

# **A Plan for Free Web Traffic:**

**Make Life Long Cash and Customers While You Sleep!  
(limited Free Intro version)**

**By Paul Easton**

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# **1. Introduction**

My name is Paul Easton and I have been working online for over 5 years discovering what does and doesn't work. Some of my past experience includes creating and selling websites and instituting targeted campaigns.

I do not proclaim to be the “guru type”, but I have made my fair share of errors and hope to pass on what I have learned to others.

My resume includes working with physical products in the USA market. While living abroad, I gained experience in both information and software products. For 5 years, I was a consultant for a large MLM company in the area of support.

My passion is online marketing, which includes all possible variations of promotion and marketing. I embrace the concept of small companies using the web to maximize their reach to increase their customer base. The web is literally changing the world!

In order for companies to utilize what the web has to offer, I will show how certain marketing promotions can be used to create more traffic to any sites. My particular skills lie in the area of passive, hands free, unlimited and ongoing promotions.

These forms of promotion take longer to establish, than other types of active promotions, but the end result is worth the time and effort. I will show how all businesses can use these methods and how some of the biggest online businesses use them to create millions.

I will provide access to tools that work as well as keeping the presented information short and to the point. There will be no “fluff” or “fillers” in the material, just helpful information that you can use now!

I have aimed the information at someone who is new to the online world and has a web site and its struggling to get any traffic. For someone with

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experience some of information could be considered basic- actually it's the basics, done well which will get you the results you want. Together with the work required.

When using the web to promote your business, you want to guarantee that you are in a win, win situation from the starting gate. By utilizing Law #1, shown below, you put your company's best face forward. So what is law #1?:

### **LAW #1:**

**Win- for your business**

**Win- for Google and the search engines**

**Win- for your customers**

Always make sure that your company's online presence has the above attributes. If you miss one of these important factors, you may have short-term success, but your long-term future may be on shaky ground.

The search engines, like Google spend lots of money, making sure the SERPs (search engine result pages) are exactly what the user is looking for. So you need to work "with" the engines, not against them.

### Warning: BS alert!

The problem with most online marketing advice is that it is based on personal opinion. When it comes to *how* you are to optimize your websites search ability on Google, others will not pass the exact "what to do" information.

Most advise is from people who have formed opinions based on what they *think* works. The worst part is that they voice their opinions as facts. No one, except those doing the work, can determine what works 100% with search engines! It's a lot ideas, beware of others opinions.

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Search engine marketing is somewhere between an art and a science, keep this in mind when someone “Guarantees” results. This can be for one of three reasons:

1. They work for Google.com ☺
2. They can get results on small un-competitive terms which almost no-one is searching for
3. They are going to use methods that ALL the major search engines would disagree with. (known as “black hat SEO”)

My advice here.....read the fine print and ask exactly what they are going to do and seek independent technical help.

It is easy to get both new and conflicting information on how to drive traffic to your site.

All the information presented in this book is based on my online marketing experience while “in the trenches”. Many Internet marketing gurus make their fortune by selling the “how to” on marketing products.

In many instances, what the consumer is purchasing is the “ideas” of Internet marketing success rather than actual facts on how to make online sales.

It takes immense focus and determination to make your online business venture a success. Frustration is common to all beginners online. To avoid stress, it is important to not try and accumulate “all” available information on a certain process. This can lead to information overload when you receive ten different opinions on the same subject!

The majority of the information presented, will be focused on working with search engines. More importantly, it will center on driving potential customers to your site. No matter what market you are in, happy customers are necessary for any business to prosper!

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The Internet is a cost effective tool to gain additional customers for your business. If used correctly, it will help your business grow exponentially. It is important to remember that online competition is fierce. To make your business easily assessable and stand out from your peers; promotion is key. Once you have a captive audience, the next step is getting them to take the actions you desire.

This is known as “conversion” or the visitor taking an action you can follow up on, being giving out details such as email address and first name, purchase or contact via the phone.

The next section will be centering on keywords and their importance. This is crucial to any online business and should be studied carefully.

**WAIT:** Before you go any further- The follow up details on how to avoid getting banned and much more is available here:

<http://www.SEOTrainingLive.com/>

## **2. Keyword Research: With a Twist**

Keyword research can help you to determine how many people are searching for a particular online item or product. With this information at your disposal, you can provide solutions that will enable potential customers to find what they are looking for!

