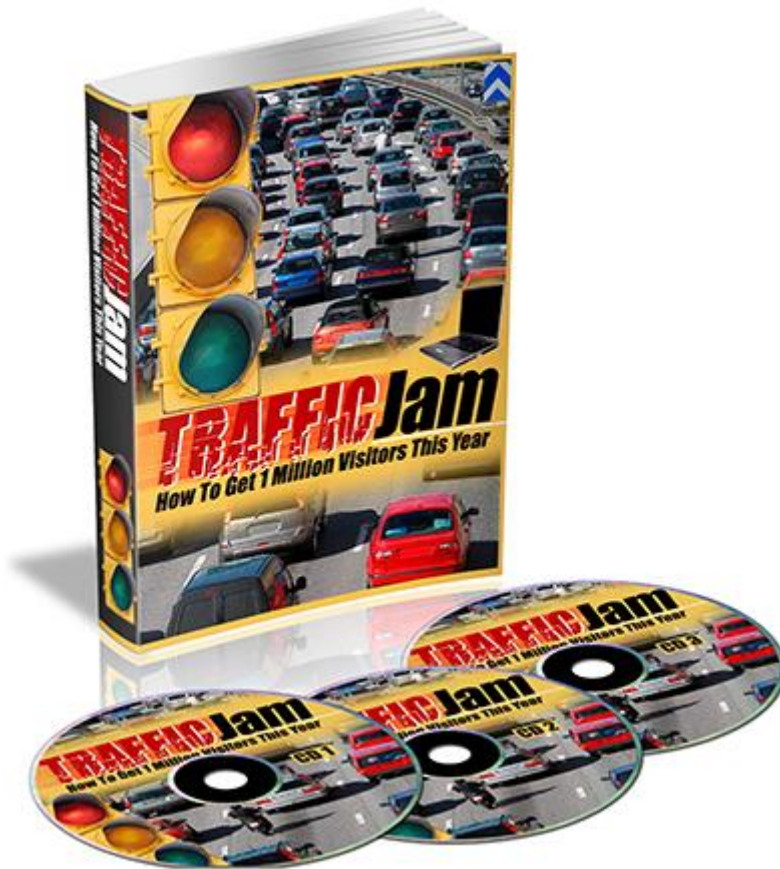# Traffic Jam

How To Get 1 Million Visitors This Year

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Terry:

Hi there. My name is Terry Telford from TerryTelford.com And today, we're very lucky to have Mark Flavin joining us. Now over the past year, Mark has put together a system of generating traffic that gets him over 1 million visitors annually. That's over 3,000 visitors a day. And all that traffic translates into a gross income of about $10,000 a month. Is that about right Mark?

Mark:

Yeah about $10,000 yup!

Terry:

So as long as your website converts visitors into sales, it makes a very big difference to get a lot of traffic to your websites. So Mark, I'm going to pick your brain and find out what you're doing to get that amount of traffic to your websites.

I want you to show us exactly what you're doing and how we can follow in your footsteps. By the end of the call, I'd like everyone to start developing a lot of traffic to whatever websites they want.

So I think we'll start off by giving you a little introduction Mark.

Mark is a computer science and economics student in University College in Cork Ireland, but he's taken the year off, because his internet business started doing so well for him. He wants to get things in order and make sure the business continues to grow. So I guess instead of me babbling on Mark, it's probably better if I let you take over since it's actually your life story and you could tell us where you come from, how you ended up getting online and how you got to the point where you are now.

Mark:

First of all Terry, thank you for having me on the call, it's great to be here. Basically I started my first website at about 16 years of age. I created a ringtone site. Ringtones, as you have probably noticed, became a little bit of a phenomenon, but when I started, there was nobody doing it.

So all I did was email a few radio stations and eventually got some national coverage. I got 5 minutes on one of the Irish radio stations and it landed me 40,000 hits to that website.

Unfortunately the site wasn't monetized, because I was young and naïve and didn't really know exactly what I was doing. But thankfully, since then things have changed. I'm much more proficient in internet marketing. That's basically my very first internet marketing story.

Terry:

The website that got 40,000 hits in a day, that was ringtones for your cell phone or your mobile phone, is that right?

