

A Plan for Free Web Traffic:

Make Life Long Cash and Customers While You Sleep!

(Free Introduction Version)

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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 mistakes and hope to pass on what I have learned to others.

My resume includes working with physical products in the USA market. While living in New Zealand, 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 customer/marketing 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 site. 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 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 working at Google, can determine what works 100% with search engines!

Beware of others opinions.

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 competition.
3. They are going to use all the methods in this book and do a lot of work, which is really the key.

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

This is really the key, getting lots of free traffic from Google is mostly work, not even technical ability. This is good news for you if you don't have technical skills.

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!

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.

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.

The Aha Moment

Visitors arriving at your site should experience an “Aha” moment. That is, they should see the the exact 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 to follow 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.

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 15 billion searches online in May 2010:

http://www.comscore.com/layout/set/popup/layout/set/popup/Press_Events/Press_Releases/2010/6/comScore_Releases_May_2010_U.S._Search_Engine_Rankings

A figure up 3 percent from April 2010.

There are several tools that can be utilized for keywords. I has to be stated that these are just guides especially in regard to the numbers of searches made per month. Another point to keep in mind for the future is the change in population.

The new generation is growing up with the internet is the first step to finding anything. Five minutes with my teen children told me, they don't know any different than going online to find anything they want. This includes local services and products.

Keyword research is the key to success online as you want to target the most likely customer, not the maximum number of visitors. What people search for and not what the person is (race, creed, earnings, education etc) is your target market.

I recently didn't see some work for a pet shop - they ranked really well for "pet supplies" but this didn't bring them very much business as the person searching this term hasn't really made up their mind what they want.

We will talk more about ways to help this later on.

Start of Keyword Research

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

This is Google's own keyword research tool, and is the external tool which feeds from Google's paid advertising model – Adwords (all the ads you see on the right hand side, and also sometimes across the top)

This tool is used by many big name marketers, which becomes a problem when everybody is using the same tool for research. This tool provides you a guide to what and how many people search online. It's not 100% accurate, but for numbers of search, it's the best guide around.

Several other pieces of developed software, feed information from this tool, and manage the information. The two that are most well known are:

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

A very powerful piece of software, which analyses the results that come up in the Top 10 in Google

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

Design for finding very small niche sites, while pulling out the search terms that feature in this area.

These programs are very good in saving you time and digging out the words that people already search for, but always remember, what they do is manage and analyse the data Google is providing from the adwords tool

Something else that is important to keep in mind is 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 which maybe very useful if your target market is local.

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

The SKtool allows you to “point” at a site and give you the keyword the site has targeted. This can be your competition.

The goal of your keyword research is to create a **Keyword Pyramid**

The Goal of the Pyramid is to give you your starting or **seed keyword** and the words that come from it. The best way to explain this is to use an example, using some of the tools above and others we have showed yet.

Let's use the Dog market, so our seed keyword: **DOG**

Now you can also have more than one Pyramid, another could be: **PUPPY**


Now these terms are too broad and not focused at all, but they give a starting point. Now we need to focus down and find the smaller words.

These would be more product specific:


















DOG CLOTHES - DOG SWEATERS - DOG JACKETS

This forms the second layer of the pyramid and would normally be 2 words per term. These terms we can use to expand. Picking the Number One listed site in Google (www.glamourdog.com/) and use SKTool (<http://www.google.com/sktool/>) above and paste the domain in the domain box and the keywords "Dog Clothes"

Keyword ideas for (English, All countries) [edit](#)

 **This website is not associated with your AdWords account.** You're seeing a limited set of keyword ideas, and may or may not be currently active for this website. [?](#)

