

## Traffic Building and Search Engine Optimization Basics for Silver and Platinum Members: What you should know.

Building traffic to your site takes DAILY effort. If this comes as a shock to you, pull up your jaw and listen as I dose up the reality of online marketing.

Yes, there are shortcuts, and yes there are more productive ways then others (which I will share with you), but the bottom line is that you must employ a number of methods and apply them consistently to see results.

### 1. Let's talk about Search Engines first: Content is STILL King! The key is UNIQUE content

Google and other major search engines feed on content, especially new content. The spiders that index website content require a consistent diet of new information. Knowing this makes it easy to see that having a lot of content on your site (and other sites you create) about what you offer, gives you an advantage.

This is why having a website you can edit easily as needed is very important. This is also why you should start to see why blogs and posts to social networking sites are also to your advantage. More about that later on but remember this for now.

Search engine marketing is one HUGE topic on it's own and I can't hope to accomplish all you need to know in a few pages, so I am giving you the basics. If you want to know more then I have included some helpful links within. Your Worldprofit Resellers Club also includes several free products related to SEO to help with your learning. You can spend a lot of time trying to understand SEO and applying techniques. A word to the wise, don't let this consume you. Yes, Search engine traffic is important but don't limit yourself only to this form of generating traffic. I have provided you wish some basics to get you started, use this as part of your overall marketing strategy.

HINT: SEO stands for Search Engine Optimization

#### a) Metatags:

**Metatags:** If you have not heard this term before, it refers primarily to a few key descriptors placed on your site in code form, that Search engines use to help index your site. Do not be deceptive in adding key words to your site as this will be considered spamming and may knock you out of the listings. If your site is about Home Business you are going to want to have key words related to what you offer so people can easily find you.

#### These are the primary metatags:

(Before you start panicking and think you have to add all these to your site, relax. Silver and Platinum websites created by Worldprofit already have the logical key words embedded in your site, all related to home business. If you want to add more you can, using the Content Management System and the Edit feature in your Member area.

**Title Metatag:** This is the title of your site (Maximum of 70 characters is recommended)  
Example of title on Worldprofit's Site: Worldprofit.com - Home Business Resources

**Key Word Metatag:** These are the keywords that people would logically use when searching for what you offer

Example: home business, work from home, entrepreneurs, make money, work at home

**Description Metatag:** This is a brief paragraph that describes what you offer using as many key words as you can.

Example: Worldprofit offers home business resource, training and reseller programs for people interested in earning from home.

**Images:** Labelling your images with key words is another option, very time consuming if you don't know what you are doing though

Hint: Pick the key words people will logically use to find what they are looking for (and what you offer). Stick with specific keywords then tweak as needed but be consistent. Don't use one set of words for a month then switch to a completely different set. Need help finding the right keywords? Use the "KeyWord Tool" product in your Worldprofit Resellers Club.

Not to discourage you but to be realistic, you should know that getting high rankings is not always easy if you have very competitive key words. For example the keyword term "home business" returns 494,000,00 results. This one more reason why using a number of methods to promote your business is the best marketing approach.

## **b) Search Engine Optimization Software - Is it worth the money?**

There are some average programs out there that will help you with search engine optimization. You enter your URL and the program runs an analysis of your links, content, and metatags to deliver a formula to you that is supposed to help you get better ranking. We bought and tested several of these programs none of which we thought were good enough to recommend to you, and certainly not worth the money. Instead what I have done below is provide you with the most important factors in achieving a better ranking and you can manually tweak your site to meet these standards. I will also tell you that search engine optimization is one tricky field, and there are lots of so called experts out there. What is effective today may not be tomorrow. You also have the option to hire an SEO specialist, but this can be pricey. Based on all we have read, and all we have seen, I am sharing with you what you need to know. An SEO expert will just take the same information and tweak your site, you can do the same if you know what they know.

