

Traffic Secrets 101

Traffic Plan

By

John Pawlett

Table of Contents

Keyword Research	4
Competition Analysis	6
Choosing the Right Domain Name	8
On Page Optimisation	10
Anchor Text	11
Nofollow V Dofollow	12
Statistics	14
Driving Traffic	14
The Basic Plan	16
The Fast Track Method	21
Advanced Traffic Plan	23
Other Resources	23

Ok so you want to make some money by building a website and getting thousands of people a day visiting it and buying stuff!

Well join the millions of other people out there that want to do exactly the same thing!

Those other people are your competition, the only problem is that to make money you need visitors and to get visitors you can either pay for them (PPC) or get them free through what is known as organic search results.

This brings us to another problem, there are only 10 places on the front page of Google (which is where most of the traffic comes from) and, in a lot of cases competition that runs into the millions.

But don't worry because you are in luck, you have a major advantage I am going to give you all the help you need to get your site ranked on the first page of Google.

In fact it's dead easy, so easy that even Google tells you exactly what it wants you to do so it can give you a place.

All Google wants is for you to build a site that it understands, have unique relevant content on it and have authority sites linking to it!

Do that and you will be rewarded with a front page listing.

If you don't follow the rules and try and spam Google with scrapped content, thousand's of links from link farms and a poor site structure then you don't stand a chance of ranking or if you do it won't last long as you will soon be caught and have your site dropped completely from the rankings.

Now although the rules are simple they do take some time to implement depending on the amount of competition in the niche you are going after.

To me it's time well spent, after going through this process I now know exactly how long it's going to take me to get a first page listing, how much it's going to cost (in time, money or both) and if it's worth doing at all.

I am going to layout a step by step plan on what you must do on a daily basis to get your site highly ranked and for this you need the accompanying [Worksheet](#) but first I want to cover some of the essentials, please go through all of the chapters no matter what your experience because they may be some pointers in them that you may have overlooked.

Before you start you may want to go to the resources section and download the tools I have suggested to make your life a whole lot easier.

Now we are going to go through the things you need to do before you start implementing your traffic building system.

Keyword Research

Finding the right keywords is an art in it's self, I personally use [Market Samurai](#) but I have used every other keyword tool that is on the market and for my needs I think it's the best available (plus it's cheap, free actually for a 12 day trail so don't get it until you are ready to use it).

Keywords will make or break your business, not just finding the right keywords but how you use them throughout your website and the content you produce.

Once upon a time (back in the good old days) you could get ranked high in the search engines for just about anything but as the search engines evolve so must you, the major search engines now use something called LSI (Latent Semantic Indexing), what this basically means is that the search engines are starting to think more about what you really want, these days if you built a page around just one keyword you won't rank as well in the search engines but if you build a page around that keyword then sprinkle in other relevant keywords then you will get a higher ranking,

This is how we actually think so the search results should get better

You are actually building your whole site around keywords, your keywords should be in your domain name, then each category on your site should be a keyword, then each page should be named after a keyword and they should all flow naturally in what is called a 'silo' structure.

The first thing to do is open up MS and punch in your main keyword in this case “butcher”, as you can see from the screenshot below it gets around 2500 visits a day if it was on the first page of Google (quite a lot for a small niche market).

From this screenshot we can see what else people are searching for that is related to ‘butcher’ we have:

Organic Meat

Steak

Chicken

And a ton of others that are off screen so we would use them as our categories or related terms.

The screenshot displays the Market Samurai software interface. The main window shows a keyword research report for the keyword "butcher". The interface includes a sidebar with navigation options like "PROJECT SETTINGS", "NEW KEYWORD", "KEYWORD RESEARCH", "SEO COMPETITION", "FIND CONTENT", "PROMOTION", "PUBLISH CONTENT", "MONETIZATION", and "ADWORDS". The main content area shows a table of related keywords with columns for "Keyword", "Searches", "SEOT", "PBR", and "Trends". The keyword "butcher" is highlighted in orange, showing 6608 searches, 2775 SEOT, and 100% PBR. Other related keywords include "chicken", "organic", "steak", "the butcher", "three men in a", "otway", "sons of butcher", "jim butcher", "organic meat", and "fresh meat".