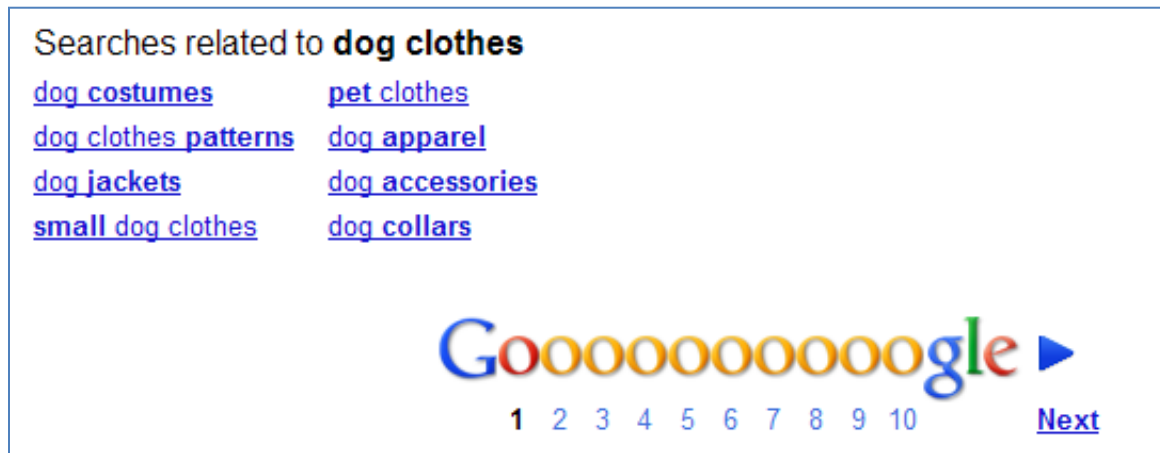
Save to draft **Export**

<input type="checkbox"/> Keyword	All (100)	Monthly searches ↓	Competition	Sugg. bid	Ad
Keywords related to glamourdog.com (100)					
<input type="checkbox"/> dog clothing		6,600	<div style="width: 25%;"></div>	\$0.55	--
<input type="checkbox"/> dog clothes and accessories		2,300	<div style="width: 25%;"></div>	\$0.53	--
<input type="checkbox"/> big dog clothing		2,300	<div style="width: 25%;"></div>	\$0.37	--
<input type="checkbox"/> designer dog clothes		2,300	<div style="width: 25%;"></div>	\$0.66	--
<input type="checkbox"/> small dog clothes		2,300	<div style="width: 25%;"></div>	\$0.58	--
<input type="checkbox"/> dog outfits		1,000	<div style="width: 25%;"></div>	\$0.49	--
<input type="checkbox"/> designer dog clothing		820	<div style="width: 25%;"></div>	\$0.62	--
<input type="checkbox"/> small dog clothing		820	<div style="width: 25%;"></div>	\$0.59	--
<input type="checkbox"/> cute dog clothes		820	<div style="width: 25%;"></div>	\$0.64	--
<input type="checkbox"/> yorkie clothes		820	<div style="width: 25%;"></div>	\$0.51	--
<input type="checkbox"/> large dog clothes		660	<div style="width: 25%;"></div>	\$0.73	--
<input type="checkbox"/> clothes dog		660	<div style="width: 25%;"></div>	\$0.25	--
<input type="checkbox"/> designer dog apparel		660	<div style="width: 25%;"></div>	\$0.67	--
<input type="checkbox"/> big dog clothes		540	<div style="width: 25%;"></div>	\$0.49	--
<input type="checkbox"/> clothing dog		540	<div style="width: 25%;"></div>	\$0.23	--
<input type="checkbox"/> dog holiday		540	<div style="width: 25%;"></div>	\$0.90	--
<input type="checkbox"/> dog cloth		440	<div style="width: 25%;"></div>	\$0.57	--

Note: You can export quickly and easily. You want to export ALL of these. You can use them, however small they look, further on.

The number of search's that appear in this area are a guide, they have be found to be totally wrong in some cases, and in some cases many other words which don't even feature, could be more valuable.