- a) Have a good title on web pages that includes the key words you want people to find you with. (See above for previous discussion)
- b) Be sure to have rich content on your site that uses lots of your target key words without overdoing it so your intent is obvious.
- c) Make a consistent effort to get as many backlinks to your site as you can, more on this later
- d) In general you have somewhat of an advantage using a domain name that has your key words in the domain name itself. People will sometimes type in keywords into their browser and use this direct method to find what they are looking for.

e) You do have an advantage by having a site that has been online longer than others. Google does put some weight on the date your site was published as that is a sign of longevity.

If you are a newcomer to the web do not let this discourage you, that's life, you still have other options, and this is just one factor in site indexing.

f) It is helpful to have a lot of content on your site and thus lots of web pages. This serves to make your site look like more of a resource for the target keywords.

g) Install Google Analytics on your site (more on this later)

h) If (and only if) you are technically inclined, get a Webmaster Account from Google as you will receive helpful information from Google directly to help you with your tasks in meeting their standards rather than guessing. What's good for Google should be good in general for the other search engine spiders as well.

h) If you have a competitor getting higher ranking than you, go look at their site, what do they have that you don't? Better title? More pages? More key word content? More backlinks to their site? Study, learn, tweak, apply what you learn and see.

## 2. Google Analytics and Traffic Analysis

Google Analytics: This is a free tool offered by Google that allows you to track your hits, referring sites, key words used etc. Google will ask you to place some code on your site to verify your site once that is done they will start logging your hits and site data for your analysis. To get and start using Google Analytics you will FIRST need to sign up for a free account at Google. Here are more details:

<http://www.google.com/support/googleanalytics/?hl=en>

Note: Both Bing.com and Yahoo.com also now offer verification code to add to your site that is supposed to aid in indexing your site as well.

## 3. Google Advertising

**a) AdSense - gives you 100% guarantee Google will visit your site and even send some money your way!**

Google AdSense. One thing we do at Worldprofit is help people learn about multiple streams of legitimate income. Google offers an ad program where you allow them to place targeted ads on your site, blog, posts etc and you earn money for valid clicks or impressions. Now before applying AdSense to your site, first consider the following information.

1. When you place Google's AdSense ads on your blog, site etc, their system has to automatically visit your site on a regular basis to check codes, validations etc. In other words it is a guarantee that Google is going to consistently visit your site and log new content so that their ad targeting works for their advertisers.

2. Placing Google's AdSense on your blog etc allows you yet another way to earn income online. Remember the purpose of this report is to help you build traffic, by following my suggestions, you are building traffic, and displaying the Google Ads more often, those that

get clicked on earn you \$.

Example: Here is an example of our Product Review Site and you will see the Google AdSense ads embedded on the page in the place I selected the ads to appear.

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

Hint: If you wish to set up an AdSense account, you will need to get a Google account, details on the program itself are here:

<https://www.google.com/adsense>

NOTE: Not everyone agrees with having AdSense on one's site. The argument being that you are working hard to get people to your site, and in some ways you are giving them an easy exit with Google's ads appearing and being in competition with what you offer. Perhaps Google AdSense is not appropriate on all sites, if you don't get a lot of traffic you won't make a lot of money by having it on your site so in that case you may wish to skip it.

Aside: You may be starting to think this is an article just about Google. Given the popularity of the site, and the ease of use and helpfulness of their tools, it makes sense to take advantage of what they offer! Google does command 65% share of searches. Bing.com is now the fastest growing search engine so don't forget about it as an option too. Of course don't forget about Yahoo.com too, submitting your site to Yahoo is free too.

#### **b) Google AdWords is a pay per click advertising option.**

Google AdWords works by allowing you to bid on specific key words so when a search is done for these words or related words your site ad will appear in the search returns. The AdWords system is a little complex to use when you first get your account but Google's system for analyzing data and providing key information critical to your promotion is awesome! Even if you decide not to go the paid advertising route, it is worth it to set up an account and see how this system works. Warning, Google Ad Words can be very expensive.

