular keyword and show up on page one.

That's a real easy way of getting -- it may be a small amount of traffic, but not having to go out and do the extra effort of getting too many inbound links or doing any Web 2.0 stuff, other than maybe having like I say a link pointing to that page, it's real easy. If you do it in a disciplined way you can concentrate on doing easily one page a day without having to do too much extra fuss.

Michael: Yeah, I agree. It doesn't take much to write a single page per day.

Jim: Yeah.

Michael: Because of the WordPress, for example, having the built-in RSS feed, and being able to put in a bunch of pings in there, you could be pinging 10 different services with every article that you write, and so the search engines are going to come to your page anyway.

Jim: Yeah. It's all, like I say, when you're doing it on that blog platform, even if it's just a free WordPress blog, you have that benefit of already that it's internally built into the software where it pings those services. So you really don't even have to worry about doing any Web 2.0 stuff, or social bookmarking, or anything like that.

Now the other second prong to it is, yes, writing content around long tail keywords, but also writing sticky content. Now that may be a little bit more involved than just writing a 300- or a 500-word article. I sometimes get a little bit more involved, and I usually pour a little extra effort into it. The reason why I like that, is that I get more comments on -- we're still talking about putting this on a blog platform even though it may not say it's a blog, just housing it on the software that runs the blog.

It really helps it because one you have a database. It's a database-driven site, which allows you to be able to have the user search your blog, like a custom search box you can have, and they can search for a content they're looking for. But more importantly, people can then comment on my blog, which gives me further social proof of me being an authority or giving good content. It really helps in building a fan base in your particular niche.

The other thing I really, really like about it, is that when you write sticky content, something that's really helpful and useful, and of course you have some readers that come and visit it and then post comments, some people will actually take it, they'll go and write a blog post about it on their site, and then refer to the blog post or the piece of content that you wrote, the sticky article or whatever you want to call it, and that brings even more traffic.

So you're basically getting referral traffic, direct referral traffic -- we're not even talking affiliate traffic, directly from this other person or people, or a group of people that have gone out and posted something that they thought was insightful about your content, and then give you a direct link back to your site. So that even brings back links, and of course direct traffic from their readership.

Michael: Right, and it adds the additional content too. So every time the spiders come back they find those comments, and it makes them happy too.

Jim: Exactly.

Michael: Now, what about advertising? Do you do any pay-per-click or advertise on other websites, or perhaps in newsletters or other publications, and if so how effective has it been for you?

Jim: Well, I mean, I've thought about it. The thing is I really like to focus my talents where I'm really effective, and which I know works for me. So, actually I do not do any PPC advertising or any advertising on other sites.

If you focus hard enough on building your own joint venture network, that really can pay you back in dividends, and is just like getting free advertising. Especially when you do those joint ventures and you have these people who are your affiliates. You don't actually even have to pay for the traffic until it converts, so that I find to be the most effective advertising.

Michael: Yeah. I think the pay-per-click really works for testing a market, and just seeing how much commission you can get and seeing how the conversions are going to go, but other than that I'm in the same camp as you. I don't do a whole lot of it.

I used to do a lot of pay-per-click, but what I'm doing now with the Web 2.0 promotions, and with the iTunes, and with the press releases, the traffic that I'm getting from pay-per-click is expensive in comparison. Whereas I'm paying \$.80 to \$1.00 per click, and then 50% of them are converting into a reader, it's still awfully expensive compared t. \$.05 or \$.06 that I'm paying for a click when it's a press release.

Jim: Right. The thing is that if I got really into pay-per-click, I'd feel like some of my time would be burned on having to monitor that traffic to make sure it's converting. I'd just rather focus my efforts on something that I'm already familiar with, and that is more my style.

Michael: Yeah. The pay-per-click in advertising, it's a completely different study, it's a completely different way of thinking. Most of the people who I know who are really good at it, they're accountants; they're really good with numbers. [laughs]

Jim: Exactly. I'm not a number cruncher.