Keyword (184 active, 1 removed)	Searches	SEOT	PBR	Trends
chicken	73644	30930	100%	[Bar Chart]
organic	27058	11364	100%	[Bar Chart]
steak	12099	5081	100%	[Bar Chart]
butcher	6608	2775	100%	[Bar Chart]
the butcher	487	204	67%	[Bar Chart]
three men in a	487	204	82%	[Bar Chart]
otway	325	136	100%	[Bar Chart]
sons of butcher	266	111	2%	[Bar Chart]
jim butcher	266	111	100%	[Bar Chart]
organic meat	266	111	100%	[Bar Chart]
fresh meat	217	91	82%	[Bar Chart]

Competition Analysis

Next before I decided to use the term ‘butcher’ as my top level term I wanted to see how easy or difficult it would be for me to rank on the first page of Google’s search results because unless you are on the first page you are nowhere unless the market is huge and you have a lot of keywords in your mix.

This image shows what the competition is like:

The screenshot displays the Market Samurai software interface. The main window shows the keyword 'butcher' and a table of search results. The table includes columns for rank, URL, DA, PR, BLP, BLD, BLEG, DMZ, YAH, Title, URL, Desc, and Head. The top result is 'http://www.broadstripebutchers.co.uk/' with a rank of 1 and various metrics. The interface also features a sidebar with navigation options like 'PROJECT SETTINGS', 'NEW KEYWORD', 'KEYWORD RESEARCH', 'SEO COMPETITION', 'FIND CONTENT', 'PROMOTION', 'PUBLISH CONTENT', 'MONETIZATION', and 'ADWORDS'. A '30 DAY CHALLENGE' banner is visible in the top right corner.

#	URL	DA	PR	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head
1	http://www.broadstripebutchers.co.uk/	2	3	107	150	0	N	N	Y	Y	Y	Y
2	http://careersadvice.direct.gov.uk/helpwithyourcareer/jobprofiles/	-	4	7	5570	0		N	Y	N	Y	Y
3	http://www.countrybutcher.co.uk/	8	2	77	91	0		N	Y	Y	N	Y
4	http://www.macbeths.com/	9	4	204	263	0	N	N	N	N	N	N
5	http://www.butcherspetcare.com/	7	3	302	348	0	N	N	Y	Y	N	N
6	http://www.johnbutcher.org.uk/	5	5	1040	1140	11		N	Y	Y	Y	N
7	http://www.metricksbutchers.co.uk/	4	3	96	180	0	N	N	Y	Y	N	N
8	http://www.chadwicksbutchers.co.uk/	2	2	48	229	0	N	N	Y	Y	N	N
9	http://mbites.com/	-	5	5050	9920	0		N	Y	N	N	Y

I would regard this as an easy market to dominate, let me tell you why, its all to do with how you optimise your website (more about this later), in this example there is only one of the sites in the top ten that has a properly optimised website (the no1 site), that has the keyword ‘butcher’ is in the page title, in the URL, in the description and in the main headline on the page (all with a Y for yes in red).

If I was to build a butcher site (I won't be but you don't need to be a butcher to do it, you could use affiliate links from Gourmet food companies, and there is that domain name available!) I would make sure my site was optimised, get at least 100 backlinks pointing to my main page and put some great relevant content on the site and from experience I would get to the first page in a matter of weeks.

Choosing the Right Domain Name

This to me is the really simple bit, some people agonise for ages over their choice of domain name. I always use [GoDaddy](http://www.godaddy.com) for my domain names.

The Right Way to Choose a Domain Name:

It should contain your keyword or key phrase

No numbers in it.

.com is best unless you are going for a very specific geographical market, for instance if your market only exists in the UK then .co.uk is best.