A “keyword” is a search term that a customer uses to find the exact product you are selling online. It is the “why”, reason or solution that a potential customer is driven to your site.

After all, the person who happens upon your website is looking for information or a product to solve a particular problem.

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## *The “Wow” Moment*

Visitors arriving at your site should experience a “wow” moment. That is, they should encounter the exact product or solution that they have been searching for. Their online experience should replicate a virtual tour of your place of business with you as the helpful shop assistant. Your site should be easily assessable and set up to accommodate your customers needs quickly and efficiently.

I learned the hard way about building and promoting effective websites. It is not only important to focus on a small niche, but to direct a potential customer to a particular item or service they would actually purchase. The success of any business based website is its ability to be specific enough to draw those who would benefit from their service or product.

Web copy is the words utilized on a particular website. These words will be responsible for the actions taken once a potential customer arrives at your site. The real test of your web copy’s usefulness is its ability to convert visitors to sales at your site. This will be discussed further in the resources section of this book.

The importance of sculpting out a tight niche in your product would be best described by example. If you were to sell cat clothes your website would need to be *very* specific to drive potential clients to your site.

The niche “cat clothes” would be too broad unless you intend to stock *all* available varieties of cat clothes. Even if this were possible, the focus would still need to be narrowed further, due to the various styles of cat cloths a potential client may be interested in.

If you narrowed your focus to “cat sweaters” then your site is more likely to draw visitors who are interested in the particular items you provide. When establishing your web site, the importance of being specific cannot be stressed enough. Being specific will drive the visitors to your site who are most likely to become customers.

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You may think this is common sense, many web site owners start off trying to sell “all things to everyone” –like a retail pet shop, for example. There is much competition when you use that model.

A web copywriter once said to me, “Niche deep, it makes finding the right product easy and will ensure the sale!”. And Refer back to LAW #1!

What do people search for online?

How many searches are performed each month for a specific keyword?

ComScore Networks reported that USA conducted 6.7 billion searches online in December 2006:

<http://www.comscore.com/press/release.asp?press=1167>

A figure up 1 percent from November 2006.

Furthermore, in July 2006 OneStat.com reported that of all the search phrases worldwide, most people (28.91%) use two word phrases when conducting a search , followed by 3 word phrases (27.85%), 4 word phrases (17.11%), and 1 word phrases (11.43%).

[http://www.onestat.com/html/aboutus\\_pressbox45-search-phrases.html](http://www.onestat.com/html/aboutus_pressbox45-search-phrases.html)

In addition to wanting to find what they’re looking for, users also want to find relevant results quickly. JupiterResearch and iProspect published a study in May 2006 that found 62% of searchers click a listing on the first page of search results, and 90% click on a result that’s listed on the first three pages.

<http://www.clickz.com/showPage.html?page=3604266>

There are three useful tools that can be utilized for keywords:

1. Wordtracker – <http://www.wordtracker.com>
2. Yahoo Keyword tool - <http://searchmarketing.yahoo.com/rc/srch/>

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### 3. Google Adwords advertising program -

<https://adwords.google.com/select/KeywordToolExternal>

Wordtracker is a UK based service, which provides keyword results from many of the minor search engines. It has a free trial and is a cost effective service.

The Yahoo advertising tool is based on a site called Overture, which was founded on one of the first PPC (Pay Per Click) search engines. Information on PPC will be discussed in a later chapter.

Here is a link that shows two tools side by side:

<http://www.digitalpoint.com/tools/keywords>

Digitalpoint.com requires that you register on their site, but its service is free. At first glance, you will notice a large difference in the numbers. However, both Yahoo and Wordtracker are of value.

Google has the majority of the search market, or those using Google to search the web for particular items, information or services. To estimate traffic per month, you would need to consider that individuals use Google to search the Internet an estimated 10 times more than the information on Wordtracker.

Something else that is important to keep in mind are traffic trends. I have listed a useful link below.

<http://www.google.com/trends>

This link also informs you of traffic that is generated from other countries.

As of 2007, Google dominates the search arena. Yahoo, MSN and Live.com are trailing behind Google by a large margin.