Michael: So, what about SEO? Do you optimize your pages while on the fly as you create them, or do you not really pay that much attention to SEO and just write straight ahead for the reader?

Jim: Well, I actually do a discipline of two different things. I do pay attention to SEO, and I do write for the reader. But my first thing is, that my first priority is on my reader. Because I know that I'm trying to write on the fly SEO stuff, my brain is semi-occupied with thinking about keyword phrases while also trying to write in a very natural way. I'd rather just let it flow through me, and get the copy out, so that I feel like I'm really...

Because when I sit down and write, I kind of project myself in such a way where I feel like I have my perfect, ideal visitor that I'm talking to here in my room, and sitting right beside me, and I'm sort of conveying this to them. So I write in a very conversational tone. And in fact, if my English teacher ever read any of my stuff she'd probably consider me a louse.

[laughter]

Jim: So, I'd rather not get distracted in the flow of my copy by having to sort of part my attention thinking about keyword phrases. So once I've done -- and I've got the right flow of the copy, and I sort of revise it to take out any misspellings or whatever I've done along the way.

I will then go back, and then I'll go do my keyword research first. I'll go see which keywords do I want to focus on, and then I'm going to go ahead and adjust my titles, the titles of my blog post, or the title tags of my web pages, and then I'll adjust my opening paragraph. I'll adjust the copy throughout with keywords, and other SEO type of stuff.

But I'm also going to make sure that I'm still going to stay within that conversational style that I really like, that comes across. A lot of people comment. When you don't get people commenting, you should really worry about stuff, but when you have people commenting and saying, "Oh, I really love your really loose style of writing. It's so easy to follow, and easy to read."

That's really what everyone should be aiming for, a web page that is really like a person wrote it, not some English teacher, and it just flows. Because the easier something is to read, the more you can keep someone on your site and reading your copy and the more they're going to be stimulated and entertained. But as soon as you start throwing these huge, really long block paragraphs, people just start glazing over. Their eyes start glazing over and people are just going to click off the site.

Michael: Yeah, I tend to write in the first person as well. I think it's a really good idea to write as if you were having a conversation and it just happens your turn lasts a little bit longer than usual so you have to agree 100%.

Jim: I like that.

Michael: I think you've hit something on the head there, when you said that you write for the reader and then you go back in afterwards -- and this is important -- after you've got the article written, now is the time to go in to your title and very importantly, your opening paragraph, and then throw in the synonymous words and a few other supporting long tail words. And also, maybe just wrap it up in the conclusion with synonymous words as well. So, very good points there.

Now, are there any traffic generation schemes that don't work? So, in other words, what kind of traffic generation tactic could backfire and become a really big mistake?

Jim: Sure. Well, I think that a lot of people tend to get led or tantalized to get off the beaten path of doing things humanly by hand and manually putting their attention to it. And I think sometimes people think, "Oh well, if I can do this on an enterprising skill and get all these links pointing into my site, I can just get all this traffic."

Unfortunately, it tends to be a lot of people that are nave and believe that this stuff works because someone's out there hawking it or hyping it up. And that's usually, I think, automated blog spam commenting where they try to just get... I mean, I get so much spam, it was three months ago, I finally got so tired of looking and having to check all the different blog spam commenting that came in, I finally went in and installed that plug-in called Askimet or something along those lines.

Michael: Yes, yeah.

Jim: And it flags 95% of all these, the comment spam. So I think that one, that traffic technique could backfire. And then, there are other tools out there where you can automate form commenting as well and the thing is that you want to give value to and respond to a specific comment. It does take a little extra time, but this is your reputation you're building.

You don't want to be labeled as a spam commenter or a spammer or any of that type of thing, especially if you're trying to build a long term business. So, that's what I would probably say, those traffic generation techniques could definitely backfire.