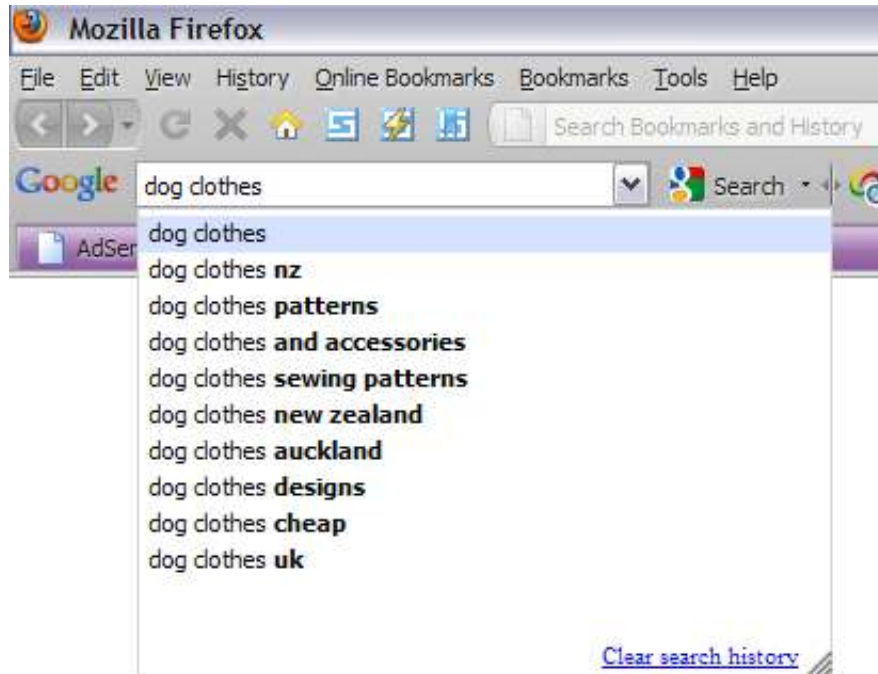
Let's use Google some to dig deeper: scroll to the bottom of Google search results (still using Dog clothes) and you will see this:



Google is TELLING us what is also related to our second level keyword.

Side Note: small dog clothes would stay in the same line, the others would form new second level words.

Still using dog clothes, as soon as we start to type this in Google, The all new Google Suggest Tool, shows us more:



These results are based on your location (note regional results) also some information comes from what you have also previously searched.

This would form the third and deep level of your pyramid. So in a spread sheet format you would come out with something like this:

		DOG	
	Dog Clothes		Dog Clothing
Dog Clothes Design			dog clothing patterns
Dog Clothes NZ			dog clothing NZ
More words			More words
More words			More words
More words			More words
More words			More words
More words			More words
More words			More words

The Google Suggest tool is from actual searches made and to quote Google:

“As you type, Google Suggest returns search queries based on other users' search activities. These searches are algorithmically determined based on a number of purely objective factors (including popularity of search terms) without human intervention. All of the queries shown in Suggest have been typed previously by other Google users”

This is very up to date information, so you know people are using these terms right now.

The idea is to find as many possible words to bring you pre qualified visitors. Some of these terms may have a very small amount of searches per month, but the very qualified.

Other things to consider

Areas –if you are a local business and you want local people finding you, then you should add in the location and areas around your business. (city, state etc)

Problem Solving – word like repair, fix, service, find, locate and even buy.

Brands – Do you provide products or services using a particular brand of product? This can include model numbers, types and even colors!

Here is an example:

[Brand Name Product] repair [city]

Eg: Brother Printer Repair Auckland

Conclusion

The whole point of this exercise is to provide you with a large, very specific list of words they your best possible customer may use. Now some of the smaller terms, may only be searched a few times a month, but going wide with the amount of

keywords brings you up for a lot of keywords, essentially a wide “pre qualified” net for more business 😊

Later on we show ways of using these keywords, in the most efficient way. This forms the base of your marketing skills and is really the key.

The Exact Science of the Numbers...Done with Logic

To implement this next program a small amount 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(PPC) Advertising, in particular Googles Adwords program, can help you extract results for an estimated 70% of the online search market.

This is Googles 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 the Yahoo search engine, which is much easier to obtain than top ranking on Google.

Traffic driven to my site, by individuals using Yahoo 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.

Side Note: This page has a phone number, Google does have a program in place, where they will give you \$75.00 credit for opening a new account. This may have expired depending on when you are reading this, but worth a phone call to ask 😊

Google bills you based on the number of visitors who click on your site using their program. They have 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 Adwords Program, you need to choose your main and major keywords. These keywords should be adjusted within Googles settings and arranged so that your Pay Per Click amount is high enough 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.

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 important that 0.1% of the viewers click on your ad or Google will turn the advertisement off.

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 are on Google for that keyword.

This takes out the guess work and gives you an actual number you can count on each week. The number of clicks you receive from Natural or organic search results (results on the left hand side)

Can be much higher than paid advertising.

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

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.

This is the finish of this information and is only a preview of the Full Package:

A Plan for Free Web Traffic:

Make Life Long Cash and Customers While You Sleep!

To Find out more got to <http://www.SEOTraininglive.com> for weekly videos, and information on how to win with Google.



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