Mark:

Exactly! Yeah

Terry: And how did you do that? You got some radio coverage, how did you go about getting radio coverage?

Mark:

Basically I just sent an email to the radio stations. All you have to do is ask if they're interested in talking about your products. I mean the worst people could say is no. You just have to pick up the phone or send an email. You always have to be pushing to try and get people to do things for you.

Radio and TV are always looking for content and at the time, ringtones were a new thing coming in, and here I had this website where people could get free ringtones. And it was perfect for them and I got radio coverage over the whole country.

Terry:

What exactly did you do to get that kind of coverage? You just called the radio station or did you send them an email? What did you do?

Mark:

I just sent them an email, because I remembered 2-3 weeks previously, they had this little tech spot on. And I didn't know if it was a regular thing, but I got the presenter's email address, emailed him and told him about the

site and he told me yeah we do that tech spot once a month, or maybe it was once a week at the time, I'm not too sure. And the next time he did it, he put my website in there. And it actually got a little extra coverage because people started calling in and asking for the name of that website once again. So I got a lot of traffic. And that was only one day's worth, but I got a lot of visitors from the most listened to radio station in the country.

Terry:

Wow! And that all came from just sending one email to this guy.

Mark:

Just sending one, so little things count a lot when it comes to traffic.

Terry:

Now, what did you say in the email? Did you do it as a formal press release, or is just an informal email that said, "Hey here's who I am would you be interested in doing a spot?

Mark:

Very informal. I said, "Hey my name is Mark Flavin I've got this website that offers free ring tones and I noticed that you do a little tech spot, and I was wondering if you would like to add my website? And I got an email back that said yup let's go. Just like that. There was no big long rigmarole it was just a quick yes. Then a week later there it was, a 5 minute spot.

Terry:

Wow! Fantastic! That's fantastic.

Mark:

Yeah! You just have to ask. When we're working in the online world we tend to forget about TV and radio. More people are listening to radio and watching TV than there are online. So you just have to ask. There's no harm in asking people.

Terry:

You're working both angles then. So you work offline to get people to your website online.

Mark:

Yeah! I haven't used it too much, I do it with press releases and things like that, but ironically, my first venture of getting traffic in the online world, was in the offline world.

Terry:

That's cool!

Now I'm going to do something kind of unorthodox, which goes along with your traffic program, Traffic Transformer. Instead of making everybody wait until the very end of the call and let them know about the super secret surprise package you put together, I'm going to go ahead and let everybody know now. And then we're going to go ahead and show you how Mark is getting traffic, other than just through a radio station.

He's also got 30 different ways of getting traffic to a website. Now, obviously we don't have time to cover everything, but I selected 10 of the methods that I'd like to cover and kind of pick Mark's brain and get all the details of how they work.

They pretty much fall into 5 different categories. We've got:

1. Search engine optimization

2. Viral traffic

3. Online media, and how we can use online media to get a very serious flow of people visiting your website.

4. We're going to look at web 2.0 techniques and using social networking.

5. We're going to look at little bit at guerilla marketing and how you can get your website out there.

And now I'm going to give out the secret package that you put together Mark. If you go to OrderTrafficTransformer.com Mark has put together a package that includes:

- The traffic transformer way of generating traffic, which is the 30 different ways to get traffic to your website. This is what mark

does personally to get his millions of visitors a year to his websites

- Plus he's including another package called unorthodox traffic. I've read both of them, I've used both of them and they are absolutely incredible. They work flawlessly. There is definitely no better way to get traffic.

So Mark has packaged the two together, now it's only going to be done for this teleclass. Once this teleclass is over we're going to leave a 24 window so you have a little bit of time to go ahead and get the packages, but after that the only thing that you'll get with the order traffic transformer is the actual traffic transformer kit. But if you order right now and within 24 hours of the call you will get it plus unorthodox traffic.

And now we'll cover all the techniques we were talking about, 10 different techniques within the whole system.

Let's talk about search engine optimization first. If you can give us a little bit of an idea what search engine optimization is and then we're going to dig a little bit deeper into it as far as the details on how to do it.

Mark:

Essentially search engine optimization is basically just optimizing your website to get as high up the search engines as possible for keywords that relate to your website or service. For example, you set up a golf product that helps people cure their slice. You want to rank high in google for the term "cure golf slice." There are essentially 2 types of SEO that you need to work with.

