

## **Instant Traffic Shortcuts**

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



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## Simple Steps To SEO Success

Research – Get this right and everything else is easy ...Shame most people are teaching you the WRONG way to do it.

Optimizing your site from the ground up – What you need to do to give yourself an instant head start.

Creating content that sticks – How to please people AND the search engines for a flood of free traffic.

“Backlink Bonanza” – Simple techniques to increase your backlinks and skyrocket your rankings.

## **Keyword Research ... The RIGHT Way!**

The “Key” to free traffic is picking the right keywords

There are a TON of free tools you can use for research purposes.

My favorite is the Market Samurai tool – the keyword research module is free.

You can do all the research you ever need with this tool.

But always validate with a quick look at the Google results.

Sometimes you will see things that a simple program cannot.

## Spying On The Competition

Use the following search criteria in Google to explore competitors sites – see what they're doing right ... then do it BETTER!

**Link:domain.com** – Gives location of (some) backlinks. Search for “www” too

**Site:domain.com** – Lists pages of site indexed by Google

**Related:domain.com** – Lists pages Google sees as related.

Go to [www.SpyFu.com](http://www.SpyFu.com) and see what terms they rank for as well as what keywords they are paying for.

**HINT:** They will only pay for keywords that are profitable.. (unless they're stupid) .. So these are keywords YOU should focus on too.

## Spying On The Competition

Use something like SEO Quake plugin ([www.SEOQuake.com](http://www.SEOQuake.com))

Will show you more indepth information on a particular keyword – page links, domain links, page rank etc.

Expand your keyword selection.

Look at google auto-suggest e.g. type “Keyword a”, “Keyword b” and see what comes up.

## Creating Your Optimized Site - Fast

Regardless of what you are selling, pick one of your chosen keywords and register a domain that contains it exactly ...choose .com, .org, .net (NOT .info)

Install a wordpress blog and set up the plugins included in the resource list.

Add content to it – once a day for two weeks, then 2-3 times a week. Make your content as good as it can be. MINIMUM 500 words per post, but more if you can.

Use the “scheduling” option to set up content to drip-feed automatically.

Always use the optimized title tag and use contextual links within your content to other related posts on the blog.

This blog is going to be your main traffic funnel to your money page – use banners, videos, links and the WWSGD plugin to drive traffic where you want.

## Lightning Quick Indexing

Submit your blog feed to the list of included RSS aggregators – this will automatically update across the web everytime your blog updates

Everytime you post, visit [www.Pingoat.com](http://www.Pingoat.com) to alert of new posts to your blog

Bookmark your site with [SocialMarker.com](http://SocialMarker.com)

Get a press release from [WebWire.com](http://WebWire.com) – press release can be indexed within minutes and allows you 3 anchor text links of your choice.

## Building Backlinks

Some important tips to note when creating backlinks.

Look natural – use your anchor text links sparingly (10-15%) of total links. Make majority of links be ‘naked’ links e.g. [www.yoursite.com](http://www.yoursite.com) or ‘click here’ type links. Another 10-15% can be related keywords e.g. ‘best keyword reviews’.

You **MUST** have content on your site first. Nobody would naturally link to a site with zero content in the real world.

Start small, e.g. a few blog comments per day on related blogs. Use your name as anchor text. This sets up a strong foundation without setting off any triggers that might get your site penalized.



## Building Backlinks

Mix up your 'naked' links e.g.

[www.yoursite.com](http://www.yoursite.com)

[yoursite.com](http://yoursite.com)

<http://yoursite.com>

<http://www.yoursite.com>

[WWW.YOURSITE.COM](http://WWW.YOURSITE.COM)

All of those allow you to build variety to your link profile, just as would naturally occur in the real world.

Once you get a good base of naked links, it should take fewer anchor links to get ranked.

## Mass Content Creation

Start by creating keyword rich articles. Easiest way is to go to EzineArticles.com, type in your keyword, and rewrite parts of existing articles in your own words.

Re-purpose your articles in as many ways as you can:

- Create powerpoint from your article and submit to SlideShare.net
- Record your screen as you “talk” through the powerpoint – turn that into a video and audio.
- Rewrite your article into hundreds of unique versions using JetSpinner.com
- Submit rewrites to places like Squidoo, HubPages (You can also add your RSS feeds and youtube videos to these sites)

## Distribute To Dominate

Services such as iSnare.com, SubmitYourArticle.com will mass submit your articles.

Use signature links to point back to original blog post (with anchor text for SEO) and main money page (with direct link for direct traffic).

Submit to other authority sites listed in resources.

Use SocialMarker.com to bookmark all your posts, videos etc.

Write guest posts for blogs, create forum posts, viral pdf reports etc

## **Backlink Bonanza!**

Interlink content to create network of posts e.g. squidoo and hubpages point to blog, but articles point to squidoo pages etc

Search for blogs with the “Top Commentator” plugin – can get ‘dofollow’ links on hundreds or thousands of pages for 5 minutes work.