Michael: Right, and those kind of things plus the site scrapers, the site generators that automatically grow by scraping other content from other websites that... I heard of a lady that just bought one and I'm thinking: "My goodness! That hasn't worked since 2004." That particular product, it's been banned by Google since then. It's too bad that the link rot... Link rot should be a jailable offense. If you're selling a product that's more than four years old, you should be thrown in jail. How about that?

Jim: Pretty much.

Michael: So there are some content that is evergreen. I think the stuff about sales, advertising, general marketing, things of that nature. Human nature doesn't change that much, but when it comes to products that are being sold over the Internet, it changes so quickly that it's really you have to be aware of the fact that a lot of these automated slicer/dicers, these article spinners that you throw in five keywords and it'll throw in a bunch of gibberish that not even a five-year-old could read.

Basically, when you land on an auto generated site, you can tell right away and the first thing you do is click off and never go back again.

Jim: Yeah, and that's the thing, you want to make sure. I mean, you want to make sure to keep it to a human element to where it's actually you can interact with a human being. If you read it and you ask yourself, "Does this make sense or does this add value to the web?" And if it doesn't, then you have your answer right there. You don't need to even go try and test it and publish it.

And that's the other thing too, besides that, if you want to truly make and have a sustainable business, you might as well put the extra elbow grease into it and put the love into it and just make it natural, make it your own and make it unique.

Michael: And keep getting those recurring commissions for months and months to come without having any worry about ever getting banned.

Jim: Exactly! Because that could be crushing. Again, we're talking here about making sure you have a sustainable business. And if you're out doing that sort of scraping stuff and that sort of stuff, you got to realize you don't mix it in with any of your white hat stuff or you can have it on the same server because it can obviously be paralyzing, especially if you count on your sustainable stuff.

But I think it's much more important to concentrate on building something sustainable rather than constantly being beat down by the search engines and have to rebuild things over and over again.

Michael: Excellent advice. Now, is there one traffic secret that you could share? A little something-something, like a method that you use yet few other people know how powerful it is?

Jim: Sure! Well, I think it ties in with what we're talking about earlier, which is one of my favorite techniques which is blog commenting. But a lot of people, they do blog commenting as an afterthought and they do it after much of the attention is off the blog. Although there

are some, like I say, some indirect SEO benefit when the blog starts ranking high up in the search engines, if it ever gets there.

But the main thing is trying to be on the alert whenever that blog owner or any of the blog owners that you go out and locate in your niche create a blog post. You want to make sure to usually sign up for either their blog alerts by email or get an RSS feeder. But if you have Thunderbird which is part of the Mozilla family, they have actually a news and blog reader right inside the mail client that comes with it. But if you don't, just get a dedicated RSS reader and make sure to add the RSS feeds of all the blog owners and as soon as they...

What you really want to do, it's sort of like a timing thing. As soon as they make a blog comment. And sometimes this may interrupt your day and right in the middle of what you're doing, but once you see a blog comment come in, read it and see if you can add to it right away and be one of the first few to comment, because those people right towards the top will get obviously a lot of indirect traffic, especially if you add something of value to the actual blog post.

Michael: Right. I've seen that happen personally where I've made comments on very prominent search engine people or authors, some very famous marketers making comments on their blogs. And sure enough, within 10, 20 seconds of making the comment, I got people clicking on that link and coming over to look at my site because I said something that was half decent and intelligent and something that reflects the fact that I actually read this comment or I read the blog and I was inspired enough to add value to the blog.

Jim: Well, I think you just gave away the recipe for blog commenting success in that last rhetorical there.

Michael: Excellent! Well, I want to thank you for being on the call with me today, Jim. It's been a lot of fun.

Jim: My pleasure.

Michael: I'm sure that the readers and listeners just got a whole lot out of it.

Jim: I hope they did.

Michael: Thanks, Jim.

Dr. Andy Williams on Traffic Generation

Michael: Up next is [Dr. Andy Williams](#), a product creations specialist and newsletter author with a doctorate degree in education. Dr. Williams has produced all sorts of software from website builders to keyword analyzers and he is one of the most highly respected marketers on the Internet today.