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Google's listing qualities are so refined and effective that many smaller sites utilize Google, as well as their own search service. This is advantageous to Google as it extends its reach even further.

To implement this next program money is required upfront, but it is cost effective in the long run. It is especially advantageous if you are targeting a specific market. Pay Per Click, in particular Google's Adwords program, can help you extract results for an estimated 70% of the online search market.

This is Google's estimated market reach. The ads display on the right hand side of Google results.

Most of the tools that apply to Google work just as well for other major search engines. My web site has top ranking in Yahoo's search engine, which is much easier to obtain than top ranking on Google. Traffic driven to my site, by individuals using Yahoo's search tool, provide sales for my business on a daily basis. (100% hands free!)

To get started, you need to sign up for Googles Adword Program. By clicking on this link <http://adwords.google.com/select/Login> you can sign up. This is a Pay Per Click program or PPC.

Google bills you based on the number of visitors who "click" on your site using their program. They institute a bidding system in which the web site that bids the highest amount will be displayed at the right hand column of the page. There is more to this program, but this is the basic information.

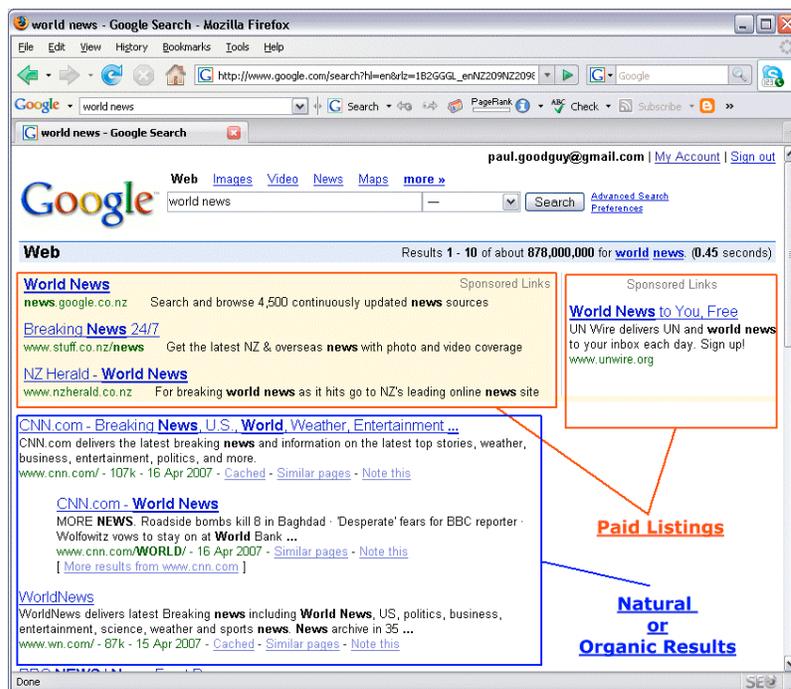
After you sign up for the Googles Adwords Program, you need to choose your main and major keywords. These keywords should be adjusted within Google's settings and arranged so that your Pay Per Click amount so that it is displayed on the first page of results.

When you set up your account, make sure to turn off the Google partners'(content) network so that search numbers displayed are on Googles home page only.

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You are only looking for numbers generated from Google. By specifying exactly what region or country visitors are coming from, will give you a more accurate count of your searches. This is especially useful when targeting specific areas/markets.

You will need to have your results in the top eight listings to get on the home page. It is important to have a good advertisement that will get clicks to your site; as it is imperative that 0.1% of the viewers click on your ad or Google will deactivate it.



Let your advertisement run for a week, then check the results. This can be accomplished by viewing the “Imp” at the top of one of the columns. “Imp” is the number of impressions, or how many times a search term is displayed.

Multiply this number by four, (subject to seasonal demands) and this will give you the number of searches, per month, that your keywords generated on Google.

This takes out the guess work and gives you an actual number you can count on each week.

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The number of clicks you receive from Natural or “organic” search results (results on the left hand side. Can be much higher as those using “heat maps”, which show the top three listings of what people click on.

To see the research that has been done on the “golden triangle of results” from a Natural search, click on the link below.

