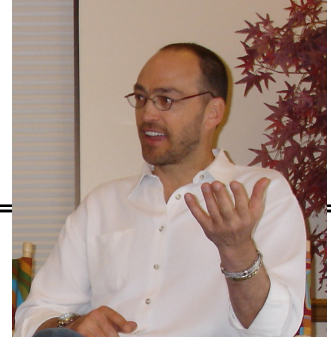


"Please print this Study Guide - Then tape the first page to your wall as a reminder to dial in..." **Paul Sterling**

---



# "Get Your Traffic For Nothing... Get Your Clicks For Free!"

## *...and other SEO Myths*

Discover how to use Google to help you reach out and touch the world... or at least your prospects and make a difference in their world.

---

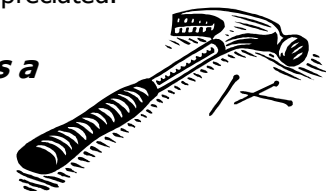
### **4 Tips to Get the Most Out of This Event...**

- 1) Print out these sheets so you can **write** on them and follow along as you listen to this call.
- 2) Think of how to quickly **implement** the astounding information revealed on the call.
- 3) Make a deadline to **complete** at least three of the tips you'll learn on the call.
- 4) Start imagining all the different situations in which you will use what you learn. Imagine how much **more love, intimacy and understanding you will create....**

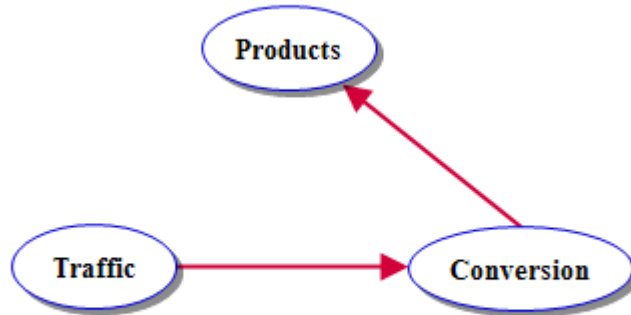
**SPECIAL NOTE:** This teleseminar starts on time according to [www.time.gov](http://www.time.gov) so please dial in 5 minutes early so you don't miss anything. Your courtesy will be most appreciated.