If you can, get all the extensions like .com, .net, .org etc. if you are going large!

No hyphens unless it is a really good mix of your keywords, never more than three

Short as possible

The screenshot shows the GoDaddy website interface. The main content area displays a search result for the domain 'John, THEBESTBUTCHER.CO.UK', which is available. Below this, there is a table of domain options for registration:

	.co.uk	.com*	.net*	.info*	.org*	.me	.mobi*
Select All	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	\$9.99/yr	\$18.99 Backorder Now†	\$18.99 Backorder Now†	\$18.99 Backorder Now†	\$14.99/yr	SALE! \$14.99/yr save \$5.00!	\$7.99 save \$7.00!

Below the table, there is a promotional message: "Save! Buy 6 domains or more and SAVE up to 63%***!". Further down, there are sections for "More Options" and "Also Available" domains, including THEBESTBUTCHER.BIZ, THEBESTBUTCHER.ASIA, THEBESTBUTCHER.US, and THEBESTBUTCHER.WS.

I found the domain name above in only a minute or two of searching, this domain also gives you an opportunity for branding, it doesn't matter if you're the 'best' or not, if you tell enough people you are and supply fantastic service and value they will believe you and then you soon will be! (As in 'John is highly regarded and is one of the top Search Engine Optimisation experts in the UK') Mind you in my case it's true!

If you can afford more, in the \$50 (£30 ish) region then the world's your oyster.

For that type of money you can pick up a fairly decent domain name that has been deleted (somebody used to have it but for whatever reason they never renewed it), some of these deleted domains have existing back links to them and some residual traffic but the most important thing is they are aged.

Head over to sedo.com and type your keyword in their search facility and you should find some great domain names for around that price.

Another place to look for domains is buydomains.com

So now you should have found yourself a great domain name and you are ready to move on to the next step.

One last thing on domain names (a client rung me while I was writing this and reminded me of a very important point). The search engines all work on what is called a search algorithm which is a complex mathematical equation on how relevant your site is to what is being searched for, (it's believed but not verified that Google give up to 40% relevance to the keyword being in the URL) that is why the keyword is always in the URL.

Sometimes I have clients who have slightly more ego than commonsense and buy domain names with their name or company name in the URL; this is great if you are building a brand but not if you want to rank on the first page of Google for your keyword!

Get your free Godaddy account opened

On Page Optimisation

On Page Optimisation is what is required to change a website itself to make it more likely to get higher rankings for a particular keyword (or set of keywords) in the search engines.

It includes such things as improving the page content, using keywords in page titles, using ALT tags for images (i.e. keywords in the text description for an image) and managing outgoing links.

As you build your pages your keyword phrase needs to correspond to that page, make sure the:

Page name

Page heading title

Page title meta tag

Page description meta tag

Page key word meta tag

All use your keyword phrase.

Now you have got your site ready for promotion you now need to start getting as many backlinks as you need (going by your competition report) to rank on the first page.

There are only a couple of things you need to be aware of before you start the basic traffic plan.

Anchor Text

Anchor text is the hyperlinked words on a web page - the words you click on when you click a link.

Here's an example, Website Promotion, in which "Website Promotion" is the anchor text.

Anchor text usually gives your visitors useful information about the content of the page you're linking to.

Here's why anchor text is so important...

It tells search engines what the page is about. Used wisely, it boosts your rankings in search engines, especially in Google.

If you use "click here" as the words people are going to click on, you're telling the search engine the page is about the subject "click here".

You wouldn't want to rank highly for "click here"!

Anchor text is so important that it's possible for a page to appear in the top 10 in Google's search results for a phrase which isn't mentioned anywhere on the page if there are enough links pointing at the site.

Nofollow V Dofollow

Here I am going to try and explain the benefits and differences of nofollow and dofollow links for back linking.

Overall, dofollow is obviously the best type of back link because it passes link juice from one site to another and counts the anchor text for keyword relevance, but, do not discount the nofollow completely!