There is on-page optimization, which means the stuff that you actually do to your own website. And there is off page optimization, which I'm going to discuss in detail in a moment.

With on-page optimization, the most important thing is your keywords. If we use the golf example,

The first thing is the domain name. A domain name with the keywords is always good.

Second, you want those keywords to be featured heavily throughout that website. It is very important for the search engines to know your content is based around those keywords.

And thirdly, it's kind of become a little irrelevant, but it's always good to use meta tags just for the search engine sake, to let them know what kind of

keywords you have on your site.

Terry: Ok that's all on the on page search engine optimization.

Mark:

Yes. There's a lot to it. It's very important to have your keywords in the headline of the page. Something else to note is Google likes bold letters. They look at them as more important than letters that are not bold, but it doesn't mean you make your whole site bold. It just knows you're spamming them. But if you bold certain things like your keywords, so if we go back to the golf example again, if you have an article on your website, you want to bold the keywords that you want to rank higher. So once again, your golf slice should be bold, because they're the important keywords of that page.

It's actually a very complex system. And something else I didn't tell Terry is I've added another bonus to you're traffic transformer package, which is basically a 200 page book on SEO. It's basically the Encyclopedia Britannica of search engine optimization. And there's a lot to SEO, so I thought that would be a nice addition to the package for people who want to get the real nitty gritty of search engine traffic.

Terry:

Excellent! Thanks Mark, that's perfect! That will take care a lot of questions.

Now you said the book is 200 pages. How detailed do we have to actually get when we put up a page and optimize it as much as possible for the search engines?

You said number 1 is the actual name of the website, so if we have something like GolfSlice.com and the main headline on that page or in the index page is how to cure your golf slice. You put that in bold. Then you have an article about the problem of the golf slice and the cure for your golf slice. Put your meta tags in there for the sake of good order. And is that the basics that I need to do on the page?

Mark:

Pretty much. The thing is your off page optimization is probably more important. So once your on page optimization is decent, doing what you just said, then you've got to move to off page optimization. That's getting links back to your website which is more important than your actual on-page optimization.

Back on the day, people use just spam their meta tags, spam their pages with all their keywords, but it's very hard to spam links. So basically, linking has become very important to Google for off-page optimization. So off page optimization has become more important to my opinion.

Terry:

So what would I do for off page optimization? I know there's services out there that will put 1,000 links back to my website from various other sites. Is that what are you talking about?

Mark:

Ah no. Run away from them. It's buying links in bulk and Google has started penalizing people for that.

The key is content. Let's use the golf slice example. If you have a private label rights book, take that content and break it into 6-7-8-9-10 articles and include a link to your website and post them to article directories like EzineArticles.com and GoArticles.com. There are literally thousands of them and I'm sure there are golf specific ones as well. That's a fantastic way to get links.

What I've been doing recently, in fact I find it's pretty amazing, is using a site called digg.com. It's been around a while, but not a lot of people use it. I've literally got rankings in one day. I put a post on my blog, using the keywords I want to rank for as the headline. Now they have to be low competition keywords. You can literally get ranked the same day. So if you're having problems getting into the search engines, you can get indexed in about 6 hours using Digg.com

Terry:

Indexed in Digg.com or in the search engines

Mark:

In google in about 6 hours if you use Digg.com

Terry:

Really

Mark:

Yeah

Terry:

So how does Digg.com work? You put up your own website and then what?

Mark:

You put content on your own website and then you go to Digg.com, sign up completely free. It's mostly for news and things like that. So what happens is, if people like the articles they dig them. So as more people click on your article your ranking goes up. So if one person sees your article they dig it. Then if another person likes your article they click the digg again and so on and the more diggs you have the higher your ranking.

Now if your article is really popular, you can actually end up on the front page of dig and then you just get insane amounts of traffic, because millions of people visit that front page everyday. But from the point of view of search engine optimization, you literally put your article on your blog or your website, go to Digg.com, submit it, ping your article or ping your blog just using something like Pingoat.com or Pingomatic.com so the search engines know your article is out there and in about six hours you could be listed in Google.

Terry:

Wow! So that's basically the high level lower view of off-page search engine optimization, getting articles out there, getting them indexed by digg, go to pingoat.com and pingomatic.com and get them pinged and you're pretty much good to go.