***Remember... if the only tool you have in your toolbox is a hammer... everything looks like a nail!***

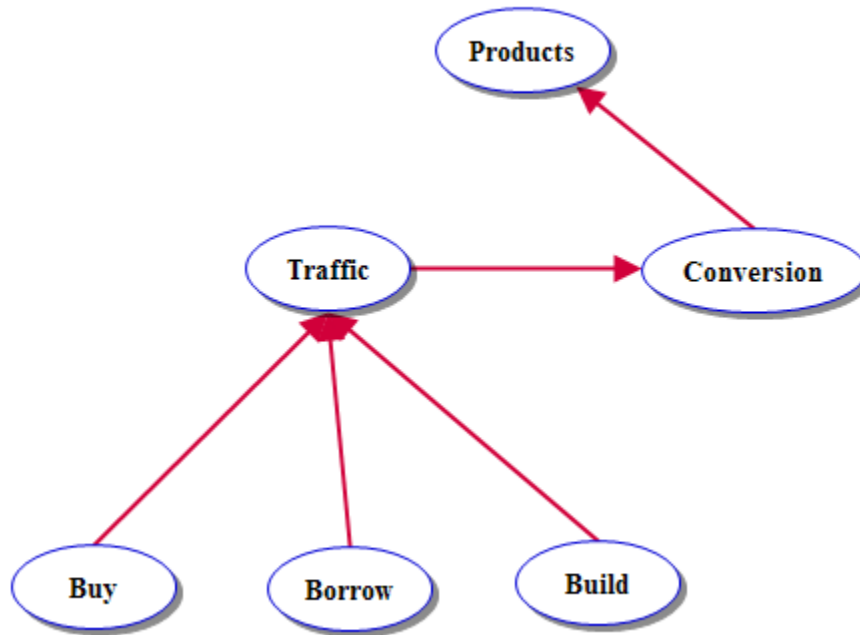
**Page #1 of (8) pages**



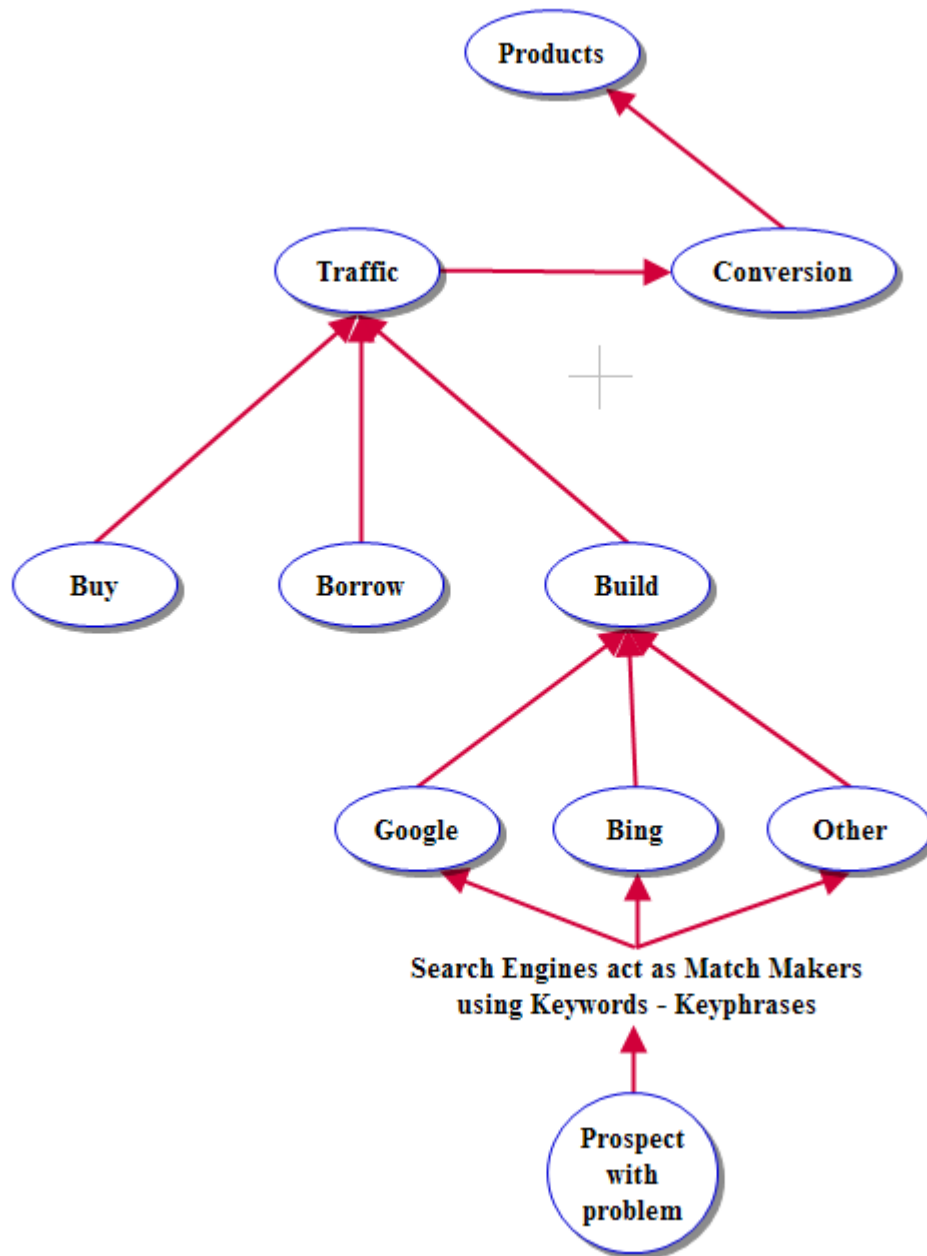
### The 3 key areas of focus in your internet business



### The 3 key sources of traffic for your internet business



## Ta-da... The BIG PICTURE



**What you are looking for... is people who are looking for you.**

**People who have the problem/pain you have the solution to...**



# Your Mission – Should You Decide To Accept It... To Reach Google's Golden Page #1 (to be one of the TOP 10)

## How Google Looks at Your Site

### On Site

(what you say about yourself...)

- URL
- Meta Tags
- Meta Description
- Images
- Content
- Etc.

### Off Site

(what others say about you...)

- Links
  - Keywords
  - Page rank
  - Quantity
- Buzz
- Traffic
- etc

Let's look at an example...

