Instant Traffic Shortcuts

"The Secrets To Effortlessly Generating Targeted Traffic To Any Website."

Presented by: Richard Legg

Keyword Research

When it comes to research, the best tool that I've found is the tool from Market Samurai. This is a suite of different marketing tools, but they offer the keyword research tool for free.

When you sign up you'll sign up for a free trial, but after the trial has expired, the keyword research module will still be free/unlocked for you to keep using:

Download it here: http://www.MarketSamuraiTool.com

MARKET SAMURAI BETA

Please Enter your Registration Details to Access Market Samurai

Paid Users: Please enter your Registered Email Address and Full Version Registration Key below to completely unlock Market Samurai permanently on this computer, and gain full access to all available features.

Trial Users: Please enter your Registered Email Address and Trial Version Registration Key below to unlock Market Samurai's Keyword Research tools on this computer, and gain a free trial of Market Samurai's other advanced internet marketing features.

Email Address:

Registration Key:

☑ I have read and ac
To read the full ter

Free Keyword Research module is unlocked, and trial is for other advanced modules - so keyword research module still works after trial expires

Begin »

Lost Your Registration Key?: Your registration key should have arrived in your inbox, inside an email sent by "Noble Samurai". If you would like this email to be resent to you, click here.

Never Signed Up?: You can still receive free access to Market Samurai's keyword research tools, and a Free Trial of other advanced tools inside Market Samurai, by simply registering your email address at http://www.MarketSamurai.com

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MARKET SAMURAI BETA

Trial Period Remaining: 11 days 23 hours 50 minutes 40 seconds

Don't Lose Your Samurai Edge!

Market Samurai is a powerful weapon for any internet marketing warrior - but your trial of Market Samurai will expire soon...

...And when that happens, you'll lose access to these features:

- Rank Tracker - Monitor your site's rankings in Google, Yahoo and Bing for all your keywords at the click of a button.
- SEO Competition - Achieve fast search engine rankings by uncovering and targeting weak markets.
- Find Content - Quickly fill your site with content researching existing articles online.
- Promotion - Discover easy link-building oppor high-quality pingback link-building techniques
- Publish Content - Instantly tag, schedule, publ track content to your web-site.
- Monetization - Find the most profitable affiliate

Don't lose these features, and be forced to go back to less efficient way - the way you used to before Market Samurai.

Purchase the Full Version   **Paid? Enter Registration Details**

"" Not only is it cutting out hours of work, but it's actually saving me money on my Adwords campaigns by zeroing in on the money makers. Thanks you guys! This tool is awesome!
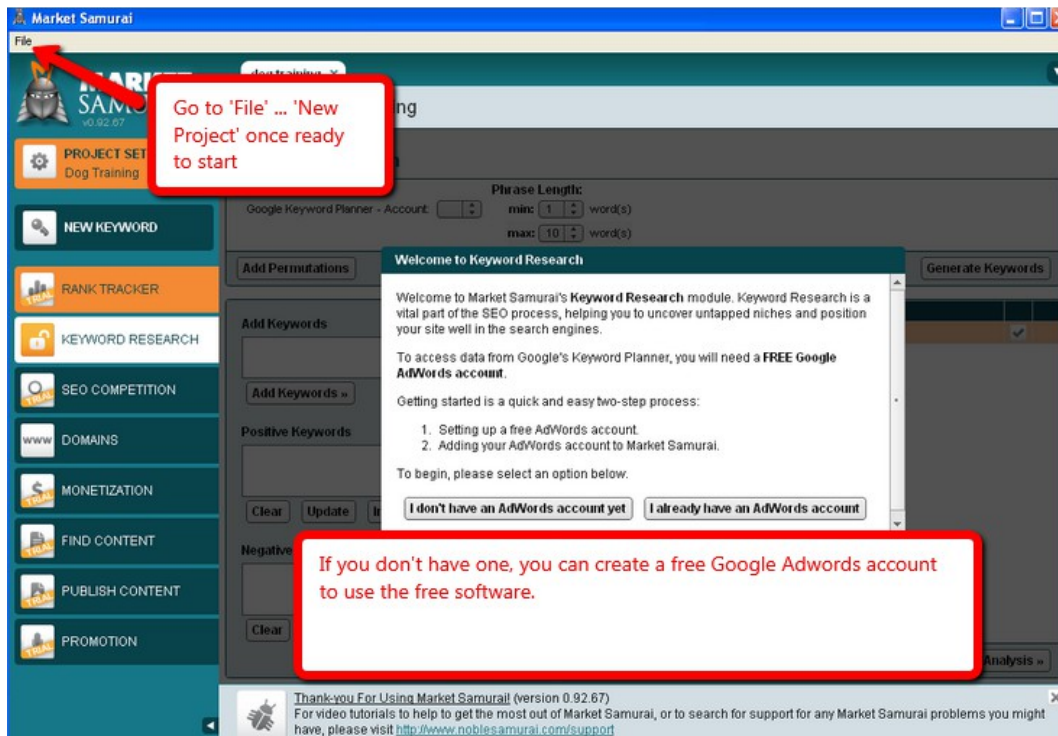**Tina Stone** ""

No need to pay if you just want Keyword Research module. Just click "Continue" button below...