Michael: Hi Andy and welcome to the call. Let's have a little chat about traffic generation. What are your three favorite methods for generating traffic and why?

Andy: My favorite method, Michael, is free search engines. I know a lot of people are worried they're getting less and less traffic from free search engines but as far as I can see,

the fact is that since search engines have started using latent semantic indexing, it's actually easier to get good rankings and beat competition because so few of my competitors actually know how to write for the LSI algorithms. So, that would be my number one choice, free search engines.

Secondly, for traffic generation, I don't think you can beat an email list. You can create traffic to any page you want just by emailing your subscribers and it's very targeted if you build up a relationship with the subscribers, send them somewhere and you tend to get good conversion rates. So, I think email lists would be my second.

And finally, I think something that I've only been working with for about the last six months to a year and it's social bookmarking in places like Digg.com. I mean, I can write an article for my site, put a link to it from Digg and I'll usually expect to see my page in Google within 24 hours and usually, ranking in the top 10 as well for some of my chosen phrases. But for that to work effectively, the content you write has to be very, very high quality and themed for the topic.

Michael: Right, yeah. Now, the search engines, you had mentioned the LSI and I think that you came up with your own LSI tool earlier this year, and I was quite impressed with it because when I looked at the underlying structure of what the software was producing, it was very similar to what I was getting from very expensive high end tools that I subscribe to.

And you're right in the sense that it's really about the natural language where the keyword stuffing of old is more just ancient history now and people will find if they write their articles in a human tone, in a human language, that all those ancillary keywords and all those synonymous words, they just start creeping in to the article automatically. So, I agree, the free search engines are still the number one source of my traffic.

Andy: I think that tool you're talking about was probably the content editor that -- the article editor that I wrote for a course I did on writing content. But the LSI, the tool in there for finding the theme words or the words to put into your article to fit the LSI algorithm was quite basic for me.

In fact, in the next few weeks, I'm coming out with a professional version of my keyword results analyzer tool which... I mean, the keyword results analyzer itself has been out for years and for the last couple of years at least, it's been able to find theme words but it's going onto a whole new level with the professional version in the level of the intelligence for finding the theme words is much greater. I'm really excited about the release of that because I think it's going to open this up to a lot of other people.

Michael: Excellent! And now, the second one is one of my favorites that you mentioned is the email list and of course, that's the greatest asset that an Internet marketer or any marketer could have, is that list of customers and prospects, those people who have asked to subscribe to what you have to say and it's probably the last thing you could take away from somebody. You could take away their house, you could take away their car, you could take away pretty much anything they own, but you could never take away their list because they could always make a living with that list so that's something that's pretty important. I agree.

Now, what about advertising? Do you do any pay-per-click or advertise on other websites or other publications like newsletters? And if so, how effective has it been for you?

Andy: With click-ons, no, I don't. I have done pay-per-click and I do like it because you can get instant traffic and I think it's great for things like checking your sales letter and looking at conversions before you go into too much work to get a new site built. But I don't do any at the moment, no.

Michael: OK, that's good. And like you touched on, it's a good idea to do some PPC sometimes, just do a little bit of media buy if you want to test a process, like you want to test a sales letter and just make sure that you're getting the correct 2.5% response. So, if you're down around 1% response, then you might want to tweak your sales letter a bit and some of your headline or some kind of... Maybe your opening paragraph or something like that to try and tell a better story and try to capture more of the users' attention and start building their desire.

Andy: Exactly, yeah.

Michael: OK. Now, what about SEO? Do you optimize your pages while you're on the fly as you create them? Or do you really not pay that much attention to SEO at the time that you write and just focus on writing for the reader?

Andy: I always write for the reader but I do have a list of pre-researched theme words that I'll include in the page as well. If you remember the way we used to do SEO, we used to look for a bunch of high demand/low competition phrases and then create a page around each phrase. You'd put the phrase in the title and each one header and full tags and opening paragraph and everywhere else you could find to put in on the page and try and get a density of five or 6% for that one keyword phrase.