The original meaning of the nofollow attribute as created by Google means:

Not follow through to that page to crawl its content

Not count the link in calculating Page Rank.

Not count the anchor text in determining what keywords the page being linked to is relevant for.

Now, this basically means that the nofollow tag in backlinks will not pass any link juice to your website or blog, will not help to index your site, nor will the content of the page you are linking to be crawled, as a result of being found on that page where the nofollow link is, nor will any relevancy be given to your website for the keywords used in the anchor.

Is what they say truth or fiction? Well, if you do some research around the blogosphere, (with the exception of Ask) you will find conflicting results, as some have tested and found results that contradict these statements by Yahoo and Google.

In fact, many believe (including myself) that Google sometimes does follow the nofollow links, and that Yahoo ignores the nofollow all together. Is this true, possibly, but in reality it doesn't matter! Do I care? No! Will I spend my valuable time doing this research? No! Because I'd rather spend it building links.

In essence you want to have both types of links because:

1. Only getting do-follow links will look un-natural and could cause alarms to go off. When building links you want to look as natural as possible and get a variety of links from all types of sources.

2. Getting a high Page Rank nofollow link is better than no link at all.
3. All types of links can bring traffic, not the best buying kind, but good for subscribers, as from compelling comments on related blogs.
4. If you focus all your time on researching where to get do-follow, you lose the valuable time to just build links, all kinds, all types.
5. Yahoo, though they say will not pass link juice or keyword relevance, still crawls and indexes websites from a nofollow link. And, ASK ignores it completely.
6. Many nofollow links are delivered with Google Alerts all the time, this is not earth shattering, but it tells me that Google is aware of those links. With some authority sites, like the socials, I can add a link and literally 1 hour later I get a Google Alert.

I have lots of nofollow links, some natural and some manual. But I never spend more than 5 minutes getting those manually. For example, a site offers me to build a mini site with my content and I can link back to my sites and the links are nofollow, I will pass because the time investment to build a mini site full of content is way more energy than I wish to spend for nofollow links. But, with Squidoo and Hub pages for example, the links are do-follow so the time is definitely worth it.

For article marketing, nofollow links have benefits as well, as some article sites are nofollow, but they are high PR, and other webmasters go there to get content to republish on their sites and this leads to getting more dofollow links from that article going viral.

So the lesson here people is just get links. (Thanks to Zimo for the Research)

Statistics

It is vitally important to know what works and what doesn't work in this process so I use two tools from Google and one from Yahoo to give me all the information I need.

The first is [Google Analytics](#) this gives you a ton of data that tells you where your traffic is coming from, which helps you to concentrate on what works best.

The second tool is [Google Alerts](#) this 'alerts' you by email every time Google visits any site that mentions your URL. If you got a backlink from someone and Google spidered their site then you would get an alert telling you.

The last tool I use is the [Yahoo's site](#) 'back link checker' its great for checking your back links and your competitors.

Driving Traffic

Once you have gone through all of these steps you are ready to start driving traffic to your site.

How easy or how difficult it is will depend a lot on how well your site is set up in the first place.

If you remember early I said that one of the major keys to getting a page one listing is creating compelling content.

They say content is king but it's actually quality content that is king and lots of it!

I am at the stage where I outsource (see resource section) most of my article and content writing but to start with you should write your own, at least for the front page of your blog because after all you are the expert in your field.

I tend to outsource, to get 5 articles written to give me a starting point then rewrite them in my own words to get a much better article from them, I can

then use the rewritten articles on my site and use the originals to submit to article directories, it takes a little more time but my content on the site is a lot better.

Your content's a valuable asset and can be used in lots of ways, for example every article you write becomes a page on your website (or blog post) then later you can submit them to article directories and also put them together in a PDF and give them away as a free (or paid for) guide. You can also use them as a bonus when selling other products.

The easiest way I have found to write content is to do a search for one of your keywords and find out what other people are writing about, read through a ton of articles and copy and paste ones that you think are really good quality and relevant to your keyword then using all the information you have rewrite an article based on the best ones you can find in your niche.