Continue

The tool pulls data from Google's keyword databases, but it does so in a much more user friendly way than going through Google's own interface.

So to use it you'll need to have a free Google Adwords account too (don't worry you're not going to be charged anything - Google Adwords only charges you for running ads on their platform, the keyword research is free to do)

It is probably the most accurate tool (in my opinion) in terms of search volume.

When using the tool, you should be aware that it returns the exact, daily search traffic volume. (This is essentially how much traffic you can expect to receive on average for a #1 position)

By entering your keyword and performing the search, the tool will return a list of ~800 or so directly related keywords.

As shown in the video you can select and change different parameters to refine your keyword list.

Ideally you want to find keywords that have high volume and low competition.

It's always easier to start with the low competition as a focus, as once you do that for a lot of keywords, the traffic will start to add up.

e.g. it's typically easier to rank for 50 low competition keywords, that each get 10 visits per day, than it is to rank for one keyword getting 500 visits a day.

A good number to look for in a market is 50,000+ searches a month for the primary keyword. This is the 'base' keyword - so 'weight loss' would be a base keyword.

There are no hard and fast rules, but a high volume at the base level shows that it's a popular market.

If you find that keywords have a lot of competition (both from organic sites and paid ads) , this is not necessarily a bad thing – it is an indicator that the market is profitable. If it wasn't people wouldn't be paying for those ads.

Creating the content

You should now take a list of your keywords and create 500+ word articles based around them. (Previously you used to be able to get away with a lower word count, but Google has changed and now it's much safer to have a minimum of 500 words per page … I personally try to aim for 700+ just to be safe)

Your article should contain (at least) one keyword in the title, and then also try to get the keyword in the first and last paragraphs.

You don't need to get too hung up on this, just ensure that you are writing for people, rather than just trying to spam with too many keywords.

You should install a wordpress blog on your OWN site (not a free wordpress.com site) as this is the easiest way to manage content and update it.

If you've never installed wordpress before and need a video showing you how, the video below shows you how to register a domain/hosting, install wordpress, add a custom theme and create your first post in just 10 minutes:

http://www.youtube.com/watch?v=zp1vs7V_yxU&feature=youtu.be

Download and install the plugins mentioned in the video from:

Google Sitemap Generator:
http://wordpress.org/plugins/google-sitemap-generator/

All in one SEO Pack:
http://wordpress.org/plugins/all-in-one-seo-pack/

What Would Seth Godin Do:
http://wordpress.org/plugins/what-would-seth-godin-do/

For each article, post it to a separate post on your blog. The content on your blog should be high quality content - this is where people are going to come and read what you have to say.

Then to promote that content, you can create a quick rewrite and submit that to several article directories…

IMPORTANT – It's extremely important that you only put unique content on your sites. It's fine to create a new re-write and then submit the same article re-write to different directories (although unique is always better) but NEVER put an article on your site, and then submit the exact same article elsewhere.

Here is a list of the top 25 directories based on Alexa rank:

EzineArticles.com
GoArticles.com
ArticleDashboard.com
SearchWarp.com
ArticlesBase.com
iSnare.com
SelfGrowth.com
Buzzle.com
ArticleCity.com
IdeaMarketers.com
ArticleAlley.com
Web-Source.net
SelfSEO.com
Amazines.com
ArticleTrader.com
SearchGuild.com
WebWorldIndex.com
ArticleSphere.com
BusinessKnowHow.com
PromotionWorld.com
ArticlesFactory.com
ExcellentGuide.com/article
ContentDesk.com
ArticleCube.com
ArticleBiz.com

When submitting to article directories, you get to include a signature link also with (typically) up to two links back to your site(s).

Here is what I recommend:

1) Create one anchor text link that links to your blog post.
2) Create a second link that goes back to your homepage as a 'naked' link.

(If you don't know how to create an anchor text link, here is the code you need to use: **Anchor Text**)

This helps "strengthen" all the individual pages on your site, as well as your homepage.