But the big problem in that is that a lot other phrases are very, very similar. So if you were building a page on or if you were doing a site on golf and you had a series of phrases like "golf swing trainer" and "golf swing training" and "home golf swing training," "golf swing training equipment" and so on, those might all be individually high demand/low competition phrases, but they're all very, very similar so the content that you would write on those pages would not be unique. You'd have a lot of duplicate content on your site and the search engine would quickly pick that up these days and class your site as spam.

Michael: Right.

Andy: So the way that I would do it is I would take those phrases on "golf swing trainer" and I would dissect phrases and find the individual words that may make up those phrases so you'd have "golf" and "swing" and "training" and "trainers" and "equipment" and "instruction" and "improve" and "grip" and "stance" and whatever else that you have. And then, I would create a single page just based on "golf swing trainer" but including all of those theme words.

So, I'd been writing pages like this for at least the last year now and I've got a small site I use as an example that has about 15 pages on it and in the last few months those 15 pages have been found for over 2,000 different phrases through the search engines. I'll leave you to do the math on that.

Michael: Yeah, it's a good idea just to write with a natural language and to try and put as much into a single page instead of replicating the page so closely that it could be easily filtered out as just being almost nearly identical content as something else that's on your website.

I did something similar with an article on how to cure depression, so I used words like "inspired," "be happy," and then I used "procrastination," "apathy," "depression," "toxins" and words of that nature and now, not only am I found in the top three or four of Google for "cure depression" but "stay inspired" and "how to cure depression" and many other different ways that you can type that phrase.

I'm getting all sorts of different traffic coming in just from that one article, because I focused on all sorts of ancillary, and related topics, and related key words. So there's no doubt to the search engine exactly what that page is about, but it also knows that it's being supported by the ancillary topic. So it's not just about "depression," but it's also about "inspiration."

Andy: Yeah. You write like that and you'll get found for a large number of long tail keywords in that niche that you've written on.

Michael: Now, are there any traffic generation schemes that don't work? So in other words, what kind of traffic generation tactics could backfire and become a big mistake?

Andy: Well I think there's some traffic generation schemes that don't work for some people, but will work for others. It all depends on whether you know what you're doing. One of them that I would put into this category is article submissions, because a lot of people have tried article submissions and say, "They don't work."

Well, from my experience they do. They're great for getting traffic, and they're great for getting incoming links, but you have to do it properly. The incoming links that you get from the article sites themselves don't seem to have the weight that they used to have, and I can understand why Google have done that, devaluing the links from article directories.

The real links that you get back that are worth their weight to someone who submits articles, are the links from sites that have picked up your article and published it on their own site. But the problem there is that for a quality site to pick up your content, your content has to be high quality.

That's one of the big problems that people have. People use article spinners, and have software tools that just plug one keyword in and exchange keywords, and basically put out reams and reams of rubbish. They submit this content to article directories. They don't get them any benefits from the links back and they think, "Well, it doesn't work." But if you do it properly, it does work.

Michael: Yeah. That's a really good point is to stay away from the article slicer/dicers, the things that take one paragraph and they throw in different keywords, and they generate 10,000 different versions of the same article.

Well I can tell you this folks, even a six-year-old going to read that article is going to go, "What is this?" It doesn't make sense, even to someone who's in grade school. So, how will it make sense to somebody who's actually really looking for information? That's a good tip.

Andy: It's worth remembering also, just before you go on, it's worth remembering also that these article submissions can bring you in traffic as well, because quite often the article directories themselves have a good PageRank, and the content does tend to rank well there.

So, if you can write something interesting, and get people to actually read it. If you use something like a cliffhanger technique at the end of your article, so you give them so much information, but not the real meat of the information that they're after. You make them click through to your own site to get that valuable information, then you can get the traffic out of those articles as well.