Aside: We also reviewed Yahoo's paid advertising, it has some merits but is very limited in comparison to Google for offering you the advertiser helpful ways to improve and tweak your campaign as needed.

#### **4. Blogging: What you need to know about promotion and traffic generation via blogging**

Once thought to be a complete waste of time, and useless content filling up the web, blogs have one very popular advantage - traffic and promotion. Oh I forgot one more HUGE advantage - it's free! Blogs are a way of posting your thoughts, your opinion, your promotions, your service information, articles, press releases, your offers. You can post as often as you like, as much as you like, include website links, photos, video and more - at no cost whatsoever!

Now, to go back to the start of the article, remember when I said search engines feed on a steady diet of new fresh content, gobble it up and index it? You should now be able to see

why blogging is good for you and your business! You control the content of what gets posted, you can give the reader the impression you want them to have about your product, business or services with comments, product information, pictures, video and more. Most blogging sites will tie into your other promotion tools like Twitter, Facebook, Squidoo, Digg and others with the click of a mouse, giving you even more promotion and more backlink opportunities.

Here are two sites I recommend for blogging (there are lots, but I really like these two) :

Blogger. Yup, this is Google's blogging tool. It is ultra easy to use and free

<http://www.blogger.com>

Here is an example of a Blog we created for a non-profit organization that Worldprofit supports:

<http://www.scitcs.blogspot.com/>

and here is an example of our own Worldprofit blog to give you an idea:

<http://worldprofithomebiz.blogspot.com/>

and here is an example of a Product Review Blog where we opted to use our own domain name instead of the free one provided by Blogger:

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

WordPress

This is an extremely popular blogging tool, also free, easy to use, but also includes a lot of analytical traffic and user data that can be very useful.

Here is an example of Worldprofit's blog using WordPress.

<https://worldprofithome.wordpress.com/>

HINT: Both Blogger and Word Press allow you to use your own domain address instead of the goofy one they give you within their domain. If you would like to set up a blog and have an actual domain name of your own, Worldprofit will do this for you for a small service fee.

Note: In your Resellers Club you have a free product about Blogging for Profits. Use that to help with your understanding.

## **5. Backlinking - Link, link then link some more, repeat every day! Here's why!**

Backlinking refers to when other site link to your site. When you create your blog you will want to link to your primary site (hopefully this is your Worldprofit Silver or Platinum website). Every time you link to your website from another site you are working to increase your site popularity in the eyes of the Search Engines. One method Search engines use to gauge a site's popularity is to analyze the number of sites that link to it. The more popular a site, the higher the rank achieved in the search results. Remember how important backlinking is when I talk about social networking and article marketing later on. You will surely see how powerful backlinking is in creating more traffic and getting higher search engine results.

Think of as many ways as possible to get people to link to your site, the better. This is why having unique content, or a video, or audio clip, comic, etc can be used as link bait to get

people to do so.

In George Kosch's live weekly training he has talked a lot about backlinking and he recommends several products that will help automate this process a little more for you. To see his recommendations, login to your Member area and look under "Advertising/Traffic" then "What Worldprofit Buys. We have bought these products, use them ourselves, like the results now offer you the option to use these too.

**HINT: (Backlinks are also called INBOUND links)**

## **6. Article Marketing: YOU are an unabashed self-promotion MACHINE - now oil up and go!**

If you can write you will love the idea of article marketing. The idea is this, you write an article about a timely subject, interesting or controversial topic, helpful hint etc. Something that will be of interest to readers and indirectly promotes your business, service or product. If your article is blatant hype about how great your product/services is and have no value to readers it will likely be declined so don't waste you time or that of the reader. Instead write short articles that are helpful, interesting then conclude with an Resource box or Author profile that includes your website address, and contact details. The more articles you write the more links you will have to your website - remember what I said earlier about Backlinks? Were you paying attention? Very important!