Mark:

The key is if you are going for big keyword consistency, submit an article everyday. So Digg everyday and just building up your links the right way. Like I said in the beginning, buying links in bulk is just a waste of money. Just follow the simple steps we just covered and you build links the right way.

Terry:

So the keywords we're targeting within individual niches are long tail keywords, meaning "How to improve my golf slice" instead of "golf."

Mark:

I personally like to put the keyword at the start. So on the headline you would have "Cure My Golf Slice – Six Easy Steps. For some reason, I don't know why, but when the keyword is at the start of the headline Google seems to like it a lot more.

Terry:

Ok, I just want to summarize that in case anybody missed it. There were two very, very hot key items there

First is put an article up on your website and then use Digg.com and pingoat.com as well as pingomatic.com is the other one wasn't it?

Mark:

Yeah that's if you have a blog.

Terry:

Ok if you've got it up on your blog.

Second, is put the keyword in your article title first. So if you have six easy steps to cure your golf slice, switch it around so you've got "Cure My Golf Slice - Six Easy steps. It's still human friendly. You can still read it comfortably, but it also very, very Google friendly and you can get listed in six hours. And that's incredible.

The next thing I want to cover is viral traffic. If you can explain what viral traffic is and how to get some.

Mark:

A good example of viral traffic is when you get an email from a friend and they say go watch this video. So you go watch the video and you like it so you email 10 of your friends and say "Hey go watch this video" and each of those 10 friends likes the video and they each mail 10 of their friends. And so on and so on.

SIDE NOTE:

I want to just pause here for a moment and add in an example for you that wasn't in the audio. It's vitally important that you see the power of viral marketing. Here's a more graphic example of 10 friends telling 10 friends who tell 10 friends.

10 friends tell 10 friends = 100 friends
100 friends tell 10 friends = 1,000 friends
1,000 friends tell 10 friends = 10,000 friends
10,000 friends tell 10 friends = 100,000 friends

See how quickly the progression happens. And this can happen in as little as a few hours or days, so imagine how your sales will increase if you get a hot viral marketing piece out into the market.

That's essentially viral marketing online. It could be something like a viral report. Let's say you use a Private Label Rights (PLR) ebook and you divide that into two or three reports. Just take a chapter and put it into a report and include links to your website and send it out your list. Or advertise it in Google.

If the report helps people, they'll keep sending it to people they think would like it too.

So that is a very easy way to make a viral report. Literally just take content from private label rights products, send it to your list and give them the right to send it to their list. Or if you don't have a list, you can even start with friends. Or write an article, post it on your blog and Digg and ping it, because you get traffic that way pretty quickly as well.

Terry:

Excellent! The thing with doing a report is it has to be beneficial. It has to be very interesting and it has to have a bit of a cool factor to get people to say

"I want to send this further."

Mark:

Exactly! With videos, almost 90% of the time there's a comedy element to them. But with a report for a particular niche, you want to help people. And if your report does that, it'll get passed around.

Terry:

Excellent! Now how about if you send out a report and you let people brand it with their affiliate link. Then it goes viral even faster. How can you let people co-brand your report? Is there a special way to do that?

Mark:

Yeah there's a piece of software called Viral PDF. Basically you could do just like Terry said. Put your links in there and let your affiliates rebrand it with their affiliate link. Then when they send it off, they get commissions from the report. So they're motivated to send and promote it, because they getting money every time people buy a product.

Terry:

Exactly! So it becomes more viral, because people have an incentive to send it further. They've got their link in it as well.

Mark:

Exactly!

Terry:

Excellent! As far as video, is there any way to brand a video? So if I want to send a video for one of your products, for example, can I brand that video with my affiliate link?

Mark:

Yeah, there's a very cool website called Bubbleply.com. This is a particularly cool website. It allows you to take any YouTube videos and allows you to put a little bubble on it which is clickable. So you can take any YouTube video,

you don't have to go to the effort of creating a video yourself. If we go back to the golf example. If there's a funny video of some guy playing golf and he takes a swing and falls or something. You could put a bubbleply link on it and link it to your product. Ship that off to your list, or put it on your blog. Have it spread around that way. And as it's getting spread around, your product link is on the video.

