



Internet Marketing Secrets Podcast #135 - Traffic Generation Part 1

Dr. Neil Schearing

- Three Favorite Methods
 - 1) Joint Venture partners (JVs) - Leverage the power of other people's lists
 - 2) Affiliate Program
 - 3) SEO
 - Free traffic
 - Blog posts
- How do you advertise?
 - Do you do PPC? - No
 - He doesn't buy ads in ezines
- How do you optimize your copy?
 - Strong believer in Pagerank
- Traffic secret
 - Create lots of pages
 - Split 800 word article into two 400 word articles



Colin McDougall

- Three Favorite Methods
 - 1) Web 2.0 Entities
 - It's Fun!
 - The Constant Conversation special report
 - 2) Natural Search (SEO)
 - It's Free!
 - Theming
 - 3) Paid Search (PPC)
 - Higher conversion than natural search
- How do you optimize your copy?
 - Write for person first, then go back and edit copy for SEO
 - ~keyword in Google to find related words for keyword phrase, work these into your copy
- Traffic secret
 - Use Slideshare.net - post a presentation there to drive traffic

Ginette Degner

- Three Favorite Methods
 - Discuss URLs with groups
 - 1) Facebook
 - Create viral videos, like 'whats in the box'
 - Make your product more accessible or understandable
 - 2) YouTube
 - Underrated
 - \$350 to do a press release, 192K impressions!, that's .02 per click!
 - 3) Press releases
- How do you advertise?
 - Relate to current news and events
 - Combine with some PPC
 - Look into small magazines
- How do you optimize your copy?
 - Find top 10 questions that are appearing as queries and then try to answer those questions on your page
 - You can use keyword research tools for this too
 - Answer the top 10 search queries
- Traffic secret?
 - Submit a program to download.com
 - Gets into all of CNet's networks