In George Kosch's live weekly training he has talked about article marketing and he recommends several products that will help automate this process. To see his recommendations, login to your Member area and look under "Advertising/Traffic" then "What Worldprofit Buys. We have bought these products, use them ourselves, like the results now offer you the option to use these too. You also have access to several free Resellers Club products on Article marketing, login and click on "Resellers Club" to access several free products that explain and/or automate this process for you.

Here are some of the top Article Submission sites:

EzineArticles.com

ArticlesBase.com

FindArticles.com

There are many more just Google for them, but the 3 listed are the 3 most popular based on Ranking.com's last survey.

## **7. Safelists and Traffic Exchanges Waste of Time? Or Time well spent?**

Safelists work! Traffic Exchanges work! That is about as simple as it gets. You earn credits for promotion purposes. If you have a truck full of money don't use Safelists or traffic exchanges, go buy your advertising. But if you are a little guy or gal without a bag of money for advertising trying to build an online business, take the time to use Safelists and Traffic Exchanges.

HINT: When Worldprofit tests ad copy we send it out to our Safelists and promote to various traffic exchanges and evaluate the results. We test the source, we test the copy. Only those that produce the results we want get recommended to you. Those that meet our standards get posted to the member area for you to use. At Worldprofit we don't ask you to do anything that we ourselves have not tested, and don't continue to use ourselves. We recommend the tools, tasks and strategies that we KNOW are effective because we ourselves have tested and continue to apply ourselves.

## **8. Classified Ads: The tiny little unsophisticated classified text ads still delivers results!**

Post, post then post some more I say! What's that? You are getting tired of promoting your site? None of that! If you want to succeed in any business online or off you need a steady supply of leads and that comes from PROMOTION! Don't give up on the free and simple ways to promote your business, classified ads are still effective and yes one more way to get backlinks to your site!

You can use Google (or other search engine) to find lots of free classified ad sites and post your ad for free.

Here is a different take on a Classified Ad, it's called SHOUT YOUR BUSINESS! Go to the following site and SHOUT out what you love about your business.

<http://www.shoutmybusiness.com>

## **9. Social Networking Sites**

Everyone by now has heard of FaceBook. It is the most popular social networking site. People get accounts, they post stuff, they share links, pictures and more.

There are two primary ways to benefit from Social Networking Sites

1. You get free promotion for your product and services.
2. By posting you are creating Backlinks to your site(s)

Example:

Here is Worldprofit's Social Networking Site:

<http://community.worldprofit.com/>

Here is another example:

<http://www.homebusinessonline.com/community/forum>

Other popular Social Networking sites based on the most popular are:

MySpace.com

LinkedIn.com

Yelp.com

MeetUp.com

YouTube.com is not technically a social marketing site but is evolving into one with their

latest additions. If you like making videos, start recording and start posting. It's like having mini commercials for your products and services all over the Internet.

Hint: When you post to blogs, social networking sites etc, always hyperlink your website address. Post your info, include your hyperlinked website address and accompany the link with a few of your target key words too!

Example (use your own info please, not mine, my key word in this example "Flash Website Design") :

Your Copy goes here. Example: Worldprofit offers website design and development including flash web design, blah blah blah.

Sign off with: Sandi Hunter: Flash Website Design and Development, <http://www.Worldprofit.com> (be sure to actually hyperlink your website address, don't just paste it for the backlink to be effective the link needs to be hyperlinked. Most sites will automatically recognize it as a link and hyperlink the address, of will offer you an Editor to easily do this and make the link active).

If you want to learn more about Social Networking sites, login to your Member account and click on the Resellers Club link. You have access to several free products on this topic that you can learn and benefit from. As long as you are a Silver or Platinum Member you get continued access to these products which we add to each month as we find new ones we think will benefit our members.

## 10. Other Types of Social Networking Promotion Type Sites

**You are not done yet my friend - here are even more good places to promote your business and build your traffic!**

Each and every day new sites come online. They want you to place your info on their sites so they can build a mailing list and make money from Google Ads. You didn't think they were just being nice did you? They have determined a clever way to get site traffic and make money from that traffic. Having said that here are some of our recommended sites for getting additional free promotion and back links to your site.