Terry:

Wow! Is this a free service or just a paid service?

Mark:

Yup! Completely free! And the great thing is you don't even have to create your own videos. Which is basically what keeps most people away from video marketing. Literally, you go to bubbleply.com, type in your YouTube URL, completely free, and you just put on your link.

Terry:

Wow! I just want to summarize that again, because these are two really cool and powerful ways to get your viral products out there.

1. Create a report and make it brandable so your affiliates have the ability to rebrand the report and get credit for their sales. That will make the report go viral very, very fast.

2. The next one is with viral video. Go pick yourself up a YouTube video. Brand it with Bubbleply.com and you've got your own video without doing any of the work. And you're able to send people to whatever website that you want. Mark that is worth gold, that one piece of information…that is incredible. It's so powerful.

Mark:

Definitely. There's so much information out there, it's a matter of finding the right things to get traffic. Because you can get lost out there very, very easily. And there's a lot of crap out there. You know that is just one tip that's very easy to implement that can literally drive thousands of people to your website.

Terry:

Exactly. Phenomenal.

Now the next thing I want to look at is online media. Can you define what online media is?

Mark:

Things like press releases and classified ads would fit in the online media section.

Press releases are really, really good for two reasons:

1. You get publicity

2. They can get you a lot of links which the search engines love

There's a company called Webwire.com and for $20 they submit your press release to all the major online news networks like Google news, Yahoo news, and MSN news. When people search in news for whatever keyword you use in your press release, your press release pops up on that day.

Now the thing about writing press releases is you cannot make it and ad for your product. You have to write it almost as a news journalist. If you do that, you can end up having press releases picked up by newspapers so on. And of course, somewhere in your press release, you refer to your link as something of interest. The important thing with a press releases is not to use it as a sales page.

Terry:

Ok, now as far as the format, I know press releases have a specific format, could you walk us through what exactly you will do to write a press release.

Mark:

Like I've said, the best thing is probably to put yourself in mindset of a journalist, but with a marketing mind as well. The headline is very important for your keyword. So if we're going for the golf niche again, you want to have your "Golf Slice" in the headline. You work it into the headline so that it is the news story.

Now you can say, "New product cures golf slice for new golfers." If you're an affiliate for a really big brand, it's already got brand recognition in the marketplace, but if it's your own product and it doesn't already have big brand status, then it's very unlikely the media will pick it up.

So you want to keep your press release very interesting. Basically the format is the headline, which grabs the attention of the journalist to read it.

The dateline, which contains the release date. And usually, the city where you are or the city of the news.

You start off with an introduction by answering to the questions, who, what, when, where, why, and how.

Then you move to the body. If you have statistics , the background of your product, and your website link.

As an example you could say, according to Mark Flavin from OrderTrafficTransformer.com, there are over 30 free ways to get a million visitors to your site. That's a good way of getting a link into a press release, rather than pushing it in people's faces.

And the boilerplate section is where you put in the background of your company, your organization or just yourself and of course your contact information, name, phone number, email address and so on.

It sounds like there's a lot to a press release, but there's actually not.

You can go to Google news and look for the news for that day. Pick a relevant topic and write an article about the news of that day and somehow include a link into it and submit it using webwire.com

Terry:

So you can work your website or your product into something that's happening in current events.

Mark:

Exactly, if the US open is on, you could write an article about the US open and somehow work your link into it. And submitted it to all the news stations using webwire.com or prweb.com

Terry:

Ok cool! Now you also mentioned another thing about online media, which is free classified ads sites.

Mark:

Yeah, they've become less relevant in recent years, but one stands out, pretty much above everyone else and the site is called CraigsList.com. I think it is in the top 50 of sites visited on the web, so definitely something to consider if you are looking for a quick traffic. There's people there all the time and your ad is submitted very quickly. It's a good place to get traffic fast. It wont be long lasting traffic, but you get some quick traffic.

Terry:

Now, it's just a classified site?

Mark:

Yeah pretty much.

Terry:

You write classified ads the same as you would for Google AdWords, very short copy, very quick and to point with a link to your website.