### Possible choices

1. <http://daikomyo.com/> (39)
2. [www.intouchinlife.com](http://www.intouchinlife.com) (40)
3. [www.brandymychals.com](http://www.brandymychals.com) (51)
4. [www.WeTrainU2.com](http://www.WeTrainU2.com) (64)
5. [www.WeKeepYourBooks.com](http://www.WeKeepYourBooks.com) (41)

<http://websitegrader.com/>

The top 5 recommendations for better SEO and more traffic:

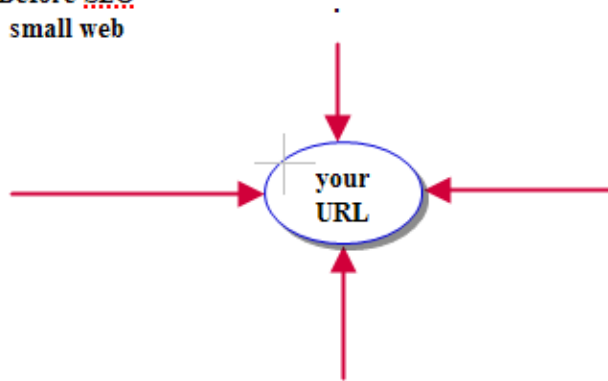
- 
- 
- 
- 
- 

Page #5 of (8) pages

# Turn a lost and lonely URL

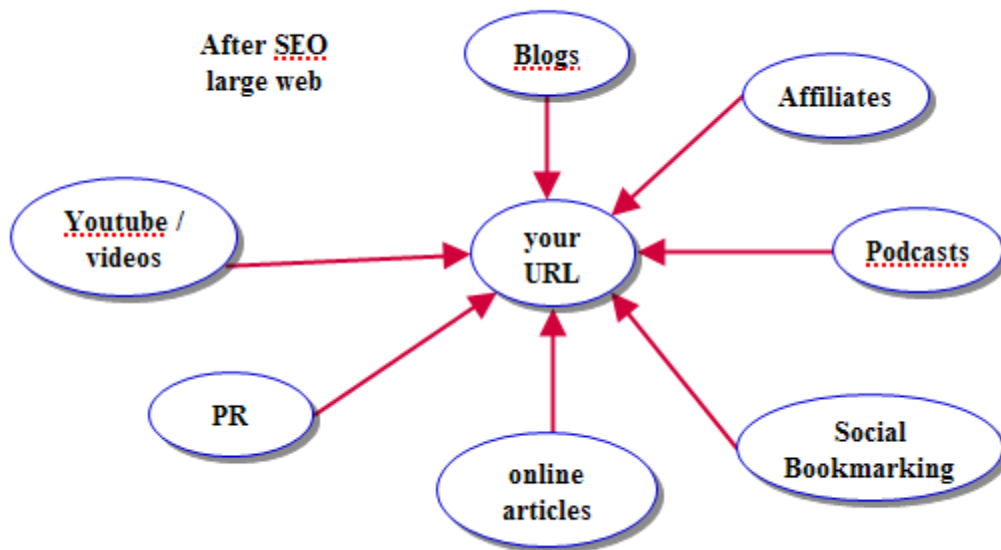


Before SEO  
small web



# Into a Search Engine Spyder Magnet

After SEO  
large web



## Tools you can use:

- free website review  
<http://websitegrader.com/>
- SearchStatus is a toolbar extension for Firefox that allows you to see how any and every website in the world is performing  
<http://www.quirk.biz/searchstatus/>
- free keyword research tool from Google -  
<http://tinyurl.com/pickkeyword>
- social bookmarking program  
<http://tinyurl.com/bookmarking4u>

The following are both advanced tools I use and yes – these are my affiliate links...

- pay - advanced keyword research  
<http://tinyurl.com/samurai4u>
- pay – advanced SEO tool – Bookmarking – Blogging – Videos – Articles  
<http://tinyurl.com/senuke4u>

## More Tips on picking Killer Keywords

- Traffic: make sure there is enough
- Competition: make sure there isn't too much – or too big
- Conversion: make sure you are using buying keywords

Pick the battles you can and want to win in your race for Google's front page.

Here are a few examples "KEYWORD PHRASES":

- *Intimacy videos* (magicrelationship.net) #2
- *Relationship communication problems teleseminar* (magicrelationship.com) #1 and #2 and #9 (.net)
- *Estes Park spa* – my clients site (www.riverspointespa.com) #1

Page #7 of (8) pages

If you want an SEO report and recommendations for your site, I think I can handle about 3 – 5 people's sites without getting to overwhelmed and distracted from working on my own...

I will just be doing just the SEO part of the site review so instead of the normal fee of \$1,295 – it's only \$695 (for the SEO Review only)

Just go to <http://yoursitereportcard.com/main>

Or just call my office (970) 586-7734

PS. if you enjoyed this call and learned something new, would you please email me a testimonial? [info@HotWebMarketingTools.com](mailto:info@HotWebMarketingTools.com)

## This is the Traffic-Marketing Blue Print