Here is an example signature box:

"For a free [Golf Swing Teaching Aids](#) report visit our site at: [www.GolfSwingTeachingAids.com](#) "

Note the anchor text link to the blog post, as well as the direct homepage link.

This way you are getting at least 50% of your links to be 'naked' links which is more natural looking to Google.

You can also vary your 'naked' links to add in even more variety like this:

www.YourSite.com
YourSite.com
http://www.YourSite.com
http://YourSite.com
WWW.YOURSITE.COM ... etc..

For your anchor text links, even though you are using anchor text, you can still vary that anchor text.

e.g make 25% be the exact keyword - 'Golf Swing Teaching Aids'
make 25% be related keywords - 'Teaching Aids to help with golf', 'how to improve my golf swing' etc
make the other 50% be generic keywords e.g. 'click here' , 'visit this site', 'get more information' ... etc

The benefit of these article submissions is three fold.

1) You can get direct traffic from the articles in the directories.
2) You get backlinks from the article directories.
3) If someone republishes the article, you get direct traffic and backlinks from them also!

You can also submit your content to other various web 2.0 authority sites. Many of these will naturally rank your content high, and they also provide more links to your site.

www.Squidoo.com
www.hubpages.com
www.wetpaint.com
www.bumpzee.com
www.quizilla.com
www.experienceproject.com
www.clipmarks.com
www.blogowogo.com
www.weebly.com
www.tumblr.com
www.terapad.com
www.pownce.com
www.jaiku.com
www.usfreeads.com
www.scribd.com
www.slideshare.net

Sites like Squidoo and Hubpages also allow you to add your YouTube videos and blog RSS feed.

RSS Feed Submission

One often overlooked tactic is the use of blog RSS feed syndication. RSS feeds, at their most basic, are simply a way to present your content in a machine (i.e. search engine) friendly way.

There are lots of "RSS Aggregators" online where you can submit your blog's feed. These will give you backlinks to your site and they also automatically update every time you create a new post so it is a great way to get your content syndicated across the web easily.

If you are using a Wordpress blog, your feed address is simply:

www.yoursite.com/blogdirectory/feed

Where "yoursite" is your domain name, and "blogdirectory" is just the name of the directory where your blog is located.

Here is a list of some of the top RSS aggregators you should submit to. All of these are free, and you only need to submit them one time.

(The list may change over time, but you can also google 'Free RSS aggregators' or 'Free RSS submission' to find updated lists)

www.Feedage.com
www.Feedagg.com
www.Feedraider.com
www.azfeeds.com
www.feedfury.com
www.octora.com
www.technorati.com
www.icerocket.com
www.rssmotron.com
www.rssmicro.com
www.goldenfeed.com
www.blogdigger.com
www.feedest.com
www.rssmountain.com

You can also submit feeds from your EzineArticles author feed, Squidoo feeds, USFreeAds feeds etc…

Create videos and upload them to YouTube.com

Make sure to use your keywords in the title of the video and the description. Make the first line of the description be the full URL of your website – this helps you get direct traffic and backlinks.

If you want to create powerpoints use the free office software from: www.OpenOffice.org

Get a free screen capture software from: www.CamStudio.org

You can take the audio from your video recording and upload it to different podcast sites like www.PodcastAlley.com

Once you start getting some traction with Google you can slow down the amount of content creation (if you want to).

But I still suggest that after a month, you should be putting up at least one new piece of content a week on your site, and then repurposing that content, as listed above, to build backlinks to that specific page.

Backlink Bonanza

Now that you've got content up on your site and started to distribute it, it's time to get some quick backlinks to your site.

The article submissions, video submissions, RSS feed submissions etc will all get you backlinks, but here are a couple of ways to get more … FAST.

Press Releases – These are a great way to get backlinks since the content is syndicated across many different sites and often the live links in the press release can have anchor text.

One of my favorite sites is WebWire.com. It's a paid service, but allows you to put 3 links in along with your press release.

Top Commentators Plugin – This is a really powerful tip and one that not many people use, or are even aware of.

Use this search in Google to find blogs running the plugin:

Inurl:blog "top commentators"

Now scroll through and find sites that have the plugin installed, and look for ones that only require a handful of comments to get listed in the Top Commentators section.

Spend just a few minutes for hundreds, or even thousands, of links to your site. When using this method it's often safer to stick with just using your name as the anchor text for your site. Also, these links can potentially get you a massive boost, so you only need to do this on a few sites at any time.

Conclusion

SEO isn't as difficult as most people make it out to be. The hard part is actually doing the work. You now have a workable system that you can follow to get tons of free traffic to any site you want.

The best advice I can give is to take small, consistent steps and analyze where things are going.

All you have to do is take action!