Mark:

Pretty much. You get a bit more room than in Google AdWords. What a lot of people do in the business opportunity niche is to tease people. Don't give them the order link where they can sign in, but say if you more information you can email me at such and such. That sometimes works very well to draw people in a bit in that particular market.

Terry:

OK so you actually give your email address on the site?

Mark:

I'm pretty sure you can decide whether or not you want to.

Terry:

Doesn't that open you up to a ton of spam?

Mark:

Whenever you do anything like that, like using an email address, is get a free email address like gmail, or yahoo mail and set up a separate email address for those kinds of things. You want to keep your main email address just for the people you know. You're better setting up a free account for other things.

Terry:

OK, now what happens when you place an ad on Craigslist.com how is in up there?

Mark:

I'm pretty sure it's up there for good. To be honest, Craigslist.com is something I don't use to much because I kind of work on the SEO a lot more, but your ad on Craigslist.com is up there pretty much for good, as far I know, but it moves down the list as more ads are placed in on top of the category you're in.

Terry:

It's kind of an everlasting link though. It helps your link popularity and linking back to your website.

Mark:

Oh yeah, no matter what you're doing you should always be looking to get more link, your press releases that gets you more links, your videos, they get links, your viral reports can get links to your report, so no matter what you are doing you should be trying to get links to your website, because in the end of the day, search engines generate the most traffic and you want the ranking in search engines.

Terry:

Cool! Now that brings up another point is Web 2.0. Can you tell us exactly what web 2.0 is and what kind of bits and pieces are involved in it?

Mark:

Esentially Web 2.0 is the second generation of websites. Things like Myspace.com, Facebook.com, Squidoo.com, and Digg.com are all considered Web 2.0 websites.

A lot of sites that have a social aspect to them, they're web 2.0. Squidoo.com is one which allows you to set up a page where you can add in things about your business and add articles. And Google likes Squidoo. They knocked it back a bit in their last check, but they like Squidoo a lot. So it's another great way for getting links.

Once again, you can sign up for Squidoo, put in your articles, put in your viral report and allow people to download it for free. And they put AdSense ads in squidoo and they share the revenue with the people who are on Squidoo. So even just signing up and providing content on Squidoo can earn you a little bit of cash every month.

Terry:

Wow! What's the difference between Squidoo and Facebook or Myspace?

Mark:

Basically Squidoo is a bit more business oriented and it shares its revenue. Squidoo calls your page a lens. And you can tag your lens so it can be found easier.

MySpace is not business oriented. You go and find friends who are relevant to what you like, but they frown on businesses.

Terry:

So Squidoo actually allows you to advertise your products and services as opposed to MySpace. I'm not familiar with the rules and regulations of MySpace and Facebook, but they're more for personal use instead of business, is that right?

Mark:

Well tons of companies use MySpace, but it does state in their terms and condition that you're not meant to use it for monetary gain. But it's a great way to find people with a similar interest. If we use the golf example again, you create yourself a MySpace page and dish out that free report to your MySpace friends and they refer their friends to your page and so on and so forth. So MySpace is another good way to spread things virally like that. Squidoo works less on a viral component. Squidoo is good for google.

Terry:

What about posting comments If I find pages or lenses that are relevant to my business and I leave a comment with my link on their page, is that relevant as well?

Mark:

Yeah it is! And it's also good if you could find high page rank lenses. The same on blogs. I actually included a free piece of software in the traffic transformer which allows you to find high page rank blogs related to your keywords. So literally you go into this software and type in your keywords for golf sites and it will dish out page rank 7 or 8 blogs that you can go and leave comments on and that's more links to your site from high page rank blogs.

Terry:

Can you explain page rank? What is the importance of a PR7 as opposed to a PR1?

Mark:

Page rank is basically the way Google ranks websites. Let's say you have one link from a website with a page rank of 7 and 20 links from websites with a page rank of 1. Your 1 link from the page rank 7 site is much more important than all those other links combined.

Terry:

Is page rank defined by the number of visitors to that webpage?

Mark:

It's defined as the importance of the site.

Wikipedia.com, which has a very high page rank, or a lot of the big brand sites, they all have a high page rank, because a lot of people are linking to them. That's basically how you develop your page rank. And when you get a link from a high page rank site, Google sees that as a vote for your site. So if Wikipedia links to your site, Google comes along and says if Wikipedia is linking to your site, then it must be a good site.