Digg <http://digg.com/>

Delicious: <http://www.delicious.com>

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

Squidoo: <http://www.squidoo.com>

## 11. Newsletters (Email Marketing).

a) Email campaigns through a newsletter continue to be time well spent and a powerful marketing tool. You should know that a good percentage of email simply does not arrive at it's destination due to blocks, filters, abandoned accounts etc. Having said that if you have a good list and continue to build that list you should mail to it at least 3 times a week with different subject lines and copy. Always includes copy that includes some kind of

personalization, include branding for recognition, and finally include an offer or call to action. Randomizing the subject line will help you the majority of the time avoid the filters if you stay away from obvious spam message flags like "MONEY, CASH, HOT" etc. Including some consistent element about your company helps with your branding, example a logo, tag line, header, etc, will help readers recognize your mailing and begin to establish a recognition and trust with you. Finally, making an offer motivates readers to do something NOW - click a link, watch a video, fill out a form, read your pitch etc. Your mailings should all be purposeful to get action and make a lead or a sale.

b) You can also look at a mail delivery service like Aweber.com This company offers a number of services helpful for email marketing campaigns. You pay a little more but if you are getting a higher rate of delivery than having an Aweber account as an additional Email Service may be to your advantage.

## **12. Other Intelligence - keeping you smarter and more effective than your competition**

a) Key Word Tools: There are lots of Key Word tools to help you with targeting your market, some are free others for a fee. They do help you though if you actually use the program once you get it. If you are going to spend the time doing this kind of research then actually make changes to your campaigns to get the results you want.

Who amongst us isn't just a wee bit nosy? Come on admit it! Especially in business when it comes to knowing what your competition is doing. KeyWord Spy is a clever tool that allows you to spy on your competitors to discover their keywords, see how much they are spending on Google's Ad Words and more. Plus you can find profitable keyword and ad copy combinations that can help you out with your key word campaigns.

<http://www.GeorgeKosch.com/?rd=yw0yCeOR>

NOTE: Don't forget! In your Worldprofit Resellers Club, you also have a free Keyword Finder tool. It is very helpful.

b) Google Insights

Now I know there are always some keener's in the class who want to know more, more, more! They thirst for knowledge and complete understanding. I don't think this is possible when it comes to the Internet, it evolves daily and you can see how it is changing using this tool. Start your quest at Google's Insight Search. This database is incredible. You can see what people are searching for, themes, trends, and more and break it down into key categories, time periods, or geographical region. This site is a researcher's - and a marketer's dream! Warning: You can spend a lot of time on this site, use with caution.

<http://www.google.com/insights/search>

c) Traditional Methods - Old, tired but still one more way to get promotion

Yes, you can still promote your site the old fashioned way offline. Add your website address to your business cards, letter head and more. When you send out email be sure to

configure a stationary file that includes your website address and all contact details. Every little bit of promotion counts! It's like putting a dollar in your piggy bank every day, at the end of the year it all adds up!

### **13. Worldprofit Member area - tons of resources at your finger tips!**

Last but not least, your Worldprofit Member area is packed to the rafters with resources, tools, strategies, sales aids, marketing tactics and more. Login and familiarize yourself with what is in there. We often get Support requests from people who ask for information that is right at your fingertips in the member area. We add new material to the member area as we test it and recommend it. We are DOING every day what we tell you what to do every day! Each week George Kosch offers live training to pull everything together to help you make sense of it all to build your online business.

**Final Words:** Work hard and don't expect overnight results. Being a success at ANYTHING IN LIFE takes time and consistent effort. Throwing your hands up in the air in despair doesn't get the job done. Take a lesson from my friendly neighbourhood wood pecker. I look out my window and every single day I see him peck, peck, peck, pecking! He does the same thing every day, rain or shine, he never gives up doing what needs to be done to get a meal. For both the woodpecker and you - it is a simple matter of survival.

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