

Instant Traffic Shortcuts

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



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Keyword Research

There are 3 main keyword tools that I use and I covered each separately. The best part is that all of them are free. While there are paid tools you can use, I find the free ones work just as well, and give me more flexibility to really dig down into markets more easily.

1 – Adwords Keyword Tool (and Traffic Estimator)

<https://adwords.google.com/select/KeywordToolExternal>

<https://adwords.google.com/select/TrafficEstimatorSandbox>

The Google Adwords tool is probably the most accurate tool (in my opinion) in terms of search volume, especially now that they give actual search volume numbers.

When using the tool, you should be aware that it returns the MONTHLY search volume. (This is important to remember as another one I will mention returns the daily search volume)

By entering your keyword and performing the search, the tool will return a list of ~100 or so directly related keywords. Below this, it will also return some suggested keywords.

For example, searching for **weight loss** would give results like:

Weight loss
Weight loss tips
Weight loss diet
Fast weight loss ... etc

And the suggested results would be:

Diet
Lose weight
Lose fat
Fat loss
Burn fat ... etc

The important thing to remember when using the Adwords Keyword tool is to select the EXACT match type.

This will give you the most accurate results for that phrase. By leaving it at the default 'broad' match type, you will get greatly inflated numbers.

This is because the tool will return the volume for all keywords containing the specific phrase.

In the example above, a broad match for **weight loss** returns 9 million results, because it counts every single search that may contain the words **weight loss** anywhere in the phrase.

By using the exact match option, it will only return the searches for the exact phrase **weight loss** and nothing else.

A good number to look for in a market is 50,000+ searches a month for the primary keyword. (As we can see, weight loss is a very popular market with 450,000 searches a month)

The "Advertiser competition" section shows you (in relative terms) how many people are advertising for that term with Pay Per Click. Again, if you find that

keywords have a lot of PPC competition, 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.

The Traffic Estimator is useful for examining the type of traffic that you can expect to get from a PPC ad on that keyword, as well as the cost per click.

2) Wordtracker – Free “Google Trends” version

<http://freekeywords.wordtracker.com/gtrends>

This tool gives the daily search volume for the top 100 directly related terms – It's free to use (currently) but you'll need to create a free member account.

The numbers are not as accurate as Google's, but they can be used as a good estimate. I always double check to make sure that Google and Wordtracker give similar results.

By using the “Google Trends” option (which is the little bar chart button to the right of each listing) you can instantly see the number of competing pages in Google, along with the estimated traffic you would get if you had the number 1 position on Google for that term.

As a rule of thumb, I tend to look for any keywords that can give 50-100 visitors per day as being a potentially good keyword to target. As far as competition goes, I like to look for less than 20,000-30,000, but it is not the deciding factor as you saw from the video.

3) Wonder Wheel (on Google.com)

The “Wonder Wheel” is a great tool from Google – it gives directly related terms as well as thematically related terms.

It doesn't give search volumes or numbers but as shown in the video, this can be very useful for digging down into sub-niches from a primary keyword.

The best part about the Wonder Wheel is that Google is telling us exactly what terms they think are related to our site/keywords – so these are all terms you can use to build content (...great if you're stuck for ideas).

So there's literally no guess work here on what keywords are "good" ones to add to your site to increase it's relevancy ... just use what Google tells you 😊

Below is a link to a free tool you can use for keyword research. It's easy to use, and they have their own video tutorials showing you how to get the most out of this tool.

This will return results with the number of searches and the number of competing pages.

For SEO purposes, anything with less than 20,000-30,000 competing pages is something I would look at targeting.

<http://MarketSamurai.com>

The screenshot below shows the software in action for an example in the dog training market

The screenshot shows the Market Samurai software interface. The main window is titled 'dog training' and displays 'Keyword Research' results. The interface includes a sidebar with navigation options like 'PROJECT SETTINGS', 'NEW KEYWORD', 'RANK TRACKER', 'KEYWORD RESEARCH', 'SEO COMPETITION', 'DOMAINS', 'MONETIZATION', 'FIND CONTENT', 'PUBLISH CONTENT', 'PROMOTION', and 'ADWORDS'. The main area shows a table of keywords with columns for Searches, SEOT, SEOC, AWC, and AWCPC. Below the table are buttons for 'Keyword Generation', 'Clear Results', 'Find Domains', and 'Export'. A footer message reads: 'Thank you For Using Market Samurai! (version 0.97.40) For video tutorials to help to get the most out of Market Samurai, or to search for support for any Market Samurai problems you might have, please visit <http://www.noblesamurai.com/support>'

Keyword (100 active, 0 removed, 0 filtered)	Searches	SEOT	SEOC -	AWC	AWCPC		
dog trainer training	33	14	29,500	81%	\$4.07	✓	X
dog training camps	62	26	31,200	78%	\$5.71	✓	X
dog training tricks	53	22	33,200	24%	\$1.21	✓	X
adult dog training	62	26	33,400	22%	\$1.40	✓	X
dog training jobs	79	33	34,100	62%	\$5.20	✓	X
dog toilet training	79	33	35,100	55%	\$0.78	✓	X
small dog training	95	40	36,600	40%	\$2.57	✓	X
dog training commands	53	22	38,400	23%	\$1.45	✓	X
dog training problems	43	18	46,100	36%	\$1.76	✓	X
dog training certification	79	33	46,600	78%	\$7.36	✓	X
dog training methods	62	26	46,900	31%	\$2.51	✓	X

One thing to note is that this tool comes with a limited time free trial ... BUT (and not a lot of people know this) the FREE version will still work with the Keyword Research Module (the one we want to use) even after the trial period is over – it's just the other modules that get locked.

Creating the content

You should now take a list of your keywords and create 400-500 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 400 words per page ... I personally try to aim for 500 just to be safe)

Your article should contain (at least) one keyword in the title, the keyword in the first and last paragraphs, as well as an overall keyword density of ~2-3%.

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 as this is the easiest way to manage content and update it.

Download and install the plugins mentioned in the video from:
www.TrafficUncut.com/BlogPlugins.zip

For each article, post it to a separate post on your blog. Then 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 submit the same article 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.

(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](http://www.GolfSwingTeachingAids.com) report visit our site at: www.GolfSwingTeachingAids.com"

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

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.

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 use www.TubeMogul.com to submit them to multiple directories.

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.PodcastDirectory.org ,
www.PodcastingNews.com ,
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 different anchor text 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.

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.

All you have to do is take action!