Terry:

Almost like relationship marketing.

Mark:

Something along those lines.

Terry:

If wikipedia likes it then I like it.

Mark:

That's pretty much how it works.

Something else worth mentioning, is the link phrases you use. When you're linking to your webpages from your blog or any other pages, for that matter, use a phrase in your link.

So instead of writing a link like http://www.GolfSlice.com or "Click Here" use an actual phrase and hot link it to the site or page you want. For example, if your sentence says,

This free report will show you how to cure your golf slice in 6 simple steps.

Hotlink the words "cure your golf slice in 6 simple steps" because Google likes that too.

Terry:

OK so we've got several ways to keep Google happy. Let's move onto social bookmarking. First off, what is it?

Mark:

Social bookmarking is basically when people add your site to a social bookmarking site like del.icio.us. del.icio.us is probably the biggest one. So people bookmark your site using the social bookmarking system and other people can see their bookmarks.

This is where the social aspect comes in, because other people see that your site is bookmarked by one of their friends and they figure if he's bookmarked the site, it must be good. I'll check it out too. That's how social bookmarking works.

You can get a very cool plug-in for your Wordpress blog that will pop up all the social bookmarking sites underneath your post. So if people like what you've written, they can just check the relevant social bookmarking links and add it right away. And again, going back to our SEO conversation, it's more links back to your site.

Terry:

So social bookmarking acts the same as the favorites file in my browser, but it's public?

Mark:

Exactly, it's your favorites file but it is not connected to your computer, it's on a website. And you can make it private, I'm pretty sure. It's great to get traffic and more importantly, it's great way to get links back to your site.

Terry:

So how many of these social bookmarking sites are out there other than del.icio.us?

Mark:

Another one is called StumbleUpon.com. It's one of those sites to visit when you are looking for something interesting. Essentially, you tell it what you like and it finds websites that are related to what your interests are. So submit your site to StumbleUpon.com

Basically, people login to StumbleUpon.com when they're just looking for sites and random things they like. They click the button and they get a list of related websites. This is a good way to develop targeted traffic.

Terry:

It sounds like a nice alternative to the search engines.

Mark:

Not quite. Basically, StumbleUpon is like clicking on the "I feel lucky" button on Google. Then it watches what sites you visit in the StumbleUpon selections and tries to guess what sites you'll be interested in visiting.

Terry:

Ok. Now the last thing I'd like to cover before we wrap things up and open up for questions is, what Jay Conrad Levinson coined as guerilla marketing. Guerilla marketing is literally hundreds and hundreds of ways to market using low or no cost methods. Right now, I'd like to focus on 2 methods.

1. Email marketing, because that's one of the most popular ways to get people to your website

2. To translate your website into several different languages

Let's start off with email marketing. First, you have to build a list. How do you start off from nothing and build your first list?

Mark:

Basically, we discussed how to get the traffic. So you want to drive the traffic of what we call a squeeze page. A squeeze page is where you offer your visitors something for free in exchange for their name and email address.

A wonderful way to get content to give away is Private Label Rights. Once again, let's use the golf site. You get some Golf Private Label Rights products and package them up into an ebook. You offer the ebook for free when people sign up for your free golf newsletter.

Your visitors enter their name and email addresses and click the submit button. Your autoresponder sends them a link for them to download your viral report and everybody wins. Your visitor gets the information they want, plus they got the viral report, which they can give away to others if they want, and it's a great way to start building your list.

Terry:

Excellent. So once you've got your list, what's the protocol for emailing these people? How often can you send them a mail?

Mark:

To the internet marketing niche or the golf niche?

Terry:

Let's talk internet marketing for a change.

Mark:

Ok. In the internet marketing niche, I know guys that spend email everyday and do it very well. Personally, I send 3 emails a week. I think that's enough, but it depends on how you develop the relationship with your list. Testing is the key.

If you try emailing everyday and you constantly get unsubscribe, unsubscribe, unsubscribe, then that doesn't work for you. So it's really kind of a case of testing. I personally like 3 times a week

Terry:

Ok. So that's internet marketing. Are you in other niches as well?