Michael: That's a really good idea to make the content useful, but incomplete. So that they get the first six tips, but to get to the remaining four tips out of the top 10 tips to "blank," they need to click through to your website. That's a really good idea. Now is there one traffic secret that you could share, like a method that you use, yet other people don't know about, or they might not realize just how powerful it is?

Andy: Yeah, theming. It's exactly what I've been talking about earlier, but a lot of people don't appreciate how powerful it really is. I mean, most well-written articles on a particular subject will be naturally themed. We touched on this earlier, but because theming happens naturally when a person writes about a topic they know very well about.

If you're passionate about the dangers of smoking, and you write an article on that, then you're automatically going to include words like "lung cancer," and "emphysema," and "nicotine," and "tobacco," and "smoke," and "treatment," and "symptoms," and so on.

Those are the words that are needed to write about that topic. They're the words that Google knows are needed to write about that topic, so those are the words that Google are looking for when they're trying to rank pages on the dangers of smoking. There's no good of having dangers of smoking repeated 20 times on your page, because that's not going to fool anybody.

If you can theme your content so that it appears natural, and you include the words that are necessary to write about that topic, then it will do well in the search engines. I mean for anybody who's interested in reading more about this, I've got a few free reports on this idea of theming. I mean I can give you the web address or I can give you an email address, where people can send a blank email to and get on the auto-responder for those reports if you want.

Michael: Sure, go ahead.

Andy: The auto-responder email is if you send a blank email to cfatcontent@aweber.com, then you'll get an email back immediately on the auto-responder, which you have to click a link in there just to confirm that you're onto the list. Then you'll get sent two reports immediately, and then I think you get another one in the next day or two.

These reports basically look at web pages in Google. They compare top-ranking web pages with pages that are buried under hundreds of other results. It looks at how well the top-ranked pages of theme, compared to the poorly ranking pages.

The third report that you get after a couple of days looks at, if I remember now it's awhile since I wrote it, but it looks at a ghost written article and compares it to I think an article on Google, and then also an article from one of the PLR content sites. So, I mean that's quite interesting stuff.

Michael: When you're talking about the theming too, it'd be nice to go into like how you actually structure the site, like how you start with for example, like some people call it "Siloing." But I don't think a silo really gives an idea of the shape.

I like to call it a "pyramid," because the smallest little pointy keyword is at the top, and that's the most generic, and then you go into your subject categories as the second level. The third level down, the base of the pyramid which covers the most area, each block down there is an ending long tail phrase, which might be an article that supports the entire structure.

Andy: I know what you're saying, yeah. Down at the bottom of the pyramid you've got makes and model numbers. At the top of the pyramid using the example from the industry you used to work in, you'd have cell phones at the top, and then down at the bottom as you go down the pyramid, you'll have Motorola and whatever makes of cell phones there are.

Then as you go even further down the pyramid you'll have makes and model numbers of -- sorry, model numbers of the Motorola's, and model numbers of the other ones. You go further down the pyramid and you get down to the very long tail.

Michael: Yeah.

Andy: I don't really like the idea that the name "siloing" either, but I know what you mean. It's certainly one of the best ways of structuring a website.

Michael: Yeah, so that's how I like to do it too. So not only do I theme an entire page, but I look at the entire structure and how it's going to fit in, almost like a jigsaw puzzle, and how all the pieces are going to fit together.

Andy: Yeah. I mean, the links from one page I like to keep them within -- they call it, "within the silo," don't they? If you have links going out to other areas on your website, trying to keep them to areas that are highly related to the page that's linking to them, so that all of your links are all working together to help theme the site and the site structure.

Michael: Excellent. Those are some really great tips, and I'm sure that readers and listeners will get a lot out of it. Thank you for sharing that with us today.

Conclusion

That's it for this edition, my friends. Thank you for listening. If you would like to find out more about today's show, learn about the products that you've heard about, download the PDFs or audio files, be sure to visit internetmarketingsecrets.com/137 to find out more.

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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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