The quickest way to populate your website with copy is to use someone else's article, to do this go to your favorite search engine and type in the keyword you are looking for followed by the word 'article' or go to one of the article directories in the resource section and search through there.

When you have found an article, you can use that on your site providing you keep the authors resource box intact.

There is a lot of talk on the internet about websites being penalized for duplicate content, I personally don't go along with that argument, some of the most visited websites on the internet are full of duplicate content (Google for example only has duplicate content!). If you are using this technique then mix it up a little with your own articles.

This is a very simplistic plan but it can seem very complicated until you break it down into 'baby steps', what is going on here is that you take one piece of content (your article) and turn it multiple types of content, then you get each piece of content ranked in it's own right, giving you both traffic and backlinks.

For example you write the best article you can then:

Post it on your site

Set up web 2.0 properties with the article
Submit it to the article directories
Turn it into a pdf and submit it to the pdf directories
Turn it into a podcast and submit it to the podcast directories
Turn it into a video submit it to the video directories
Turn it into a press release and submit to the PR directories.

Then take the RSS feed from each submission and submit the feeds to the RSS Aggregators.

Then bookmark each submission.
Then write another 4 article's rinse and repeat.

This whole process can take you a couple of hours (FT) or a week (SE) it doesn't matter which way you do it you are going to get incredible results.

I use this method to get results even when I am up against millions of pages of competition.

The Basic Plan

This plan assumes you have got your domain and completed all your onsite seo work!

Use this plan if the competition is not too great for your niche (under 150,000). It will produce quick results it is also the foundation for the advanced plan.

It is designed to get a lot of relevant backlinks to your site get you indexed quickly that shoots your site up the serps.

First thing to do is download the seaquake toolbar for Firefox and install it so you will be able to get information about a site like page rank, etc.

What you do today sets the agenda for the rest of the campaign, get organized and it will really become simple.

You need a minimum of 5 articles for this plan, one for each of your top 5 keywords, write these articles or outsource it and have someone write them for you.

The bulk of all the work you need to do is setting up your accounts with the article directories, social bookmarking sites, RSS aggregators etc, once you have done all of these the rest is dead easy.

To help set up all of these accounts use RoboForm, there is a free version but I can't remember the limitations, it's best to use the pro version.

Week One - Day 1

Task 1: The very first thing you need to do is get your website noticed (indexed) by the search engines and in particular Google, to do this you need the Google spider to come and visit your site, once the spider has been you will usually get indexed (this can take between 2 and 48hrs).

The quickest way I have found to get the spider or bot to my site is to take my RSS feed from my blog and submit it to feedagg.com and feedage.com, these are two RSS feed aggregators that Google love, within a very short period of time after you have submitted your site you will see the Googlebot going through your site.

Another useful site to get your site indexed is <http://pingler.com> go there, add your URL and your site will get pinged to 91 aggregators.

Task 2: Take one of your articles and submit them to a minimum of 5 top article directories. Save onto a spreadsheet the RSS feeds of your articles and your homepage feed.

Fasttrack – [Article Submitter](#) Platinum Version \$167

Task 3: Write a blog post or use an article to add content to your site

Day 2.

Task 1: Submit your homepage to all the bookmarking sites use the free site [Social Marker](#) there is a great list there.

Fasttrack – [Bookmarking Demon](#) \$147

Task2: Get 2 .edu or .gov backlinks to your site, use this search string in Google (just copy and paste) to find the sites (make sure you change your keywords to whatever your keywords are):

site:.edu inurl:blog “comment” -”you must be logged in” -”posting closed” -”comment closed” “**your keywords**”

Task 3: Write a blog post or use an article to add content to your site

Fasttrack – [Blog Comment Demon](#) \$47

Day 3:

Task 1: Submit your site to 100 directories

Fasttrack – [Submit Equalizer](#) \$97

Task 2: Write a Press Release for your site and submit it to the free press release submission sites.