Mark:

Yeah. I work in the golf niche. The first one we talked about was the ring tones one. Another one, which was a bit of an unusual one was Tag body spray. It's an American spray like links deodorant. I was an affiliate using LinkShare.com for that and I actually out ranked Gillette, the parent company. It didn't last forever, but it did last a while and it made some nice revenue. Actually, that's how I got started in internet marketing. I wrote a report on how I outranked Gillette. And you know what? I'll include that report in with the OrderTrafficTransformer.com only for the people on the call this evening.

Terry:

And that's how you outranked Gillette for tag body spray?

Mark:

Yeah, that was a lot of traffic.

Terry:

Very nice! Now, what about other niches? For example, you said you're in the dog niche as well?

Mark:

Golf !!!

Terry:

Oh in golf, sorry, sorry. In the golf niche, do you send out email three times a week?

Mark:

Emails? No! Once a week. But it takes 7 - 10 contacts before someone decides whether they're going to buy it or not. So you want to be contacting them a minimum of 7 times.

In the internet marketing niche it's a bit different. They expect emails on a more regular basis.

Terry:

When you're writing your email, what kind of content do you put in your email?

Mark:

Generally I like to put my content on the blog and then have a link from my email to my blog. Reading in an email is not so nice. So the best way to do it is send an email that directs the readers to your blog. Plus anyone can read your blog. And you can generate traffic to your blog using the tactics we discussed so more people can read it other than just those on your email list.

 Terry:

So what would you say in an email to your list? Something like, Hi it's Mark, I just put a post on my blog. Click on the link to see what I said?

Mark:

Even less formal. I'd say something like,

Hey John,

How's things going? How was your weekend?

I'm just back in the office today after a nice relaxing weekend on the golf course. I just put an article up on the blog. Here's the link (LINK).

Take care.

To our success,

Mark

You just build up a relationship with the person. And you don't use Dear. I see so many internet marketers using Dear John. When's the last time you emailed a friend and you put Dear in front of their name? You say, Yo, or Hi or Hey, you don't use Dear.

Terry:

Excellent. Now something else you do is to translate your website into other languages. So if I'm from Germany, I can visit your website and read it in German. How do you do that?

Mark:

Basically I use a little script for WordPress blogs. Now if it's a static site, you can go to Elance.com and have people translate it for you. But I found a little plugin for WordPress Blogs for $30 that allows visitors to click on their country flag and it translates it into their language. And I don't understand why a lot more people aren't doing it because Google absolutely loves it and you get an awful lot more international traffic because of it. It's a really easy way to get more traffic with very little effort.

Terry:

And where to you get the script?

Mark:

I'll put a link to it in the OrderTrafficTransformer.com member's area for you, because I don't know it off hand.

Terry :

From a practicality standpoint, if someone from Germany reads your blog in German, do you end up getting questions and comments in German?

Mark :

I haven't gotten any emails in a foreign language, but I have gotten some spam comments in a foreign language that I don't understand, but the word Viagra keeps popping so I know it's spam.

Terry:

What we've just talked about could take people a month to implement and we've only talked about 10 ways to get traffic to your website. And it's something you can maintain. If you're writing articles, you can write articles once a month, once a week, once a day, however much you want to do.

With just the 10 techniques we've shared with you today, you can develop a very substantial traffic flow to your website. Now the cool thing is, Mark has another 20 ways that are just as easy to implement as what you've just heard. And he's packaged it all up in OrderTrafficTransformer.com and added

1. Unorthodox Traffic

2. SEO report

3. The Gillette report

Now these extra bonuses are only for the people on the call this evening, but if you're listening to this after the call, you still get the regular bonuses listed on the website. And the whole package is only $37.

Just before we wrap things up, Mark, is there anything else you'd like to add?

Mark:

Thanks a lot for having me on the call. This is the very first teleseminar I've ever done. I'd just like to say thanks a lot for having me Terry. I hope a lot of people got a lot of benefit from tonight's call.

Terry:

Absolutely! I can testify to that. I've used some of your methods in the past and they definitely bring traffic.

Mark:

They're good. I have a video on the OrderTrafficTransformer.com site that shows the traffic statistics. This stuff really works.

Terry: What I like to do mark is if you can stick around for a bit I'd like to open the call then to allow people to ask you questions directly.

At this point we opened the call up for questions. And the rest, as they say, is history ☺