[http://www.eyetools.com/inpage/research\\_google\\_eyetracking\\_heatmap.htm](http://www.eyetools.com/inpage/research_google_eyetracking_heatmap.htm)

Information in the link provides more proof that Natural search results deliver!

Note: The main focus has been on Google, although the tools mentioned previously work for all online search engines. Since most people utilize Google, I have used it as my primary example.

Another term that needs to be reviewed is the “long tail” search. These are keywords that are narrow and specific but are rarely used in searches. An example of a long tail search term would be “Xtra large cat clothes”.

There would be few people searching online for this exact term. The advantage of long tail keywords is less competition from other sites. Those searching with an exact long tail keyword would be directed to your site first.

Those who are driven to your site, by using a long tail search term, would be most likely to become potential customers as they are searching diligently to find an exact product or service to meet a specific need.

Long tail search terms are viewed as the wave of the future. The competition to have one’s website ranked in the top listings of Google is fierce. As more people become computer savvy, they will be using more specific search terms to find particular items, information or services.

If you use specific long tail keywords in your advertising in Adwords, you will make sales. This is due to other sites not adding long tail keywords to

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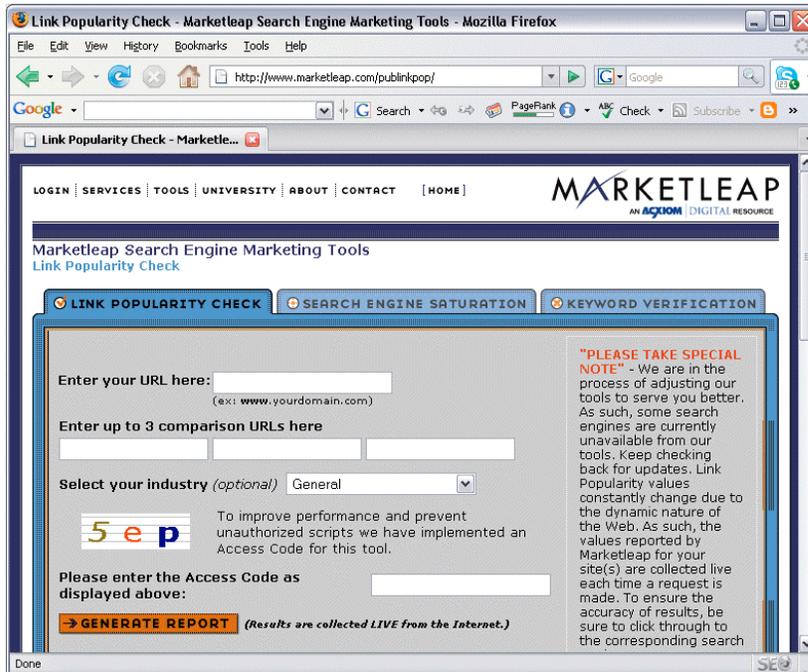
their keywords because the numbers did not indicate that the keywords were highly searchable.

The internet will continue to grow. As it grows, you will accumulate more customers as the search numbers increase. In the Resource Section, I will introduce you to tools that you can capitalize on later. “Long tail” search terms are an area you can focus on at a later date, as other factors are more pressing in the beginning. By using the tools presented, your online venture will become ten times more effective, not to mention help your business grow exponentially.

Long Tail Adwords – ( <http://www.longtailadwords.com/> ) Examines the keywords that both you and your competitors are using/targeting; based on this list, you will receive suggestions for less costly keyword combinations. Long Tail for Adwords even for less competitive keywords on your site.

At the same time you need to know what the competition is for a specific keyword BEFORE you decide to aim to beat it. In Google, its all about Link Popularity or links to a site or page on a site. Here is a tool to give you a “big picture” guide on the type of competition you are taking on:  
<http://www.marketleap.com/publinkpop/>

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By Searching in Google for what you think is your best keyword, then comparing the top 3 sites, you will have a good idea of what its going to take to get results.

There are other factors involved, but this is a good start.

It's a lot like military intelligence, the general needs to know the enemy first, and understand what its going to take, and how long to get the required end result.

Of course search engines is only one of the areas we are looking to get traffic from, but is a good place to start. Keep in mind that the links that do not show up in Googles results, still contribute to Google ranking results.

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