Fasttrack – [Press Equalizer](#) \$97

Task 3: Write a blog post or use an article to add content to your site

Day 4:

Task 1: Create a lens/page on one of the Social Network sites

Task 2: Create at least 5 social profiles.

Task 3: Write a blog post or use an article to add content to your site

Day 5:

Task 1: Submit your RSS feeds from the day before.

Fasttrack – [RSS Submission Tool](#) \$19.95

Task 2: Create a Video, post on site and submit

Fasttrack – [Video Submission Site](#) \$0.5 per video per site

Task 3: Write a blog post or use an article to add content to your site

This is just the first week, you need to download the accompanying [Worksheet](#); on the worksheet there is a full 4 week plan with links to all the sites you need to submit to.

The worksheet has been set up so that you can input all your site information and keep up to date with the progress you are making.

This plan is for 4 weeks only, if you are in a niche that is competitive then you may have to repeat the plan for a couple of months.

I came across a service a couple of months ago called [Easy Back Link Builder](#) that I have been testing and I must say that it is the best value for money I have ever come across.

The service gives you 30 places to get high page rank backlinks from every month, for example in Aprils download there is a pr 10, 8 pr 8's and all the rest are pr 6's and 7's.

The cost of this service is \$300 per month! Joking, but it could be! it's a figure so small that it hardly deserves a mention it's \$5 that's right, no spelling mistake \$5, it's an absolute no brainer, 30 high quality one way backlinks for \$5! I can't get over it!

It takes around two hours to go through all the sites listed and manually add them but even then it's quicker than a lot of other services.

The Fast Track Method

Below you will find a list of tools that I use to submit my sites and automate much of what you have to do on a daily basis.

The total cost of these tools is around \$700 which to me is a small price to pay to get ranked on the front page of Google for one site let alone dozens.

I am sure many of you have similar tools or some of the same ones so your total price would be reduced or you could get them as and when you can afford to invest more into your business.

As with all software the effectiveness is down to the user, some of these tools are very powerful and you may be tempted to use them to spam, please don't as you will find all the hard work you have put in go to waste as you will get banned!

[Market Samurai](#) Just about the best keyword research tool I have come across, also provides great information on the competitiveness of a niche and helps you find content and backlinks.

[RoboForm](#) There is a free version of this tool. Roboform is indispensable it allows you to set up multiple profiles and fill in virtually any form on any site with one click on your profile. Plus stores all your usernames and passwords for hundreds of sites.

[Article Submitter](#) Submit's to 374 article directories while you get on with anything else that takes your fancy! A great time saver.

[Bookmarking Demon](#) Submits multiple websites to multiple bookmarking accounts at over 100 bookmarking sites. This is one I set to run before I go to bed!

[Blog Comment Demon](#) Software by the same guys who made Bookmarking Demon. Just one comment I made on here has got me over 300 backlinks and a few of them were PR6!

[Submit Equalizer](#) Submits your site to over 2000 directories, click and forget!

[Press Equalizer](#) Submit your press releases automatically and gain hundreds of backlinks due to the syndicated nature of press releases.

[RSS Submission Tool](#) Submits your RSS Feeds and Blogs to 58 different directories.

[Video Submission Site](#) This site called Hayspread.com offers video uploading at \$0.5 per video per site.

Faster than Fast Track Method!

I have set up a traffic building service for those wanting to be totally hands free, my staff will do all of the work necessary so you have time to work on growing your business. [Click here](#) for rates and services.

Advanced Traffic Plan

An advanced version of this guide will be coming out shortly which will include much more detail and videos of each step, plus some of my very sneaky tricks to getting very high page ranking sites to link back to me. There will also be a forum where you get to ask any questions regarding traffic and receive help with any ranking problems you may have. Check my [Traffic Secrets 101 Blog](#) for more information.

Other Resources

[GoDaddy](#) My favourite site for buying domain names but don't use their hosting!

[HostGator](#) My favourite host with out doubt their customer service is second to none in the industry.